

Keller Williams University

Lead Generation

36:12:3

Power Session 2: Prospecting

Mona Covey

Smart Strategies to Find Business

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Power Session 2: Prospecting

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Power Session 2: Prospecting

In this Power Session ...

- [1]** *Introduction*
- [2]** *The Lead Generation Puzzle*
- [3]** *Prospecting: The Critical Puzzle Piece*
- [4]** *Three Steps to Prospecting*
- [5]** *Three Ways to Connect*
- [6]** *Overcoming a Limiting Mindset*
- [7]** *Daily Routine*
- [8]** *Tracking and Accountability*
- [9]** *Putting It All Together*

Notes

Introduction

Ground Rules

1. Arrive to class on time and return promptly from breaks.
2. Move quickly when you are instructed to form small groups or partner with someone to role-play.
3. Limit your side conversations.
4. Turn your cell phones and pagers to vibrate or OFF.
5. Feel free to stand and walk around if you find yourself getting tired.
6. Accept the reality of time and participation.
7. Respect the different learning styles and opinions of others.
8. Help each other learn. None of us is as smart as all of us working together to improve our skills and knowledge.
9. Consider everything we do in class is confidential. What is discussed and role-played behind closed doors *stays* behind closed doors.
10. Have fun!

How You Will Learn

Learning Methods

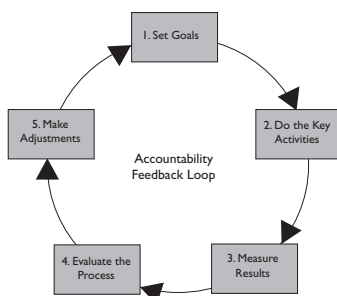
1. In this manual, you will find:
 - **Models and systems** that are tested and proven ways of accomplishing Big Goals.
 - **Exercises and discussion** that allow you to test new skills and clarify your thinking in a safe environment.
 - **Stories, lessons learned, anecdotes, and advice** from top agents who offer invaluable insights.
2. Your classroom learning experience will be enhanced by:
 - **PowerPoint slides** to help keep you on track with the topics inside the course manual.
 - **KWConnect videos** to enrich your understanding of the course material. Watch for the camera icon in your course materials.
 - **Your classmates and instructor.** Don't underestimate the value of what you can learn from your peers, who ask great questions, who share their experiences, and who participate in exercises with you.



Accountability Methods

Accountability is, in the KW experience, the most crucial part of goal achievement. To support your goal setting, we recommend you:

1. Develop a Lead Generation Action Plan. At the end of this course, you will create a plan that outlines the specific actions you will take to achieve your lead generation goals. You will also create a calendar that helps you schedule your specific activities into your daily 3 hours of lead generation time.
2. Select an accountability partner or program to help you measure, evaluate, and make adjustments to your Action Plan. Look to the following resources for an accountability relationship:



- KW MAPS Institute individual and group coaching
- Market Center Productivity Coach
- Team Leader
- ALC Members
- Peers

Where You Are Today

Exercise

Where are you today with your lead generation efforts? Get into the habit of taking accountability for your actions and your progress. Take time to share with your instructor and your peers your aha's, your challenges, and your next steps.

Directions:

1. List the lead generation activities you completed during the last 24 hours.
2. What were your aha's?
3. What were your challenges?
4. Discuss what you will do differently in the next 24 hours.

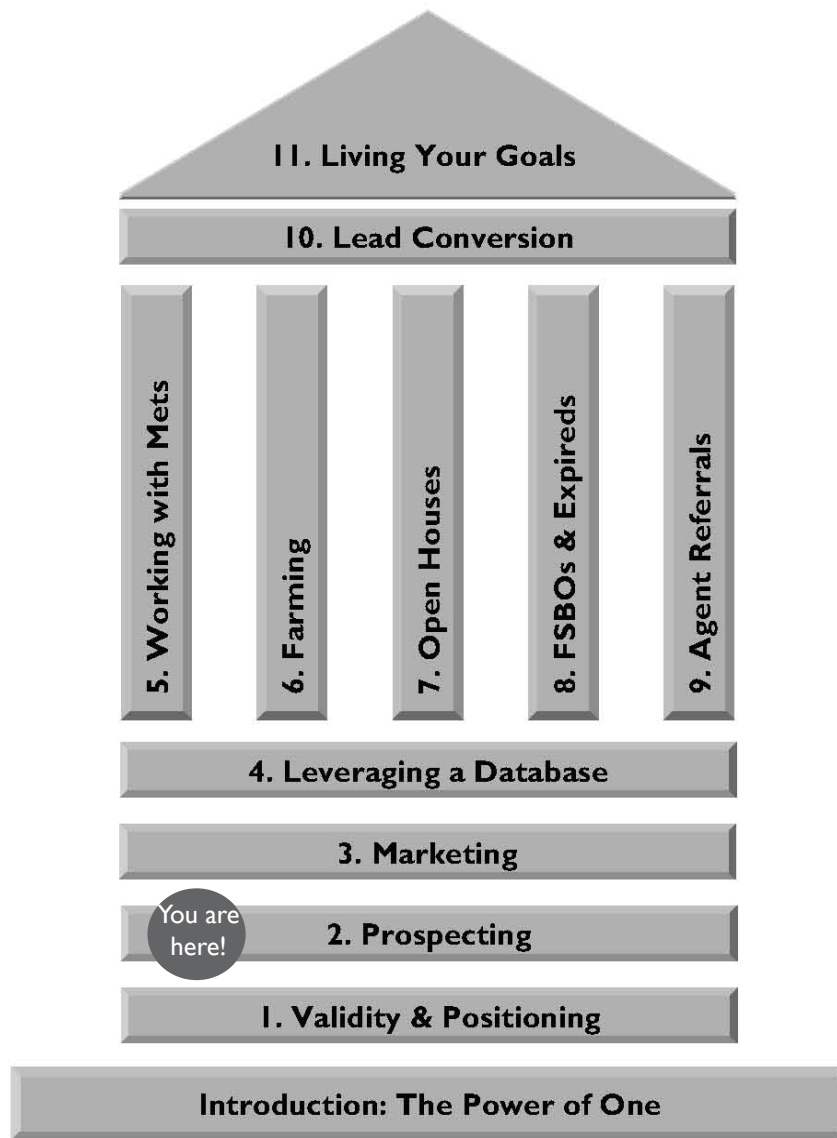
Time: 10 minutes

1. Lead Generation Activities:	Time Spent on Activity
2. My aha's from these activities:	
3. The most difficult part of these activities:	
4. What I will do differently in the next 24 hours:	

Why You Are Here

In this Power Session, you will continue to build on the solid foundation of understanding the importance of lead generation. In the Introduction, you gained the critical mindset of a lead generator, and now you are ready to explore strategies to seek and find new sources of leads. In *Power Session 2: Prospecting*, you will overcome any limiting beliefs about prospecting, and learn ways to establish meaningful business relationships with people through direct contact.

