

Projectbook/Prospecting Scripts

Elite Club #54 February 2020

Projectbook and Prospecting Scripts.

Make any changes you wish. Use these scripts for other things if you are still working through old scripts in Projectbook. If you were in any coaching program other than VIP please use these scripts for your prospecting.

5 different ways and scripts to Prospect, see below:

Email:

Good afternoon <agent name>,

Quick question for you, are you currently reading any books to help you in your business? I am reading _____ and I love it! If you are looking for a great read, check out...**The 35+ Best Business Books of All Time for Entrepreneurs Looking to Grow Big**. Click the link:

https://www.earlytorise.com/the-best-business-books-of-all-time/?utm_source=1-23&utm_medium=email&utm_campaign=daily-email-1-23&utm_ad=64194&utm_placement=8&utm_medium=7

Let me know what you book you choose. I love audible books, do you have it downloaded on your phone? Great for listening to books on your drive, workouts or getting ready, etc! Also, do you have any title questions for me? Please let me know, I am here to help.

<Your info here>

Facebook Private Message:



Facebook Tip of the day:

Hi <agent name>,

Have you seen my Facebook Guide Volume IV? It's a game changer!!!! Let me know and I'll pop it over!

<Your info here>

Phone calls:

YOU: Hi <agent name>, this is _____ with _____ title company. How are you today?

Realtor: GREAT!

YOU: Awesome, did I catch you with a minute?

Realtor: Yes.

YOU: I have a quick question for you...how many all cash buyers are you currently working with? (LET

THEM ANSWER) Have you thought about putting together an investor list, figuring out their buy box and marketing for them??

Realtor: YES!! 2 all cash buyers.

YOU: Would you be interested in hearing how to create a list of investors that you can use as leverage for your listing appointments, telling sellers that you have cash offers for a home like theirs?

Realtor: Yes, I would.

YOU: Great, would you like me to run a commercial properties or absentee owner list to get you started?

Realtor: Yes, please

YOU: What area?

Realtor: I'll give you zip codes.

YOU: Great...By the way.... what do you need title wise today: profile, farm package, seller guides, buyer guides, <insert what you offer here>?

VIDEO:

TOPIC: A few tips from some TOP PRODUCING AGENTS

VIDEO script:

Here are a few great tips from some top producers around the nation:

- 1. Network, Make New Friends and Keep the Old!** Attend local and regional networking events and pay attention to your sphere! Monthly!
- 2. Stay Disciplined and Work Your Plan.** Develop a daily, weekly and monthly plan and then **stick to it!!** **Consistently work** the same plan for days, weeks and months. It's the **FOLLOW UP AND CONSISTENCY THAT WILL COMMAND ATTENTION, RESULTING IN REFERRALS.**
- 3. Develop a Brand.** Make sure that your online persona, your website and your print material all create a cohesive message about what you have to offer (social media is a separate conversation). **First impressions matter.** Whether you meet someone on the street or they find you online, you want them to get a favorable impression of you and your **Real Estate Services.**
- 4. FOLLOW UP!!!** This is by far the secret to **long term success.** Developing a **consistent follow-up plan** is the key to generating a lead. A great CRM is the only way to do this, you can't effectively **FARM YOUR PHONE.** Some leads will convert into buyers or sellers right away, and others may convert in six months or a year?? The only way to **MAINTAIN TOP-OF-MIND AWARENESS** is to follow up.
- 5. LEADS! LEADS! LEADS!** Keep your pipeline full. Having a prospecting plan, open house plan, door knocking plan, inventory marketing plan, farm plan, sphere plan and social media plan will do the trick!

Hope you got a nugget out of these 5 tips. Please know my team and I are here to:

- A. Close your deals
and
- B. Bring you great ideas to help you grow! Can I order you a prelim or a farm package?

Reply to this email and consider it done!

Text Message:

Client text:



Hi <agent name>, I love working with you!! That's all, go about your day!! Bye! 🖐️

<Your info here>

Target text:



I would LOVE the opportunity to do a quick interview with you as I have an assignment in my coaching program. Are you free this week? Won't take long 🕒🕒🕒 Just 1 minute! THANK YOU!

(If they say yes, ask them 3 questions)

1. What was the #1 thing that got you business last year? (ask a follow up question to that)
2. How many transactions did you do as a direct result from social media? (ask a follow up question to that)
3. Do you have any holes or challenges in your business that you are working on in 2020? (ask a follow up question to that)

OR ASK ANYTHING YOU WISH

<Your info here>