

# The 4-Step Lead Generation Playbook

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1. Define your lead generation options.
2. Pick four of them and write your defined plays.
3. Pick a play each week and run it!
4. Track all of your activities.

## 1 Neighborhood Blitz

1. Place **open house** sign rider by Friday.
2. Doorknock 10 surrounding houses two days before.
3. Reach out to 50 contacts in a TCPA-compliant way via email, messenger, call, or text with your **open house** invite two days before. *50% must be calls.*
4. Share **open house** to personal Facebook page two days before and do a Facebook Live video the day of **open house**.
5. Position flag or balloons and five directionals the morning of **open house**.

## 2 Two-Minute Drill

1. Get list of **FSBO/Expireds** in your local area.
2. Compile CMA and Value Prop sheet.
3. Make face-to-face contacts with 10 sellers and tour homes.
4. Establish timeline - **Set follow-up plan**.

## 3 Hail Mary

1. Five personal contact reach-outs per day referencing their posts.
  2. Five comments left on social media posts that asked a question.
  3. Five direct messages (DMs) that reference a specific post.
  4. Five comments made within specific real estate groups and pages.
  5. Five new social media connections.
- Additionally** make five posts per week - one should be a live video.

## 4 Audible

### **Full Contact** (minimum 200)

A contact is defined by a 1:1 conversation; 50% must be in person or by phone call.

1. 50 text message conversations.
2. 50 social media conversations.
3. 100 voice conversations.

### **SOI - Sneak** (minimum 100)

A contact is defined by a 1:1 conversation; 50% must be in person or by phone call.

1. Communication/Invitation to next team event/contest.
2. 50 text message 1:1 conversations.
3. 50 voice conversations.