Lead Generation 36:12:3 Course Map



One agent's perfect day of prospecting

Read, underline, and share ...

Bill Watson of Phoenix, Arizona, has been wired for leads from first day in real estate back in 1993. To this day his routine hasn't varied a bit. He devotes between five and seven hours a day to prospecting. This is how he describes it:

"Bill Watson's Perfect Day: From 7:00 to 8:00 a.m., I call expired and cancelled listings. From 8:00 to 9:00 a.m., I do administrative work and lead follow-up. From 9:00 to 10:00 a.m., I call for sale by owners. From 10:00 to 12:00, I knock on doors. From 12:00 to 1:00 p.m., I go to lunch. From 1:00 to 2:00, I call back expired listings and return phone calls. From 2:00 to 3:00, I door knock again. After 3:00 p.m., I go on appointments and call expired listings again. I just stay on my schedule and do that every single working day."

Phew! Are you tired just reading this? Interestingly, Bill sold 30 homes his first year in the business, in town where he knew no one—all due to his prospecting efforts. Coincidence? Surely not.

Bill is motivated each day while he prospects on the phone by his visual goal board. "I have pictures of my kids; I have an amount of money I want to have in the bank; I have a picture of a Bentley, a picture of a hotel in Maui, a picture of Pebble Beach golf course, and a picture of a custom home that I want to have built for me."

With this commitment to generate leads, Bill currently averages eight transactions a month. When asked if he'll ever change his routine, Bill is clear about his commitment, "I can't ever stop. It's just what I do."



What Will Make This a Great Training Experience

-
-
-
-
-

The Lead Generation Puzzle

Now that you have a start on your personal validity and powerful positioning from *Power Session 1: Building Validity & Positioning*, you are ready to proceed with your lead generation activities. You will use two general approaches to lead generation—prospecting and marketing—to promote what you do relentlessly and continuously. It takes a coordinated plan of prospecting and marketing to solve the lead generation puzzle.

Two Pieces of the Lead Generation Puzzle: Prospecting and Marketing

Truth

Lead generation requires both: Prospecting *plus* Marketing



Prospecting



Marketing

*“My 20 percent
is prospecting. Do
I stack marketing
on top of that?
Absolutely!”*

BRAD PUFFER
THE PUFFER TEAM
ASHEVILLE, NORTH
CAROLINA



Watch the KWConnect video, Lead Generation 36:12:3, Session 4 (4:26 mins)

Prospecting

Seeking leads

Prospecting is all the activities that you engage in to find leads. Prospecting is the lifeblood of the real estate business and involves *proactively* finding people through phone and face-to-face contact. It is the most immediate and cost-effective way to build your business. Prospecting includes calling for sale by owners, expired listings, and past customers, as well as meeting people face-to-face through door-to-door canvassing and community events, for example.

“To get in this business, number one, you need to really be a proactive person, not a reactive person. Get the leads rather than wait for them to come to you.”

BRAD MCKISSACK
THE MCKISSACK REALTY
GROUP
DENTON, TEXAS

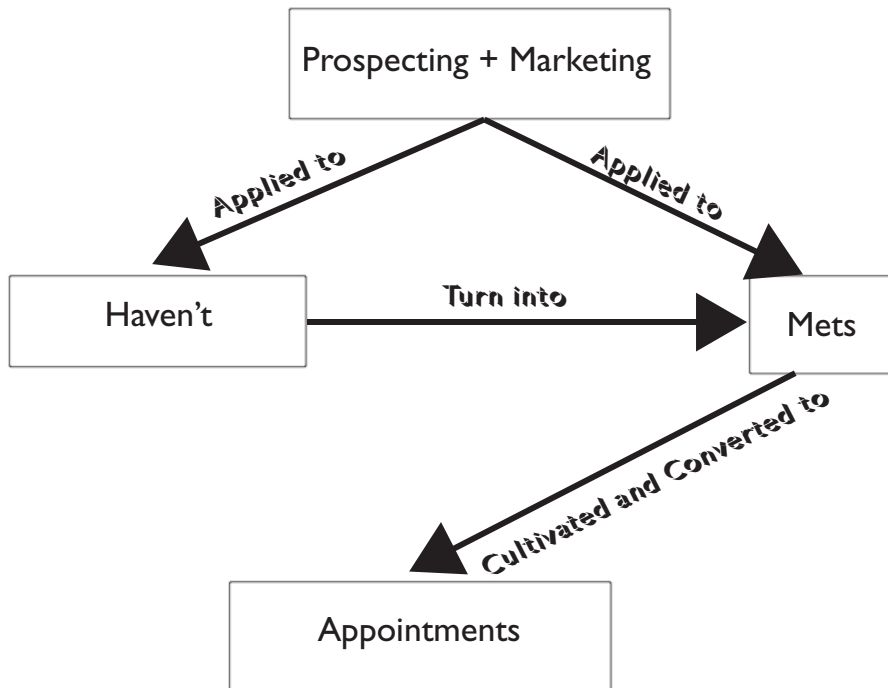
Prospecting is a contact sport. It's up close and personal. We hear this over and over from our research of the top agents. It takes a personal approach; it's about personal relationships. Jana Caudill, of Crown Point, Indiana, is one such successful agent who reminds us, “I knew that I was the one prospecting, and people were dealing with me, not my company.” Prospecting, says Jana, “is communicating directly with people, and offering valuable services. It's picking up the telephone, sending something out, or letting the world know that you are a real estate agent and that you can help them. Some agents mistakenly think prospecting is trying to talk somebody into something, and it is not. If someone doesn't need to sell or buy a house, they don't need me, so I hang up and move on. But if they do need me, here I am and here is how you reach me. It's that simple.”

