"Ten Days of Pain" Lead Conversion Guide

The "Ten Days of Pain" internet lead conversion plan a high touch aggressive tool that is used to identify motivation levels and gather additional contact information so that leads can be appropriately classified and converted to appointments. This is specifically designed for converting internet leads to clients.

All of the content included with this program was developed by Ben Kinney and is taught as part of the Internet Marketing Specialist Designation (IMSD). These materials are copyrighted; reproduction and distribution is strictly prohibited.

Lead Conversion Checklist

Day 1

- ☐ Send introduction email
  - For manually entered from other sources leads: use the Intro email
  - For Market Leader website generated buyer leads customize your auto-generated welcome email and send the ICW.
- ☐ Make introduction phone call
- ☐ Send follow up email thanking them for speaking with you if they answered
- ☐ Mail a note card with 2 business cards in it
- ☐ Add to 10 Days of Pain activity campaign

Day 2

- ☐ Send bank owned email or list of properties that fit client criteria
- ☐ Search for lead on Facebook and send a short message

Day 3

- ☐ Email message that you are available this weekend
- ☐ Make follow up call and leave voicemail if no answer
- ☐ Send first video email (if video mentions that you are available it can be combined with step 1)

Day 4

- ☐ Send email with a free CMA offer or relocation package
- ☐ Include a link in your email to a Just Listed Property list (that they can view on your website)

Day 5

- ☐ Send a "How am I doing?" email
- ☐ Add a link to your email that includes a Recently Reduced Prices Property list (that they can view on your website)

Day 6

- ☐ *Take one day off during the plan. This can be put any day between Day 3 and Day 9*

Day 7

- ☐ Send Special Services Email
- ☐ Make another follow-up phone call and leave a voicemail if nobody answers
- ☐ Send a text message if you are confident in the phone number you have

Day 8

- ☐ Research their IDX activity
- ☐ Send specific property email
- ☐ Search other social media platforms like LinkedIn and Twitter and direct message them otherwise send another Facebook message if possible

Day 9

- ☐ Research their IDX activity
- ☐ Email "Long Shot CMA" message
- ☐ Make another follow up phone call and leave a voicemail if nobody answers

Day 10

- ☐ Research their IDX activity
- ☐ Send Contest or Trivia email or video email
- ☐ Attempt contact once again via social media platform
- ☐ Phone call for final call and leave a voicemail if nobody answers

Day 11+

- ☐ No working contact info: Delete contact
- ☐ Working Contact info:
    - ○ Add contact into drip campaign for long-term continued follow-up
    - ○ Add to listing alerts (if you haven't already)
    - ○ Change lead status to Active, Inactive or Hot.
    - ○ Put the lead in group A, B, or C

market leader.

Phone Call Scripts

Intro Call
Hello (name),
This will only take a second. My name is (Your Name) with (Brokerage Firm) and I just wanted to thank you for visiting my real estate website and wanted to see if you had any questions about buying real estate in (insert your city)?
ABC *Always Be Closing - attempt to set the appointment already*

Best Buy Call
Hello (name),
Are you by chance interested in a really good deal? The reason I am asking is because I specialize in selling bank owned, foreclosures and short sale properties. In fact I have a list of the five best priced homes in (insert city) that I would love to show you. What is a good time for us to meet and go over these great deals? Would today be best or would tomorrow be better?

Create Urgency Call
Hello (name)
I just heard in the office about a great property that is coming on the market in the next week and I wanted to see if it fit your criteria before the rest of the general public and agents get to know about it. Please contact me as soon as possible so that I can give you more information about this amazing deal.

Last Chance Call
Hello (name)
This is (Your Name) with (Brokerage Firm) and I have been attempting to reach you for the past 10 days and I am not sure that you are getting my phone calls or emails. If you would still like to receive the just listed, price reduced and best buy properties in our area please just call me or email me at (Your Email if it is simple) to start up again. I hope to hear from you soon!

Email Template Scripts

Please note, in the email scripts below, the greeting "Hello (name)" and Signature portion have been removed from each script because your Market Leader system already automatically inserts a greeting and your email signature on all of your outgoing emails.

To best use these scripts in your Market Leader system, scroll to the next section for instructions.

1. *Tip from IMSD: Include the words "Thank you" or "Sorry" in your subject line. They both have the highest open rates!*

Day 1- Automated Welcome Email
(For all new ML website generated buyer leads- this is automatic)
Thank you for registering on our website (www.YourWebsite.com) and we hope you enjoy unlimited access to all of the properties listed in the area. We are more than just this website and have many resources available to you as needed during your home search process. Do not hesitate to contact us

directly at (Your Phone Number) to speak to a real person.

