

OPENING MESSAGE

“Your Income Is Directly Connected To Conversations”

Key Talking Points

- Real estate is NOT a marketing business first
- It is a PEOPLE and CONVERSATION business
- Leads = opportunities
- Consistency beats motivation
- Top agents generate business daily

“Most agents don’t fail because they aren’t talented. They fail because they stop generating opportunities.”

WHAT IS LEAD GENERATION?

Lead Generation = Finding People Who May Buy or Sell

Lead Types

- Buyers
- Sellers
- Investors
- Renters
- Past Clients
- Sphere of Influence
- Referrals

Important Lesson: Not every lead is ready TODAY.

Your job is:

1. Start conversations
2. Build relationships
3. Stay top of mind
4. Follow up consistently

THE BIGGEST MISTAKE AGENTS MAKE

“Waiting For Business”

Common Problems

- Posting online but never contacting people
- Depending on one lead source
- Not following up

- Fear of rejection
- No daily schedule

Teaching Point: Hope is not a business plan.

THE 5 MAIN LEAD SOURCES

Where Business Comes From

- 1. Sphere of Influence: Friends, family, past clients**
- 2. Social Media: Facebook, Instagram, TikTok, Reels**
- 3. Open Houses: Still one of the best ways to meet buyers**
- 4. Prospecting**

Calling/texting:

- Expireds
- FSBOs
- Old leads
- Internet leads

- 5. Referrals: The highest-quality business**
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SPHERE OF INFLUENCE

Your Database Is Your Gold Mine

Key Talking Points

- Most agents ignore the easiest business
- People want to work with someone they know
- Relationships create repeat business

Action Items

- Add 5 people/day to CRM
 - Reach out to 10 people/day
 - Call past clients monthly
 - Send value consistently
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SOCIAL MEDIA LEAD GENERATION

Visibility Creates Opportunity

What To Post

- New listings
- Success stories
- Behind the scenes
- Educational content
- Local business highlights
- Market updates

Key Rule: People work with agents they SEE consistently.

Teaching Point: You do NOT need to go viral. You need consistency.

OPEN HOUSES

Free Face-To-Face Lead Generation

Why Open Houses Work

- Meet active buyers
- Build confidence
- Practice conversations
- Create listing opportunities

Tips

- Arrive early
- Use signs everywhere
- Capture contact info
- Follow up same day

PROSPECTING

The Fastest Way To Create Immediate Business

Prospecting Sources

- Expired listings
- FSBOs
- Old leads
- Internet inquiries
- Circle prospecting

Key Lesson: The agents willing to have conversations win.

Daily Goal Example

- 20 calls/day
 - 10 texts/day
 - 5 follow-ups/day
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FOLLOW UP IS EVERYTHING

Most Sales Happen AFTER Multiple Contacts

Statistics To Teach

- Most agents quit too early
- Trust takes repetition
- Consistency builds familiarity

Follow-Up Methods

- Calls
- Texts
- Video messages
- Email
- Social engagement

Teaching Point: “The fortune is in the follow-up.”

SIMPLE FOLLOW-UP SCRIPT

Buyer Follow-Up Example

Script

“Hey John, just checking in to see if you’re still thinking about making a move this year. I’d be happy to help answer questions or show you anything that catches your eye.”

Seller Follow-Up Example

“Hey Sarah, if you ever want to know what your home could realistically sell for in today’s market, I’d be happy to put together a quick value report for you.”

DAILY NON-NEGOTIABLES

What Successful Agents Do DAILY

Daily Checklist

- Prospecting calls
- Follow-up calls/texts
- Social media post
- CRM updates
- Conversations
- Appointment setting

Teaching Point: Lead generation is not something you do “when business is slow.” IT IS THE BUSINESS!!!

BUILD A SIMPLE SYSTEM

Simple Beats Complicated

Basic Lead Generation System

1. Generate leads daily
2. Add everyone to CRM
3. Follow up consistently
4. Track appointments
5. Repeat

Key Lesson: Systems create predictability.

MINDSET & CONFIDENCE

Rejection Is Part Of The Process

- Don't take “no” personally
- Every top producer hears rejection
- Confidence comes from repetition
- Skill grows through action

“The agents who win are usually the ones who simply stayed consistent longer than everyone else.”

CLOSING CHALLENGE

7-Day Lead Generation Challenge

Challenge

For the next 7 days:

- 10 conversations/day
- 1 social media post/day
- 5 follow-ups/day
- Add every contact to CRM

Small consistent actions create massive long-term success.