Marketing

Attracting leads

Marketing is what drives leads to find you. Marketing attracts customers to you through the use of words, color, and design on real estate signs, advertisements, mailers, business cards, magazines, and sponsorships, for example. You can be proactive in getting your marketing designed, produced, and placed, but, for the most part, marketing is a *passive, indirect*, and costly approach. Marketing can, however, reach a broad audience and tell people about you even when you're not around. When done effectively, people notice you and hopefully will remember you.

A mix of the two—prospecting and marketing—is what makes for a strong lead generation system. When applied to the two general target populations—Mets* and Haven't Mets—your actions of prospecting and marketing enable you to better convert them to appointments and subsequently close transactions.



***Note:** *This course uses terms defined in The Millionaire Real Estate Agent. “Mets” are defined to be those people you have met, gained contact information for, and put into a contact tracking system. “Haven’t Mets” are the rest of the public that you have not yet contacted and turned into Mets.*

Prospecting Based, Marketing Enhanced

Our research of top-performing agents tells us that a combination of prospecting and marketing makes for the best lead generation program, and the most effective combination is *prospecting based* and *marketing enhanced*.

It is critical at this point in your career to examine what it means to have a lead generation program that is prospecting based and marketing enhanced. While marketing is a highly leveraged activity (that is, one that you can do through others on a more passive or automated basis), it is also more costly and often less effective than the simple activities of personal prospecting. In fact, most new agents can't afford to do much marketing. Nevertheless, top agents combine marketing with prospecting and get great results.

"We have layered marketing on top of the prospecting," says Brad Puffer, of the Puffer Team in Asheville, North Carolina. "That gives us additional credibility when we show up on the appointment, but it is, generally speaking, a very small fraction of what makes the phone ring. When I show up, people know who I am from the marketing, but what actually gets me the appointment is making the phone call."

A great example of combining prospecting with marketing is the "Mail-Call-See" program that Gene Rivers, of The Rivers Team, has implemented in Tallahassee, Florida. Gene begins with the "Mail" component of the program by sending out things that will hopefully create interest and pique people's curiosity. This is the *marketing* component. Second, the "Call" involves a phone contact to quiz all of those who received the marketing piece to find if there is any interest and curiosity. This is phase one of *prospecting*. For those who do express interest, Gene moves to step three "See." He gets in the car and drives out to visit them so he can meet them face-to-face. This is the second phase of *prospecting*.

Gene's "Mail-Call-See" program illustrates how complimentary prospecting and marketing are more powerful when done together. His mailing would not have been as effective without the follow-up call. Likewise, the mailing made his calls more impactful as they supplied both a reason for the call and a topic to discuss. With this one-two punch of prospecting and marketing, Gene's visits were strategically setup for success.

Brad Korn agrees that "a phone call following a mailed piece amplifies your results 10 times. A handwritten note or face-to-face visit can amplify the result by 100 times."

Nikki Ubaldini, of the Gary and Nikki Team in Clearwater, Florida, has sold more than 200 homes a year for the last six years. She believes in a balance of prospecting and marketing. “Some trainers in real estate say that all you have to do is prospect for new business—don’t call past customers or build relationships,” says Nikki. “Others say to forget prospecting and just call your friends and past customers. Still others say focus on marketing yourself. But if you are doing all three of these things, and one thing falls off, you still have two parts of your business to carry you.”



As suggested in *The Millionaire Real Estate Agent*, even if you lead generate through marketing, you “will need a prospecting program to drive leads to your business and protect against market shifts.” How does prospecting help protect you from market shifts? Prospecting is inexpensive (even free), so it certainly fits into tight budgets, but prospecting also keeps your skills sharp and your finger on the pulse of the market. If you understand the importance of mastering and building your confidence around a few prospecting techniques, you will surely set yourself apart from the flood of agents who will be competing for the same leads during challenging market times.

Lead generation is a purposeful and coordinated act of both prospecting and marketing that requires effort. The prospecting component, which is face-to-face and one-on-one contact, is critical. To have a truly strong and sustainable business, you must embrace prospecting. Get the training you need, practice it, and just do it. Think of marketing as a complement to prospecting, and don’t depend on marketing alone to drive leads to you. Both activities are integral to the lead generation puzzle.

You will always want a combination of prospecting and marketing, but you will have to carefully assess when or if to tip the scales on the side of marketing based on your budget, your time, and your goals.

The Emphasis is on Prospecting!

Prospecting

Marketing

Prospecting Reinforces Marketing

Prospecting can be easier when led by marketing. Marketing can provide the reason for your call or visit, and in fact, prospecting after marketing can dramatically increase the odds of getting business. It can “warm” up a purely “cold” call. For example, after mailing an inexpensive postcard to a neighborhood announcing a home that was recently listed, you could call or visit residents and open the conversation with:

AGENT: “Good day, my name is _____ and I’m in real estate. Did you receive the postcard I sent regarding your neighbor’s home that is for sale? Do you know anyone who might be interested in this home? It would be my pleasure to provide the answer to any of your real estate questions.”

Mike Ferry, noted real estate trainer, says a mailer without follow-up contact is practically a waste of postage.

Marketing Supports Prospecting

Marketing validates you—it creates recognition and reputation. People may see your signs or fliers before they meet you and feel like they already “know” you. Therefore, you want your marketing of yourself (your branding) to call attention to you and attract people to you. People will form impressions of you quickly, so your marketing should represent who you are and the professionalism and customer value you bring to every aspect of your business.

A great example of how marketing can really work is the branding of The McKissack Team in Denton, Texas. Pictures of Jimmy and Linda McKissack featured them giving a “thumbs-up.” After a while, random strangers in the grocery store, video rental store, or doctor’s waiting room began giving them the thumbs-up. It took a few times for Jimmy and Linda to connect the dots and realize their brand marketing was a success. You will learn more about all aspects of marketing in *Lead Generation 36:12:3 Power Session 3: Marketing*.

Cost versus Time/Effort of Prospecting and Marketing

Cost Versus Time/Effort		
	Prospecting	Marketing
Cost	Minimal	Could be unaffordable
Time/Effort	Maximum	Minimal

Prospecting takes more of your time and effort, but can cost little to nothing because it involves making phone calls and visiting people. Marketing, on the other hand, can reach more people in less time, but there is a cost component, which can be high depending on quality and quantity of materials, as well as how often they are distributed.