Day 1- Initial Contact Wizard Email

(For all new ML website generated buyer leads- manually send this)

- As there are many different options for this email, here are some sample scripts you can use:
  - 1-The default template
  - 2-the Day 1 Intro Email below
  - 3-Another option: One of the benefits of working with us is that we will make sure you are notified right away of properties that come on the market and fit your search criteria. Please do not hesitate to call us at (Your Phone Number) to let us know of any changes you would like us to make in the properties we send you.

    Once you see a property that you want to know more about call us or email us so we can help you take the next step.

Day 1- Intro Email

This will only take a second, my name is (Your Name) with (Brokerage Firm) and I just wanted to thank you for visiting my real estate website (www.YourWebsite.com) and wanted to see if you had any questions right off the bat?

Day 3- Open To Show Email

Would you like to view some properties this week?
What day and times work best for you?
I am open this weekend and in the evenings during this week.

Day 4- Free CMA - Relocation Package Email

I just realized that I am not sure if you are from (insert your city) or if you are relocating into our area?
Two important things to note:
1) If you live locally and have a home to sell I am more than willing to give you a free estimate of your home's value.
2) If you are relocating to (insert your city) I have an amazing relocation package to send you.
Which of these are you needing at the moment?
In the meantime, here are some just listed homes I thought you might be interested in: (insert URL to just listed properties).

Day 5- How Am I Doing Email

I want to be sending you only the most relevant properties. Shall I adjust my search criteria for a better match to what you are looking for?
I have an opening tomorrow night if you would like to view some homes.

Day 7- Specialty Services Email

Many of my buyers feel that real estate websites only tell half the story about that home.
If you are not ready to start touring homes, I have a VIP buyer service you might really appreciate.
I can send you plat maps, tax information, videos, or additional photographs and sales history on any property that is for sale currently or has sold in the past.
Can you think of anything you might need right now?

Day 8- Specific Property Email
Use IDX information to figure what type of property this lead was looking at and come up with a humorous subject line such as: Ugly Bank Owned Condo

I know of a bank owned condo that will be coming available soon. I think it will be under (insert price range for your area that is a great deal) Would you like to be the first to view this?

Day 9- Long Shot Email
This is a long shot but often people use our website to try and gain an understanding of their own home value. Is this the case with you?
If so, I would love to give you a free online no hassle estimate or an in-depth broker price opinion.
Interested?

Day 10- Free Certificate Email
My office manager just gave me 2 free home inspection certificates that I can give out *this week* to buyers who would like to view homes on Saturday or Sunday with me. This is a great $300-$400 cost savings.
Are you available this weekend?

Day 10.1 Contest Email
It's time for this month's trivia contest...
Remember the first 3 people to answer these questions correctly will get a free appraisal certificate from Bank XYZ (insert your own giveaway item)
Where in (your city) can you go to see (insert trivia question)
All answers can be found by visiting www.YourWebsite.com! Make sure to include your mailing address so the prizes can be delivered.

Facebook Message Sample
Hi (name)
I just searched my email address book on Facebook and your profile showed up (Insert something interesting from their profile page) You visited my real estate website the other day and I thought I would put a face to my name.
Really looking forward to meeting and helping you soon!
Signature

Video Email Sample
Hi there!
I just wanted to put a face to the name and let you know that I am a real person and not just some automatic email system. I would love to talk about your potential move and see if I can help you find a great deal.
I am available this weekend, are you free?
Signature

Implement the 10 Days of Pain with your Market Leader system

Incorporating the 10 Day lead conversion plan with your Market Leader system will enable you to make the most of every single internet lead, no matter where you received them. Take a few minutes to ensure you have set yourself up for success by following the best practice guidelines outlined below by Market Leader and IMSD. Please note there are many ways you could implement the 10 Days of Pain plan to convert more leads with your Market Leader system--please feel free to get creative and adapt your own methods to create your own custom plan.

You will need to do the following:

- ☐ Customize your Email Signature and automated Welcome Email
- ☐ Upload your 10 Days of Pain email scripts into your Message Templates.
- ☐ Create a custom campaign with activities from your 10 Days of Pain Lead Conversion checklist.
- ☐ Add contacts finished with the 10 day plan to a campaign
- ☐ Organize and classify your new internet leads.

Step by Step Instructions for each action item above:

☐ Set up your Email Signature, automated Welcome Email, and Email Scripts.

1. Go to **Admin.**
2. Select the **Email** tab.
    a. Click on the **Email Signature** link to customize and save your signature.
        i. This will automatically append your signature to all the emails you send to your clients from the 10 Day plan.
    b. Click on the **Welcome Email** link to customize both automated welcome email options.

