



12-Day Lead Follow-Up Plan

Day by day phone, text, voicemail and email scripts



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12-Day Inbound Lead Follow-Up Plan

Day 1

- **Call #1**
 - Script: Hi, is this _____? This is _____ with _____ and I was just calling to see when you were thinking about making a move.
- **Call #2** (If no answer, leave a voicemail)
- **Voicemail #1**
 - Hi, this is _____ with _____ and I was calling to get you some more info on 1234 Main Street. Let me know when would be a good time for us to go take a look in person. You can call/text me at _____. Talk to you soon!
- **Text #1** (Instant)
 - Hi _____, I'm excited to hear what brought you to our website. Are you thinking about selling your home? Buying one? Or maybe both?
- **Text #2** (30-40 Minutes after 1st Text)
 - Did you want to set up a private tour of any of the homes you've seen today?
- **Text #3** (2-3 hours after the previous text)
 - Hey, this is _____, right? I hope I don't have the wrong number.
- **Email #1**
 - Subject Line: What Brought you to Our Website?
 - Body: _____ I'm excited to hear what brought you to our website. Are you thinking about selling your home? Buying one? Or maybe both?
- **Email #2:**
 - *Set up listing/market daily alert. If no specified search criteria, set up a general search and use houses in search to ask narrowing questions.*

DAY 2

- **Call**
- **Text (AM)**
 - _____, When are you hoping to buy a home?
- **Text (PM)**
 - Would you go see any of the homes you saw online? Does today or tomorrow work better for you?
- **Email**
 - Subject Line: When are you looking to Buy a Home?
 - Body: _____, When are you hoping to buy a home?

DAY 3

- **Call**
- **Voicemail**
 - *Use the original VM script, just change the house reference.*
- **Text**
 - Hi _____, This is one of our favorite questions to ask: What is on your must-have list?
- **Email**
 - Subject Line: What are your Must Haves?
 - Body: Hi _____, This is one of our favorite questions to ask: What is on your must-have list?

DAY 4

- **Call**
- **Text (AM)**
 - Hey _____, We are curious to hear what you love about the INSERT YOUR CITY area or your community. What do you love about your favorite city?
- **Text (PM)**
 - If I could show you how owning a home could save/make you an extra \$20K in the first year alone would that be worth a few minutes over coffee?
- **Email**
 - Subject Line: Can you Tell Us What you Love About Your Favorite City?
 - Body: Hey _____, We are curious to hear what you love about the INSERT YOUR CITY area or your community. What do you love about your favorite city?

DAY 5

- **Call**
- **Voicemail**
 - *Use the original VM script, just change the house reference.*
- **Text (AM)**
 - _____, So, tell me more: What's motivating you to look for a new home? Are you moving to the INSERT YOUR CITY area? Do you want to upgrade or downsize?
- **Text (Afternoon)**
 - People normally visit my website for one of two reasons, they are looking for the perfect home to buy or they are thinking about selling and wondering what their own home may be worth. Which one are you?
- **Text (PM)**
 - Maybe you're a current homeowner and would want a report that shows what's selling around your house.
- **Email**
 - Subject Line: Relocating? Upgrading? Downsizing?
 - Body: _____ So, tell me more: What's motivating you to look for a new home? Are you moving to the INSERT YOUR CITY area? Do you want to upgrade or downsize?

DAY 6

- **Call**
- **Text**
 - _____, When would be the perfect day to be in your new home?
- **Email**
 - Subject Line: When Do You Want to be in Your New Home?
 - Body: _____, When would be the perfect day to be in your new home?

DAY 7

- **Call**
- **Voicemail**
 - *Use the original VM script, just change the house reference.*
- **Text**
 - _____, Fill in the blank: The thing I most need in my new home is ___?
- **Email**
 - Subject Line: The Most Important Thing About Your New Home
 - Body: _____, Fill in the blank: The thing I most need in my new home is ___?

DAY 8

- **Call**
- **Text**
 - Hey, I know you haven't responded to me yet, and I don't want you to feel bad about that. Even if you aren't looking to buy or sell in the near future, I'd love to help you build wealth through real estate one day. When can we get together?
- **Email**
 - Subject Line: Don't Feel Bad
 - Body: Hey, I know you haven't responded to me yet, and I don't want you to feel bad about that. Even if you aren't looking to buy or sell in the near future, I'd love to help you build wealth through real estate one day. When can we get together?

DAY 9

- **Call**
- **Voicemail**
 - *Use the original VM script, just change the house reference.*
- **Text**
 - _____, We want to know what you love about the Triangle area. If you are moving to the area, what are you most excited about? If you already live here, what do you love most about your home city?
- **Email**
 - Subject Line: What Have You Heard About the Triangle Area?
 - Body: _____, We want to know what you love about the Triangle area. If you are moving to the area, what are you most excited about? If you already live here, what do you love most about your home city?

DAY 10

- **Call**
- **Text**
 - Did I drop the ball?
- **Email**
 - Subject Line:
 - Body:

DAY 11

- **Call**
- **Voicemail**
 - *Use the original VM script, just change the house reference.*
- **Text**
 - _____, I've reached out via email and phone to discuss helping you with your real estate needs but haven't heard back which tells me one of three things: 1) You are no longer interested in either buying or selling a home 2) You are still interested but haven't had the time to back to me 3) You and your home were abducted by aliens, and in that case please let me know and I'll call NASA and the US Military for help.... Please let me know which one so I can continue to help you out.
- **Email**
 - Subject Line: Have You Been Abducted By Aliens?
 - Body: _____, I've reached out via email and phone to discuss helping you with your real estate needs but haven't heard back which tells me one of three things: 1) You are no longer interested in either buying or selling a home 2) You are still interested but haven't had the time to back to me 3) You and your home were abducted by aliens, and in that case please let me know and I'll call NASA and the US Military for help.... Please let me know which one so I can continue to help you out.

DAY 12

- **Call**
- **Text (AM)**
 - _____ ?
- **Text (Afternoon)**
 - Do we have the right contact information? Is this still _____ ?
- **Text (PM)**
 - I love texting, you hate responding. Just wanted you to know I will continue reaching out until I earn your business or hear something different about your situation!
- **Email**
 - Subject Line: Is this still...?
 - Body: Do we have the right contact information? Is this still _____ ?