

10 Days of Pain Conversion Method

- The “10 days of Pain Conversion Method” is a high touch aggressive tool used to identify motivation levels and gather additional contact information so that leads can be appropriately classified and converted to appointments.
- Specifically designed for converting internet leads to clients.

The National Association of Realtors research shows the average buyer searches for 2 weeks on their own prior to contacting a real estate agent. For this reason we designed our internet lead conversion processes so that it can be completed in a ten day period.

Prior to contacting a real estate agent, potential buyers can be reluctant to release valid contact information. Although the ideal internet lead has email, mailing address, phone numbers, and valid search criteria, the majority of internet leads we will be working lack part to almost all of the above contact information.

Our internet lead conversion method is a combination of persistence and marketing offers that are designed to create motivation for the buyer to release more information. The conversion plan must be modified depending on what information you have available on the subject lead.

Methods of Communication

- 🌐 Email
- 🌐 Direct Mail
- 🌐 Video Email
- 🌐 Phone Calls

Once you make contact you must adjust your messages and plan to fit the client's needs and timelines. Once you schedule the appointment, determine the buyer's timeline, or verify invalid contact information this system terminates. If you have valid contact information, but have not scheduled any appointments transfer the lead to a long term follow up drip system.

An internet lead is defined as: Any person(s) who has expressed enough information to allow for a successful contact to be made

Hint: This is a proven system, most failures result from not working the system long enough or working it incorrectly. Lead conversion is about filling your pipeline with buyers that will be buying today or in 2 years.

Before you begin the Ten Days of Pain program you will want to gather information about the lead. This is the time to verify if it appears to be a true lead. Gather any other contact information you can search out and collect any “talking” points you can be ready with. Search the lead’s information and if it appears valid begin the program...

TEN DAYS OF PAIN Program

***Always remember the goal of each daily communication is to set an appointment or at least capture another piece of needed information about the lead, such as a mailing address, a phone number, etc...

You have many ways to contact each lead and will need to use a mix of these as you can gather contact information

- phone calls
- text messages
- email messages
- Facebook message and postings
- Video emails
- Chat messages
- Direct mail
- Door knock

Until you have an appointment set to meet then an internet lead is just a lead and not an internet client.

Remember these rules as you attempt to make contact

For Email Messages:

- be short and concise
- always include a link to properties
- always ask for the appointment

For Phone calls

- always leave a voicemail
- stand and smile when you are speaking on the phone
- match your vocabulary, tone and speaking speed to your audience

TEN DAYS OF PAIN conversion plan

Day 1

- Send introduction email
- Make introduction phone call
- Send follow up email thanking them for speaking with you if they answered
- Mail a notecard with 2 business cards in it

Day 2

- Send bank owned email or list of properties that fit client criteria if you captured that with whatever source generated this lead
- 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
- Attach a Just Listed Property list to email

Day 5

- Send a "how am I doing" email
- Attach a Recently Reduced Prices Property list to email

TEN DAYS OF PAIN conversion plan

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

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

Day 9

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

Day 10

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

Day 11+

- Discard contact if not valid
- Place contact into drip program if you have valid information for long term continued follow up

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TEN DAYS OF PAIN conversion plan

SCRIPTS

Phone Calls

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 visiting my real estate website and wanted to see if you had any questions about buying real estate in (insert your city)?

*Remember to then ask ALL of the questions on your lead sheet

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 got to know about it. Please contact me as as soon as possible so that I can give you more information about this amazing deal.

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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!

Emails

***Remember to have a signature file that includes

Name

Phone

Social Network Links

Website

Intro Email

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 (www.YourWebsite.com) and wanted to see if you had any questions right off the bat?

Signature File

Open To Show Email

Hello (name)

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.

Signature File

Free CMA - Relocation Package Email

Hello (name)

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?

Signature File

How Am I Doing Email

Hello (name)

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.

Signature File

Specialty Services Email

Hello (name)

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?

Signature File

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*

Hello (name)

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?

Signature File

Long Shot Email

Hello (name)

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?

Signature File

Free Certificate Email

Hello (name)

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?

Signature File

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 File

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?

*Attach your Signature File

Avoiding Spam Filters

Your success rate will be determined by your ability to make contact with each lead. To increase your success rate try and avoid getting caught in the email spam filters. These are some of the most common words that trigger spam filters.

Free!	Multi level Marketing
50% off!	Million Dollars
Click Here	Opportunity
Call now!	Compare
Subscribe	Removes
Earn \$	Collect
Discount!	Amazing
Eliminate Debt	Cash Bonus
Double your income	Promise You
You're a Winner!	Credit
Reverses Aging	Loans
"Hidden"	Satisfaction Guaranteed
Information you requested	Serious Cash
"Stop" or "Stops"	Search Engine Listings
Lose Weight	

There are other problematic phrases that can trigger some Spam filters, or start adding "Spam points" to emails sent out, and should be avoided. These include:

Act Now!	Offer
All New	One time
All Natural	Online pharmacy
Avoid Bankruptcy	Online marketing
As Seen On...	Order Now
Buy Direct	Please Read
Casino	Don't Delete
Cash	Save up to
Consolidate Your Debt	Time limited
Special Promotion	Unsecured debt or credit
Easy Terms	Vacation
Get Paid	Viagra
Guarantee, Guaranteed	Visit our web site
Great offer	While Supplies last
Give it away, Giving it away	Why pay more?
Join millions	Winner
Meet Singles	Work at home
MLM	You've been selected
No cost, No fees	

Your Ten Days of Pain

Form of Communication	Name of Script or Email:
Phone Call	Introduction Script
Facebook	Opening to Show offer

- Day 1

Form of Communication

Name of Script to Follow

- Day 2

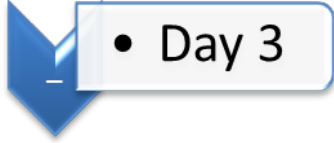
Form of Communication

Name of Script to Follow

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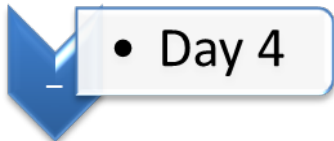
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Your Ten Days of Pain



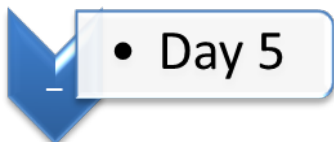
Form of Communication

Name of Script to Follow



Form of Communication

Name of Script to Follow



Form of Communication

Name of Script to Follow

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**Internet Lead
Conversion Tactics**



• Day 6

Form of Communication

Name of Script to Follow



• Day 7

Form of Communication

Name of Script to Follow



• Day 8

Form of Communication

Name of Script to Follow

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• Day 9

Form of Communication

Name of Script to Follow



• Day 10

Form of Communication

Name of Script to Follow



• Weekly Action Plan

Form of Communication

Name of Script to Follow

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