

LEADS CALLING YOU

I'm a big proponent of working with your Database... getting ALL you can from your Past Clients and COI. Farming an Area.

If you don't have a lot of PC and COI we teach you how to develop some that are closer to \$\$ in the funnel by learning to gather leads from FSBOs, Expireds, Buyer Leads, and Absentee Owners.

We teach you skills like NeuroLinguistic Programming and Closing Skills.

But what we have been learning with Mande is something NEW.... that we will be sharing MORE of at the Atlanta Retreat.

What we are learning is how to get NEW business from another source - The World :

- How to get VISIBLE to NEW PEOPLE (online) and give them SOMETHING FREE (Note: THIS IS NOT BUYING LEADS but becoming VISIBLE to people in large numbers who are in your "demographic" that you are interested in)
- Get those interested to OPT IN with "You" (Do something so they say "*hey, I MIGHT like this person... they MIGHT have something I'm interested in*")
- ENGAGE with those people who have opted in on a regular basis ("panty share" who you really are...let them "get to know you" - share knowledge - share inspiration - share who YOU learn from)
- In time, ALLOW them to know YOU well (By just Being YOU... and being VISIBLE... and being GIVING... and being courageous in letting go of the ones that don't like/want you. It's OK to have lots of unsubscribes.)
- ONLY NOW, see if there is a need you can solve for them or someone they know. (Notice, this is where we go as a "step one" WAY too often with people) and begin the sales process.

NOTE the benefits in this method:

1. They FEEL like a PC/COI
2. They FEEL like a Friend
3. They like, know, trust, and RESPECT you.
4. They know they can COUNT on you because you've SHOWN UP for them for a long time.

HOW do you do this:

1. Obtain a list in some way.
 - tax rolls
 - FB ads
 - purchased lists
 - buy someone else's list (you'd be surprised how many agents will sell the list they have that they aren't using)
2. Do things every day to add to your list.

3. Do something that asks your list to Opt In.
Opt in Pages / Landing Page to offer something free to get them to Opt In.

4. Choose where you are going to push info.

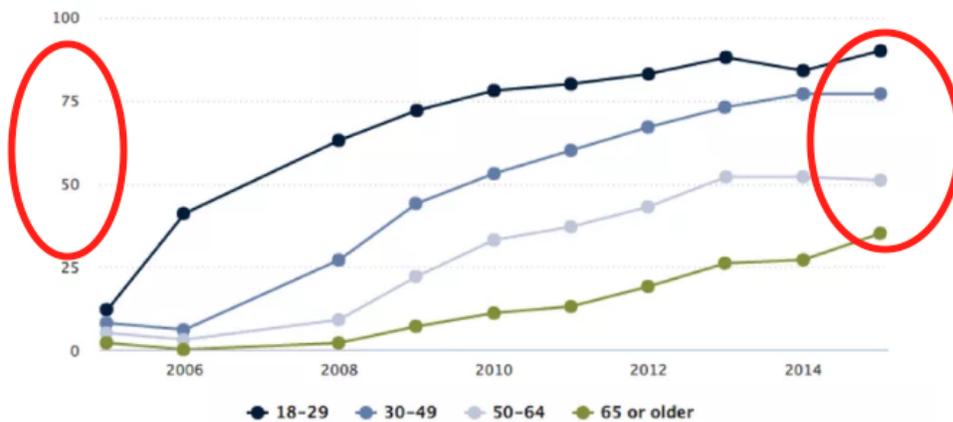
- Website / Wordpress / Optimize Press (recommended)
- Blog (on OP website)
- Facebook - Facebook Live / Google Plus-Google hangouts
- Instagram / Snapchat
- Pinterest
- Linked in
- Twitter
- Email
- In person
- Letters
- Webinars
- Seminars
- Flickr / YouTube / Vine / Slideshare

[Article](#) - In 2017 there will be another 8% more users... if you aren't there, they aren't seeing you. Who they ARE seeing is someone else. Give that some thought.

Networking through this medium has seen a meteoric rise in the past decade. If forecasts are to be believed, it should grow even further in the coming years. Humans are social creatures and this push to connect has been the key to social media developing at this pace.

Get Notifications [!]

Among all American adults, % who use social networking sites, by age



5. Do SU every day. Yep. EVERY DAY.

SU = Status Updates

SU Freebies

SU Blog Article that offers Freebies

STRUT on Social Media about... How you HELP others. Things you've learned. Something about you/family/pet. Places you are. Ideas you had. Idea you saw others have. Inspiring Stories.

Holy Cow... HOW??? Donna... HOW do I do this???

SU via Meet Edgar (rather than buying cityblast, etc)

Meet Edgar. <https://meet Edgar.com>



 *"My social media performance has definitely gotten stronger since using Edgar. My engagement has shot way up, and I'm seeing my follower counts grow as well."*
Jennifer Gresham

 *"This is a social media manager's dream."*
Katie Boué

 *"Edgar makes life better."*
Noah Kagan

6. What does all this lead to? What are we looking for at this point?

ENGAGEMENT - Questions, comments, answers, PM's

YES.... they begin coming to YOU!

Your phone starts ringing. Your e-mailbox starts having messages for you. Your PM on social media start filling up.

7. Conversion from ENGAGEMENT to LEAD - The ultimate what we want is a meeting with them. This is where we go from "Hi, to I like you", to "Virtual Networking" to "Virtual Coffee Meetings", to a DATE... We're still not Getting Engaged/Married yet, but we're almost there and we have relationship BEFORE that this way. Make sense?