



FROM SOCIAL TO SOLD

How To
Convert a Facebook Lead
in Under 7 Days

cityblast

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Converting Facebook Leads in Under 7 Days

Looking for the magic formula that top producers use to follow-up and regularly convert their online prospects into profits? Look no further. Here is CityBlast's ultimate guide for turning your social media leads into new clients in just under seven days, accumulated from top industry research.

What this manual will do:

Teach you the top experts' repeatable system for taking interested online inquiries, and turning them into clients, and ultimately commissions – by setting appointments. Following this step-by-step guide, you too will be able to set appointments to meet, and hopefully close your online leads with relative ease.

What this manual will NOT do:

Close deals for you. You will still need to set this system up, and use it with every prospect you gain from social media. After all it's only a tool – and using it properly will be the truth path to your success!

Now without further adieu, enjoy!



From Social To Sales:
What To Do



What To Do On Day 1

So a lead comes in. Your goal in all of this is to set an appointment and meet this prospect face-to-face. But what do you do first?

(1) Reach out by telephone. Here's what to say either live or on voicemail:

Hi (person's name),

How are you today? I noticed you were just recently checking out my Facebook/web-site/etc and wanted to see if you had any questions about the real estate process in (their city/neighborhood)?

I'd love to grab a coffee and chat with you if you're free... (tomorrow/Wednesday/whenever?)

(2) Send them a follow-up email.

If you spoke, thank them for speaking with you. If you left a voicemail, reference it in your email. In both cases ask them again for a coffee or other meeting if they haven't confirmed yet!

(3) Mail them a neighborhood report or similar information with your card enclosed.

It will arrive in a few days and they'll be impressed.

Did you get an appointment? If so, you're all set! Now it's time to learn more about your prospect in person, and hopefully sign them as a client. Bring your paperwork just in case! If not, you'll need to know...



What To Do On Day 2

(1) If they're a seller, email them information on recently sold properties in their area that may compare with their home.

If they're a buyer, email them a list of available properties in their area of interest.

(2) If they're not your personal friend or contact on LinkedIn or Facebook, feel free to friend request them on these sites.

Appointment set? Not yet? Read on!



What To Do On Day 3

(1) Reach out again by telephone. Here's what to say either live or on voicemail:

Hi (person's name),

How are you today? Just touching base again to see if we can get together this weekend to discuss further your real estate plans. I provide advice to interested folks all the time, and would love to help you with any questions you might have about the process in (your city).

How does Saturday/Sunday sound? (Suggest an exact time!)

(2) Send an email again.

If you spoke, thank them for speaking with you. If you left a voicemail, reference it in your email. In both cases suggest that you're available this weekend and give them an option or two times to meet.

Still working on securing your appointment? Wake up refreshed, and get back at it!



What To Do On Day 4

Take the day off (from contacting this prospect).

Everyone needs a little break. Rest up and onto Day 5, if you don't get the appointment today!



What To Do On Day 5

(1) Email them an updated list of properties, with any new developments since Day 2.

(2) Optionally, you can also email them a PDF version of your Buyer's Package, or Seller's Package, if you have one prepared (you should!).

Still waiting? Not to worry! It's all about numbers and consistency. On we go!



What To Do On Day 6

(1) So as not to overwhelm them, on Day 6, simply send them a quick email note with some version of the following:

Hi (person's name)!

Just checking in. I recently sent you a couple of emails with relevant property info regarding your search/sale. How did those properties compare with what you're looking for/your property? Am I on target?

It would be valuable for us to chat in person and I can get a sense of how I might help...

Then if they're a seller, ask if you may come look at their home, or for buyers, offer to meet them for coffee and discuss their needs. Again: be specific about days and times!

Do you have an appointment? Not quite? Keep going!



What To Do On Day 7

If you still don't have the appointment by Day 7, it's time to perhaps leave this prospect and move your focus onto others. There's an old saying in sales: "a fast no is almost as good as a yes". Give it one more shot today, and if you don't hear back, resume your efforts elsewhere!

Remember, it's a volume-producing system after all – no point in getting bogged down on one individual prospect!

(1)) Make your final follow up telephone call. You should say something like:

Hi (person's name),

This is (your name) just touching base again quickly. I've been sending you some emails recently with relevant properties for your search/sale, and am not sure if you're receiving them. If you'd like me to continue sending you updates, please just email/call/text me back and let me know. I'll be most happy to keep you informed on market activities.

For now I'll pause your emails – please reach out if you'd like me to resume them!

(2) Optional: Send them a very short text message indicating an abridged version of the message above. Something like:

Hi (person's name)! Just checking to see if you want me to keep sending property updates? Haven't heard from you in past couple days. No pressure. Let me know!

(Your name)



What To Do On Day 8

If you've got through the whole program and still haven't heard back from this prospect or confirmed an appointment, then it's time to move on.

Let's face it: some people are just not serious about the process, and that is beyond your control.

However, by religiously employing the CityBlast system on every single lead you gain through your social media and other online sources, you'll soon be closing deals like a true top producer!

And of course: the more prospects you have, the better! If you have further questions about follow-up, or ever want assistance in generating more real estate client leads through social media, we're happy to help. You know where to find us!

Chat with CityBlast Social Experts

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