☐ Upload your Email scripts for every day of your 10 day plan into your Message Templates.

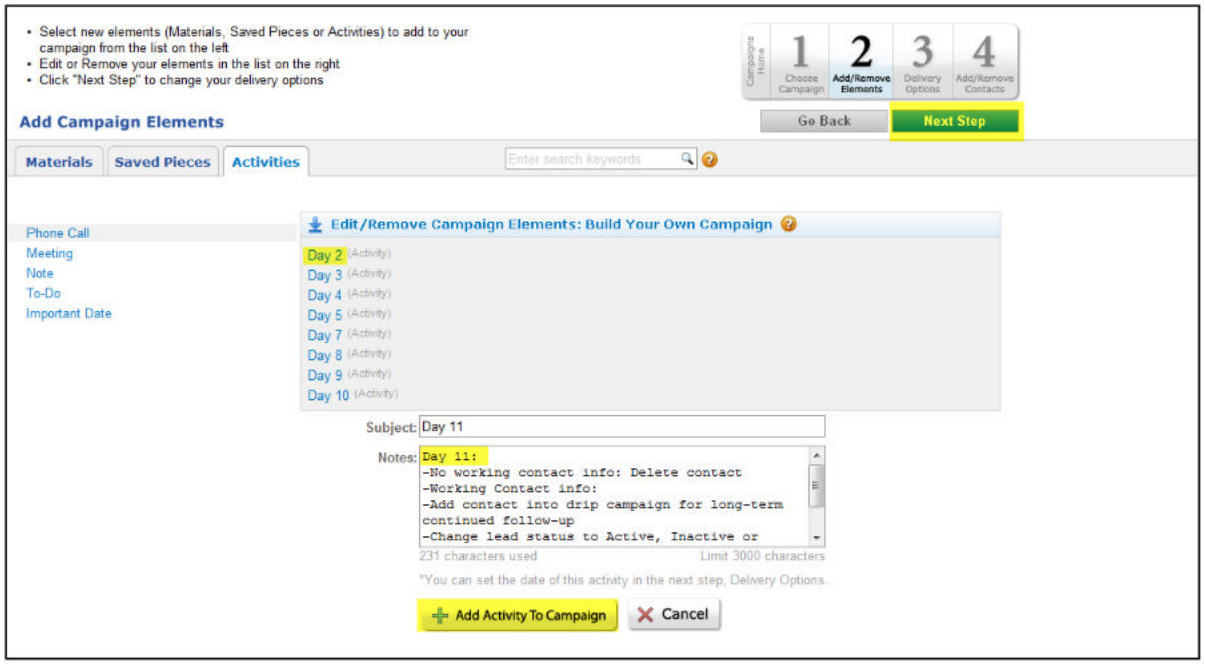
1. Go to **Admin.**
2. Select the **Email** tab.
3. Click on the **Message Templates** link to create and edit new message templates, so they appear from the email pick list within your contact details page.
4. Select **New Message Template** and fill out the information in the form.
    a. In the Template field, enter the name of the email template. (EG. Day 1- Intro Email)
    b. In the Subject field, enter the email subject you would like your customers to see.
    c. In the Message field, copy and paste in the email script you wish to use.
5. Training Tips:
    a. We recommend copying the email scripts above into notepad first, before copying and pasting them into your Market Leader templates so that all formatting and weird characters are removed.
    b. Do NOT enter in a greeting or your signature as those will be auto-entered for you when you select the email for your contact, so only include the body of the email in your message template.
    c. Enter your templates in the order you wish to see them in your message template

list. (For instance, add the Day 1-Intro Email first, then Day 3 email second, etc.)

☐ Create a custom campaign with your Lead Conversion Checklist beginning on Day 2.