Don't fall for the myth "I don't have the money to lead generate." Invest your time in prospecting and lead with revenue. You can start prospecting today with a list of people and your phone.

“Here’s the good news! You don’t have to have money to talk to people. Knocking on doors, making phone calls doesn’t cost anything.”

CHRIS HELLER
THE HELLER TEAM
ENCINITAS, CALIFORNIA

Exercise

Assess Yourself: Where are you now with prospecting and marketing?

Directions: Answer the following questions and fill out the grid.

1. How much time each day, week, month, or year do you devote to prospecting?
2. How much money do you spend on a daily, weekly, monthly, or yearly basis on marketing?

Prospecting Versus Marketing				
	Daily	Weekly	Monthly	Yearly
Amount of Time Devoted to Prospecting	___ Mins	___ Mins	___ Mins	___ Mins
	___ Hrs	___ Hrs	___ Hrs	___ Hrs
Amount of Money spent on Marketing	\$	\$	\$	\$

Is your lead generation program prospecting based? Yes No

Time: 5 minutes (10 minutes with facilitated discussion)

Prospecting: The Critical Puzzle Piece

Myths and Truths about Prospecting

Hopefully, your interest is piqued and you are curious to tap into the power of prospecting. Let's begin with some myths that may be preventing you from reaping the benefits that come from prospecting.

In *The Power of One*, you learned a basic lead generation myth that if you do a good job, people will just come to you. Your reputation is an important foundation for your business and, certainly, some people will be attracted to you and find you because of your reputation and your marketing efforts. However, not enough will and not soon enough to build or sustain your business. This is a passive approach that may be unreliable, no matter how strong your reputation.

*“You can be
the brightest,
smartest, most
well-educated
real estate person
there is, but if
nobody calls you,
it just does not
matter.”*

GENE RIVERS
THE RIVERS TEAM
TALLAHASSEE, FLORIDA

Myth I

Prospecting = Cold Calling = Rejection

Marketing

**Prospecting = Meeting People and Building
Purposeful Business Relationships =
A Strong Real Estate Business**

On a KWRI MAPS free coaching call on prospecting, an informal poll was taken of the 162 people on the call. The poll revealed that approximately 78 percent of them prospect less than one hour per day. One reason they gave was they didn't know what to say. The other reason was that they see prospecting as cold calling.

Most people forget that *prospecting* has eleven letters and, instead, treat it like a four-letter word. For many real estate agents, the mere mention of the word *prospecting* conjures images of sitting at a telephone and calling complete strangers for hours on end, only to face rejection, insults, and slammed receivers. With this kind of thinking, would you think that you would enjoy prospecting? Of course not.

Adopt a new mindset about prospecting. See it in a new light and get excited about doing it at the highest level. Nikki Ubaldini, KWU Master Faculty Instructor, puts it best. "When I teach lead generation," she notes, "I say that the *P* word, *prospecting*, is not a dirty word. It's not just picking up the phone. It's getting involved in networking groups and in volunteer situations. It's making a point to meet people every single day."

Prospecting is more than phone calling strangers. Sure, cold calling FSBOs and expired listings can be a successful form of prospecting, but you will learn other effective ways of prospecting in upcoming Power Sessions, like holding open houses, hosting seminars, knocking on doors in a neighborhood, and visiting past customers.

Rick Geha, a Master Faculty Instructor with Keller Williams University, and agent in Fremont, California, is a strong advocate for lead generation. He “gets it” and helps others through training and coaching to “get it.” He says, “We know real estate is a lead generation business. Lead generation equals prospecting equals cold calling—that’s a MYTH! Why is it a myth? Because those words are what cause people to shiver in their boots, have their knees knocking together. They say, ‘I don’t want to prospect, I don’t want to cold call!’”



“The truth is prospecting is more about meeting people. Seventy-two percent of all real estate transactions come from repeat or referral business, friends or family, or the referral of another real estate agent.” Follow Rick’s advice and get out there and meet people. The more the better!

Myth 2

Prospecting means contacting people you don't know.

Truth

Prospecting means contacting people you *know* as well as those you don't know.

“Be like Forrest
Gump. Have blind
faith. Do it like you
don't know any
better.”

JOSE DEL ROSARIO
JOSE DEL ROSARIO GROUP
CHULA VISTA, CALIFORNIA

Most people have a limiting belief that prospecting is only about calling strangers. In fact, a prospecting component is included in all Keller Williams recommended action plans for Mets (8 x 8, and 33 Touch.) As part of each plan, and to achieve maximum results, you are expected to call and/or visit those on your action plans a certain number of times in a given period. Therefore, prospecting is a critical element in building and growing relationships with those you know—past customers, Allied Resources, and Core Advocates. Action plans and the different categories of people you know are defined in *The Millionaire Real Estate Agent* and are further discussed in *Power Session 3: Marketing*, and *Power Session 4: Leveraging a Powerful Contact Database*.

There are many examples of very successful agents who, in the beginning, grew the number of Mets in their database to a sustainable level, and now only prospect to their Mets. For example, Dick Dillingham, a very successful agent in Plano, Texas, and Faculty Ambassador of Keller Williams University, grew his database of Mets from 300 to more than 3,000. He decided to focus only on Mets and generate business from those he already knew. In the growth phase of your career, it is recommended you build your database by prospecting to those you don't know as well as those you already know.



Watch the KWConnect video, Lead Generation 36:12:3, Session 1 (5:35 minutes long)

Myth 3

Prospecting is what you do to launch your business. Only new agents to prospect.

Truth

Prospecting is what you do to keep your real estate business running and growing. You should never stop prospecting.

You never stop prospecting because you always need new leads coming into your business. It keeps your skills sharp and your awareness of the market high. You are always looking to add people to your Met database. (Refer to *Power Session 4: Leveraging a Powerful Contact Database*) At the start of this course, you read about Bill Watson and his relentless, consistent prospecting—Bill Watson’s Perfect Day. You’ll recall Bill’s commitment to prospecting, “I can’t ever stop. It’s just what I do.”

Prospecting Statistics

According to the “2006 National Association of Realtors Profile of Home Buyers and Sellers,” only 30 percent of sellers and 13 percent of buyers already have an agent they will use. That means there’s plenty of business for you to go after.

