

Lead Sources

The goal of generating leads is to make the number of initial appointments with new buyers and sellers you need each week to reach your sales and income goals

If you experience reluctance remind yourself the WHAT and WHY and use the Triad.

1. Sphere of Influence

1. Call Active Leads
2. Call New Leads
3. Call Old Leads
4. Call Referral Sources
5. Call Past Clients
6. Call the comfortable people in your Sphere of Influence

2. Referral Sources

3. Farm

4. Professional Sphere of Influence

Say: "Hey, I am working with a coach and I need to get an appointment this week do you know of anyone that may be looking to buy or sell?"

(You give them business all year long, they should be able to help you)

5. Call/Web Capture Systems

6. Open House

7. Marketing (Direct Mail and Web)

8. Client Parties

9. Networking (both in person and social)

10. Expired and FSBO

Three Types of Lead Generation

1. Attract
2. Respond
3. Act

Attract (Largely Sellers some Buyers)

- Internet SEO
- Farming – Geographic and Demographic
- Direct Mail
- Sphere of influence mailings and e-mails
- Reputation – Advertising, Billboards
- Professional sphere of influence mailings and e-mails
- Agent to Agent referrals
- Broker Leads (maybe ask for them)
- Relocation
- Internet Lead Companies Subscriptions (can be active if you knock on the doors)

Respond (Largely Buyers)

- Internet from Listings and IDX
- IVR – 800 Number
- Open House
- Opportunity Time
- Top Agent Overflow
- Ad/Sign Calls

Act (Largely Sellers some Buyers)

- FSBO
- Sphere of influence calls
- Professional sphere of influence calls
- Networking
- Networking groups
- Expired Listings
- Builder
- REO
- Cold Call and Door Knocking

If you are not able to generate the appointments you need but you are asking yourself how to get the appointment, your building the right (winning) habit. Rich says *“the quality in your life is dictated by the quality of questions you ask.”* (Tony Robbins concept)

So when you ask *“How do I get the quality appointment, I need to ask the quality questions that will quickly lead to my quality business.”*