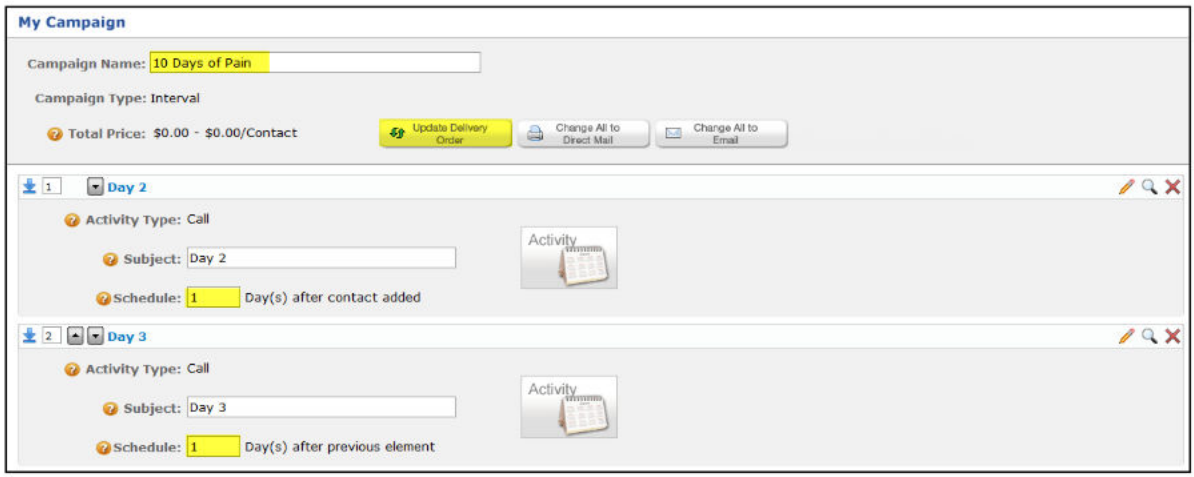
Note: The reason we begin with Day 2 is because the campaign will not start until the day after you add a lead to the campaign, thus all day 1 activities should be done the same day you receive a lead.

1. Go to **Marketing.**
2. Select **Campaigns.**
3. Click on the **Build a New Campaign** button.
4. Select the **Build Your Own Campaign** link.
5. Select the **Customize in Advanced Setup** button.
6. Under Add Campaign Elements, select the **Activities** tab.
7. Select the **Phone Call** link.
    a. Note: By creating this type of activity, when it is due for your contact, this activity will show up as a reminder and be connected with the contact it is attached to.
8. Fill out the form with the activities corresponding to Day 2. Be sure to write the "Day 2" in the notes section as well as the rest of the activities in the list.
    a. Note: When the reminder displays, you will only see the notes section, not the subject of the activity, so include everything you want to see in notes.
9. Select **Add Activity To Campaign.**
10. Repeat steps 7 & 8 for each subsequent day of the 10 Days of Pain lead conversion checklist.
    a. You can skip Day 6 since that is a day off.



11. Select **Next Step.**

12. On the **Customize your Delivery** screen:
    a. Name your campaign: "10 Days of Pain" or something similar so you know what it is when you see it in your campaign list.
    b. On each day, change the scheduled delivery from the default of 30, to 1 day in between elements. If Day 6 is your day off, then select 2 days on the Day 7 activity.
    c. Select **Update Delivery Order** to save your changes before continuing.



13. Click **Next Step**.
14. Click **Save Campaign**.
    a. The 10 Days of Pain is designed for new contacts, so when you receive a new lead, you will use the more actions button, to add a new contact to this campaign.

☐ Add contacts finished with the 10 day plan to an engagement campaign in your Marketing Center

1. Recommended General Buyer campaigns:
    a. Website Visitors: Buyer
    b. Why Choose Me? – Series 2
2. Recommended General Seller campaigns:
    a. Thinking about Selling?
    b. Website Visitors: Seller

☐ Add Contacts to listing alerts (if they aren't already)

☐ Organize and classify your internet leads.

As a best practice, use your statuses and groups for long-term management and engagement.

1. **Status Definitions**: This is a dropdown selection used to organize leads based on their motivation and interaction with you.
    a. **New**: (Day 1) New leads that you have not responded to yet. When you respond to a new lead, you should change their status to Retry.
    b. **Retry**: (Day 1-11) Leads going through the 10 Days of Pain will be in this status until

they respond to you or complete the 10 day plan.

c. **Active**: Leads that have responded to you via phone or email, but may not be ready to buy right now.
d. **Inactive**: Leads that have responded and do not plan on buying or selling in the near future or leads that have not responded/engaged but have good contact information.
e. **Hot**: Leads that are actively working with you to buy or sell a home.
f. **Sold**: Customers who have completed the sale or purchase of a home.
g. **Trash**: Use this status for contacts who ask to stop receiving email, have unsubscribed. Use this status very rarely as when you use it, contacts will automatically be removed from automatic emails and listing alerts.

2. **Groups**: By grouping your leads, you are able to easily see all leads within a group, work them individually, or add entire groups to campaigns for easy follow-up, so this is one of the best ways to organize your leads for future engagement and follow-up.

3. **Sub-type**: This is a searchable field on your contact summary page that will pull up all the leads with a specific sub-type, and enables you to work them individually.

4. **A, B, C Lead definitions** (according to IMSD):
    a. **A** lead: Buying in the next 30 days
        i. Follow-up with these leads every other day.
    b. **B** lead: Buying in the next 30-90 days
        i. Follow-up with these leads 2x/week
    c. **C** lead: Buying 90 days or longer
        i. Send a weekly email to them and add to campaign