The prospecting activities you choose will affect how people choose you. For example, prospecting to people you don’t know (FSBOs, expired listings, visitor to open houses, etc.) will yield some fraction of the overall total buyers and sellers in the market. However, many more buyers and sellers who have done business with you in the past, or who know you through your network (your Mets), will choose to do business with you again, and may refer others to do business with you. These are all viable prospecting options for you.

Take a look at more statistics on how buyers and sellers choose an agent from “The 2006 National Association of Realtors Profile of Home Buyers and Sellers.”

How People Choose an Agent		
	Buyers	Sellers
1. Use the agent who contacted them	3%	5%
2. Use the agent referred to them by friend, relative, or neighbor	40%	44%
3. Use the same agent they used before	13%	30%

Now let’s look at the exact same statistics defined in a different and more powerful way—that is, related to prospecting. Based on who you prospect, and how often, people will end up choosing *you* as their agent.

How People Choose YOU Based on Your Prospecting		
Prospecting To:	Buyers	Sellers
1. Haven’t Mets (You contact people you don’t know)	3%	5%
2. Mets (You contact people you know and ask them to refer you)	40%	44%
3. Past Customers (You contact them and ask them for repeat business)	13%	30%

Five Benefits of Prospecting

Prospecting is an investment and commitment to your business. Smokey Garrett, KW Team Leader and owner of the Garrett and Nguyen Realty Group in Arlington, Texas, reflects on the importance of prospecting: “Even if you have a closing and you make a lot of money, it’s not from anything you did that day. It’s from the investment in prospecting. I feel better at the end of the day when I’ve made my contacts, because my job is to make contacts and to generate a certain number of leads.”

Prospecting is critical to your business for the following reasons.

Prospecting:	
1.	Is inexpensive and yields immediate results
2.	Puts you in control of filling your pipeline of leads
3.	Increases your confidence and skill
4.	Yields quantity leads which yield quality leads
5.	Keeps you in direct contact with the market and protects against market shifts

1. Prospecting is inexpensive and yields immediate results

As we have discussed, lead generation through prospecting means calling or interacting with people face-to-face. Sure, some costs are associated with these techniques—phone service, gas for your car, etc.—but these are minimal compared to the cost of maintaining an effective marketing-based lead generation program. Your time has a value attached to it as well, but prospecting remains one of the most dollar-productive activities a real estate agent can engage in.

In addition, marketing alone is typically a sit-and-wait game. With prospecting, when you reach someone over the phone or you meet with them in person, you immediately get a sense from them if they are interested in the service you can provide. The people you reach will have a conversation with you, answer your questions, or ask you not to contact them again. Either way, you have taken the opportunity to make a connection and gather information for your database. You will know immediately if this contact is interested in real estate services from you now, or you will have a sense about their potential as future business.

2. Prospecting puts you in control of filling your pipeline of leads

The very nature of prospecting is about starting and building relationships, converting Haven't Mets to Mets, and cultivating Mets for present or future business.

What are your monthly and annual production goals? Do you know how many leads you will need in your pipeline to meet those production goals? (Refer to *Power Session 11: Living Your Goals* for more direction on goal setting.) When you get into the habit of setting production goals and tracking your prospecting activities and conversion rates, you will know when you need to ramp up your prospecting. Prospecting puts you in control of your pipeline. With marketing, you have to wait to assess the effectiveness of your efforts, and you don't know the size of your pipeline of potential business.



“I grew up on a dairy farm,” comments Jana Caudill. “My dad was self-employed and being an entrepreneur, he didn’t have a regular paycheck coming in. He had to make things happen in order for the money to come in, and he taught me that you always have to be looking to fill the pipeline, it was never enough for me.” Jana adds, “You can’t just get caught up with what you’re doing right now. You have always got to be looking to fill the pipeline.”

3. Prospecting increases your confidence and skill

Because prospecting is a contact sport, so to speak, you regularly have the opportunity to hone your people skills and your art of persuasion. You are able to practice and perfect your scripts and dialogues. You're able to get your own groove and tap into your strengths. You will also easily identify where you can improve your techniques through further training and practice. You will undoubtedly make some mistakes along the way, but with mistakes comes progress.

Smokey Garret, knows the value of time on the task. “When I started out I didn't know what I was doing. I didn't know what I was saying. But I don't think you can really become successful in this industry without just going and doing it. No matter how many scripts you practice and how many things you do, it is not going to replace you being at that door or you being on that phone and communicating with the customers.” He continues, “I wasn't very good at first, but I was motivated to succeed. I didn't wait until I knew *how* to call on people; I just did it and made mistakes, and learned from them.”



Jama Fontaine, of Jama Fontaine & Associates, is a top agent in Albuquerque, New Mexico. She was rookie of the year her first year even though she didn't know anyone in her new city. She began her business prospecting through open houses of other agents' listings. She discusses confidence: “A lot of people that I ended up doing business with my first year were shocked when they found out that I was rookie of the year because they thought I had been in business for a long time. That just comes from confidence.”

Do you recall the lesson of the clay pots told in *The Millionaire Real Estate Agent*? As the story goes, a ceramics teacher divided his class into two groups. One was to spend the semester creating one pot of superior quality, and they would be graded solely on quality. The other group was to produce a large quantity of pots, and they would be graded on the total weight of the pots they created. As it turned out, the group that made the large quantity of pots ended up with the best quality pots as well. Why is this? Because they learned from mistakes and improved their production skills and methods with each pot.

“The reason that agents will hang on to a customer who is worthless is because they have a scarcity of prospects from a lack of prospecting.”

RUSSELL SHAW
THE RUSSELL SHAW GROUP
PHOENIX, ARIZONA

4. Prospecting yields quantity leads which yield quality leads

The story of the clay pots illustrates that art and skill are developed through practice, but it also validates that quantity leads to quality. Consistent prospecting to reach a large population of potential business can lead to better quality leads. And quality leads are ones that have a higher likelihood of turning into closed transactions.

Bill Watson has this advice about the quality of leads: “If you’re a real prospector, if you are talking to 20, 30, 40, or 50 people a day, you don’t need to worry about weak leads. If you are not prospecting every day, you grasp on to whatever you possibly think is a lead because you’re attached to it. You can’t be attached to it if you’re going to be successful. You have to be prospecting enough so that if the lead is a weak lead, you can disregard it because you know you are going to have better quality leads as a result of your prospecting.”

Focusing on quantity to yield quality will help you get over the “No” responses you may hear. Mike Mendoza, The Mike Mendoza Team, of Phoenix, Arizona, advises, “If they say ‘No,’ they say ‘No.’ I just move on to the next person.”

5. Prospecting keeps you in direct contact with the market and protects against market shifts

Worrying about what your real estate market is up to and where it’s headed? If you’re prospecting every day, you’ll be one of the first to know, and it won’t matter.

There will always be people buying and selling, or those who will do so in the near future. And with prospecting, you’re always in direct contact with these people, answering their questions about the market and assuring them that you have services to help them. This direct contact with buyers and sellers also yield invaluable intelligence on current market conditions. Prospecting agents are often the first to know the market is shifting and can act accordingly.

Top-producing real estate agents do not overly worry about inevitable market shifts, and in fact, they actually even see the opportunity in them—an opportunity to gain market share. For more on the topic of shifting markets, refer to the Make Your Own Market seminar by KWRI MAPS coach Tony DiCello, available for audio download at www.millionairesystems.com.

Exercise

Five Benefits of Prospecting

Directions:

1. Write down a recap of the five benefits in your own words.
2. Prioritize them for yourself—which one matters to you the most, second, etc. Write the priority number (1 thru 5) in the box to the left.
3. Discuss in small groups why you chose to prioritize the benefits the way you did.

Five Benefits of Prospecting

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

Time: 5 minutes

Notes

Three Steps to Prospecting

Prospecting involves starting a conversation, keeping it going, and asking for business. The three steps are:



1. Approach

Every contact begins with one person starting a conversation. You control the conversation and ultimately the outcome if you make the first step.

Have the right mindset to approach

1. Be proactive—don't wait for people to come to you
2. Be willing to break the ice
3. Be friendly, caring, and most importantly, be real
4. Be curious about them and their concerns
5. Be ready to give positive feedback
6. Be confident in your pace and posture
7. Be ready to connect

Approach and make contact

In the neighborhood:

AGENT: Hi, my name is _____ and I know we see each other every now and again driving around the neighborhood.

In the coffee shop:

AGENT: Hi, I couldn't help notice that you're reading that great book. How are you enjoying it?

After a mailing:

AGENT: Hi, _____! This is _____ of Keller Williams Realty. I'll just take a moment of your time. Did you receive the _____ that I sent?

2. Connect

The connect step is important to develop rapport with the other person. Think of this step as warming them up to you, while at the same time finding out some very valuable information about them. This process should take no more than a few minutes.

Be a giver: Always come from contribution

When you come from contribution, you always have a purpose for doing whatever it is that you are doing. Whether you're knocking on doors, sending out mailers, or calling people—no matter your script or message—what you're really saying is:

“I can help you get what you want.”

Coming from contribution means caring about the customer and having genuine concern for solving their problems and meeting their needs. Truly coming from contribution will automatically warm every contact.

Takers ...	Givers ...
Talk	Listen
Withhold	Offer
Look for the easy way out	Take pride in their work
Respond when they're ready	Respond quickly
Expect you to follow them	Offer guidance
Wing it	Prepare
Expect service	Give service
React	Anticipate

Steve Martin is a successful agent and now Team Leader of Alicia Barnes & Associates in Snellville, Georgia. As he makes his calls, he thinks of his customers in this way: “Approach every call as a ‘service call’ rather than a sales call. I act as a high-end concierge offering my customers things they need and the things they don't know they need. For instance, for someone who is relocating to the area, I provide testimonials from other customers who relocated from the same area—someone they can immediately relate to.”

“There's always some connection with people. It's that 6 degrees thing that opens the door for us to be able to be less stuffy.”

STEVE MARTIN
ALICIA BARNES &
ASSOCIATES
SNELLVILLE, GEORGIA

How to connect after approaching

1. Ask for their name
2. Show you care—show gratitude and offer compliments
3. Be curious about them
4. Introduce the topic of real estate

Ways to be curious

1. Ask open-ended questions
2. Ask about them, their life, their interests
3. Connect with FORD

F _____

O _____

R _____

D _____

This conversational technique will help you learn a lot of vital information about someone when you talk with them the first time, and it will also provide a comfortable structure for subsequent calls.

“If you give somebody something, they often feel compelled to give you something in return.”

Mary Harker, a successful agent and owner of The Harker Five Star Team in Dallas, Texas, is a master at connecting with people. “I make lots of calls, and I don’t call them and say, ‘who do you know selling a home?’ I ask them about their family. I ask them about their two-year-old. I care about what is important to them.”

Ask open-ended questions and listen carefully to the response. Remember the adage: “People don’t care how much you know, until they know how much you care.” One of the best ways to show that you care is to listen. Wait for the person to respond to your question and be a part of the conversation. Even Pat Hiban, a top agent in Ellicott City, Maryland, reveals that he has to remind himself to “zip it up” and wait and listen for the response. Gary Keller once made the statement, “I never learned anything while I was talking.” Listen to their answers and comments, and remember to write down what you learned and your impressions after the conversation is over.

When you do introduce the topic of real estate, remember to *offer* something rather than *ask* for something. You quickly add warmth to any contact with this approach. The call itself may begin with an offer (e.g., to send a neighborhood newsletter), or it could be to follow up on an item you already provided (e.g., “Did you receive that brochure I mailed out the other day?”) Either way, you know exactly what to say when the conversation begins.

BRUCE HARDIE
THE HARDIE GROUP
SPOKANE, WASHINGTON

Exercise

Approach and Connect

Directions: Practice the skills of approach and be curious.

1. One student will volunteer to play the role of the agent, and one student will volunteer to play the role of the customer.
 - *Agent:* Control the conversation by asking 5 questions and finding out as much as you can about the potential customer.
 - *Potential Customer:* Answer the questions, or optionally, challenge the agent by being reserved in your answers or by asking questions back.
 - *Observers:* The rest of the class will observe the role-play and provide feedback on better questions to ask, or better ways to ask the questions.
 - Next round the student who played the potential customer now becomes the agent and another student plays the part of the potential customer.
 - Continue until all students have a chance to role-play.

Optional Directions:

2. The class will be divided into groups of three. One person is the *agent*, one is the *potential customer* and one is the *observer* who provides feedback.
 - *Agent:* Control the conversation by asking 5 questions and finding out as much as you can about the potential customer.
 - *Potential Customer:* Answer the questions, or optionally, challenge the agent by being reserved in your answers or by asking questions back.
 - *Observer:* Observe the questions and answers and provide feedback on better questions to ask, or better ways to ask the questions.

Sample Opening Questions:

What do you like about the neighborhood you live in?

What was the last book you read and what did you get out of it?

What is one of your goals for this year?

Describe a really fun vacation you had.

What do you enjoy doing when you're not working?

Time: Allow 2 minutes per role-play, for a total of 6–10 minutes

3. Ask

Many agents are very successful at approaching and connecting with people. They may have gotten into the business because they enjoyed this aspect so much. However, it's the *asking* that is so critical. Every occasion should be concluded with the simple question,

“Are you or someone you know thinking of buying, selling, or investing in real estate in the near future?”

There are many scripts you can practice that will help you get to this question, but ultimately this is the one you need the answer to. Remember that asking is a numbers game. If the answer to your question is “No,” don't despair. You may have to get through a lot of “No's” to get to each “Yes.” In fact, every “No” is the path to a “Yes,” and if you ask more times, you will get “Yes” more often. If you don't invest much in the answer, it will make it easier to ask. And remember that even if a person says “No,” they may still give you a referral.

Dianna Kokoszka, vice president of MAPS at Keller Williams Realty International, says, “I always asked my question at least five times in the conversation. Each time my question is worded in a slightly different way. Guess what? I almost always get them to respond with a ‘Yes.’”

How to Ask

*1. Ask for their business—
an appointment or referral. Clearly state what you want or need.*

AGENT: I'm available and would love to show you that house that you're interested in. Would this afternoon at 3:00 p.m. work for you or would 4:00 p.m. be better?

AGENT: Please let your friends and family know that I would be honored to help them with all of their real estate needs?

2. Thank them for their consideration whether their answer is "Yes" or "No."

3. Get permission to follow up with them.

AGENT: I'll call you again the next time a home becomes available in your neighborhood. Is that okay?

AGENT: How would you like to be kept updated on the real estate market in your area on a regular basis?

Great! We'll touch base every 2–3 months with an update and to see if you know of anyone who may be selling. Thank you.

4. Get their contact information.

Remember that a true prospect is one that you have contact information for and permission to contact. Many top agents believe you only need a name and phone number to begin with. Always put the contact information into your contact tracking software and put these leads immediately on a marketing action plan. Refer to *Power Session 4: Leveraging a Powerful Contact Database* to take full advantage of your database.

Remember, that it is more important for you to get their contact information than for you to give them yours. Why? When you have their information, you have *control* over when and how often you contact them. If not, all you can do is wait for them to contact you. That's not what prospecting is about.

AGENT: It's so nice to meet you! Just in case there is something for me to send to you, where would be the best place to send it? If it was a little more urgent and I needed to call, what would be the best number to reach you?

Note: Reference KWU's MREA Scripts Catalog: Lead Generation for additional scripts.

Three Ways to Connect



Call
Visit
Attend/Host Events

There are three ways to connect with people with the purpose of finding potential leads. You can do just one, like making phone calls. Or you can do a combination of two or more. You may want to visit homeowners in a neighborhood, in addition to hosting an open house in the same neighborhood, for example.

1. Calling
2. Visiting
3. Attending and/or Hosting Events

Whichever method you choose to connect with people, the secret is to do it consistently for a long time. “When I first started in business,” says Mary Beth Harrison, of Keller Williams Elite in Dallas, Texas, “I got all my clients from phone calls and hosting open houses. I did not have a computer so I kept track of everyone I met on 3 x 5 cards. If you were one of my contacts, I called you until you told me I could not call you again, until you had bought a house, or you died.”

1. Calling

Most agents have little trouble using the phone to tend to current business—to service existing customers by exchanging information. However, some have reluctance about prospecting by phone. Now, more than ever, preparation is your friend. Knowing who to call, when to call, what to say, and being ready to call will reduce any call reluctance you may have.

Getting Comfortable with Calling
Know who to call
Know when to call
Know what to say
Be ready to call

Know Who to Call

1. Expired Listings
2. FSBOs
3. Referrals
4. IVR Inquiries
5. Website Inquiries
6. Mets (as part of 33 Touch), including past and current customers

Many great prospectors are very particular about who they call and in what order. Those who choose to go after the quickest business call expired listings and FSBOs first thing every morning.

Kurt Buehler, of Buehlers & Associates in Flower Mound, Texas, like many other agents interviewed, calls the different types of leads in a certain order. “I call expired listings and for sale by owners in the morning for an hour, and then I call around just listeds and just solds. The just listeds and just solds are very warm phone calls and very easy phone calls. I say, ‘We just listed this home. Do you know any friends or relatives who would be interested in living close to you?’ Or I say, ‘Let me tell you the value of the home so it may help you determine if this is the right time to make a move.’”



Other agents have a different approach. Gene Rivers of Tallahassee, Florida, and Martin Bouma, of The Bouma Group of Ann Arbor, Michigan, for example, regularly prospect to their past customers for repeat business and referrals. Martin also calls his current sellers each week. “This has turned into a great prospecting tool. Our sellers tell other sellers about our calls, and it drives expired listings to us,” says Martin.

1. Expired Listings and 2. FSBOs

Many agents call expired listings and FSBOs because these types of people are often the quickest way to business because they have already expressed their need to sell. They may not be the easiest, but with planning and practice, they can be a great source of leads. If you are interested in calling on expired listings and for sale by owners as a lead generation strategy, please refer to *Power Session 8: FSBOs and Expired Listings* for more specific steps and scripts.

3. Referrals

Referrals are a rich source of business, and as a matter of fact, many agents have built successful businesses around referrals. Remember the statistic from earlier, that 40 to 44 percent of buyers and sellers use the agent who was referred to them.

Remember that referrals come not only from Mets but from Haven't Mets as well. Jana Caudill knew she had achieved her goal of being famous in her town when people she didn't know called her. “That was a referral. And when people called and I didn't even know who referred them, that's when I knew I had achieved fame.”

Once you get a referral, you will want to call the potential customer as quickly as possible. When introducing yourself to the potential customer, remember to reference the person who referred you. Then call to thank the person who referred you. Learn more about generating referrals from your Mets in *Power Session 5: Working with Mets*.

4. IVR Inquiries

Interactive Voice Response (IVR) systems offer a great means of capturing listings calls and channeling responses from marketing efforts. With an IVR you can record descriptions of your listings that potential customers can listen to anytime.

Agents tell us that if you use an IVR, you have to be prepared to respond quickly, ideally within 5–10 minutes. This can be tricky for solo agents. People who call in want to talk to an agent now, not tomorrow. If you are not prepared to carry a pager or phone with you all the time to answer incoming IVR calls, you may not convert as many of these queries to appointments.

Brad Korn and his team implemented an immediate followup system and in 30 days increased their conversion rate from 3 percent to 15 percent.

IVR Inquiries Scripts

AGENT: Hello. This is _____ with Keller Williams Realty. This is just a courtesy call. I noticed that you called on our listing at 123 Elm Street. I just wanted to know, did you get all the information you were looking for?

Great. So how long have you been looking for a home?

Are you currently working with an agent?

AGENT: Hi, this is _____ with Keller Williams Realty. You called on the property located at 123 Elm Street. So you are looking to buy a new home?

This is a wonderful home. *[Describe the home and some of its features and benefits]* What price range are you looking in?

Are you currently working with an agent?

5. Website Inquiries

Most agents today are using a website to display their listings as well as other community listings. Agents' websites provide value by offering reports and statistics about the current market, as well as tools to help both buyers and sellers. Many buyers and sellers sign up to receive notices of properties for sale or other information that agents offer.

Recently there has been some debate about these website inquiries. Are they true leads, or are they suspects for next year or possibly six months out? One top-producing agent, Glenn Sanford, of Bellingham, Washington, uses his website almost exclusively to generate leads. "Our clientele is a very self-service type of customer who is looking for an agent who will meet them at the level that they want to be reached at—usually through email. We generate about 1,200 inquiries and close about 115 sides so we are closing about 8.5 to 9 percent of all that come in."

Brad Korn attempts to respond immediately by email while the prospect is still online. He has found that his "conversion rate has improved and is tremendous." Bob Guest always calls his email inquiries back instead of emailing back—that is, when the person has given him their phone number. He is confident that this approach works, and that he is the only one making a personal touch in response to the impersonal inquiry.

For more information on using your website and email effectively, refer to the separate KWU's Internet Lead Generation course.

Email as a prospecting tool

Although email is not a direct contact form of prospecting, it can be used effectively to establish relationships with potential customers. Once someone has contacted you through your website, you have their email address and their permission to respond to them. Therefore, you have the opportunity to make the most out of this method of contact.

In your emails, make the subject line clear, and keep your message brief and relevant. Give them meaningful content, like properties in their price range, or news about the market. Keep in contact on a regular basis with fresh content, and something that will entice them to call you, or ask for your services.

6. Mets

You'll learn more about working with Mets, and specifically, the importance of calling them, as part of your regular contact plan in *Power Session 5: Working with Mets*.

Know When to Call

The daily habit of calling prospects should be done during your 3 hours of lead generation before noon each day of the week.

Bob Guest is a champion lead generator with more than 140 closed transactions in 2006. He prospects for new leads for two hours, four days a week. Does this mean he's not lead generating enough? No way! In addition to reaching out to new customers, Bob is calling his Met database two hours a day, five days a week. Bob is also the first to admit that he could get better. Let's take a look at Bob Guest's model of lead generation.



Bob makes phone calls from 9:00 a.m. to 11:00 a.m. to reach those in his 1,300 Mets database on a 33 Touch program. Bob faithfully call them three times each year. His goal is to make 20 phone calls each hour, and to leave 20 messages if need be. Bob makes prospecting calls for new leads three evenings a week from 7:00 p.m. to 9:00 p.m., plus two more hours on Saturday morning. That's a total of eighteen hours a week! His goal is to make 20 calls per hour and to talk to at least 5 of the 20.

The more calls you make, the more times you'll be "in the right place at the right time."

Jama Fontaine, of Jama Fontaine & Associates, in Albuquerque, New Mexico, tells of a time when she was making prospecting calls and the person who answered the phone said, "Wow, this must be destiny because I just took a job transfer and I need a new agent to help me with my move. When can you come over?"

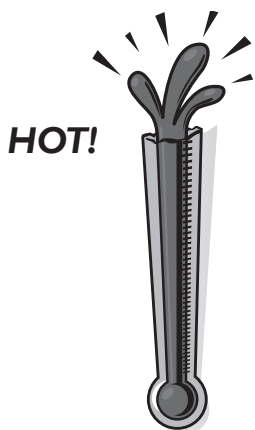


Because Jama prospects on a regular basis, she often encounters situations that seem like perfect timing.

Like Jama, Boyd Brown, of the Boyd Brown Team in Salt Lake City, Utah, tells of a "lucky" time when he called someone during his morning prospecting and the person asked, "Who told you to call me? I need your services right now." Needless to say, Boyd got the business.

Cold vs. Warm vs. Hot

You have likely heard calls or leads characterized by temperature.



- *Hot* leads are easiest to contact because the person is ready, willing, and able to transact business. They need your help and you have the solution.
- *Warm* calls are those made either to people you know (Mets), or people who have received one of your marketing pieces. These are relatively easy calls to make because you have a reason for calling.
- *Cold* calls are those calls that are made to people you don't know at all. Very few agents make purely cold calls.

Bob Guest uses this approach when calling: “I answer every lead. The hottest lead always gets called first at any time. I use a disposition sheet with codes—If it's orange, it's hot. If it's yellow, it's warm. If it's white, it's less than hot. I go from hottest to coldest.”

Bob continues, “I don't do cold calling; I do warm calling.” That means he returns calls from signs and ads, and calls those people who inquire through his website.

Do Not Call?

The U.S. government and many state governments have created Do Not Call (DNC) registries. Consumers add their names and phone numbers to the registry and they are assured that reputable firms will not disturb them.

In our research, we have found that Do Not Call restrictions actually have very little, if any, impact on real estate agents. U.S. federal and state laws exempt many of the phone calls that real estate agents commonly make. Typically, if you have an existing business relationship with someone (defined by having completed a transaction with them in the past eighteen months or by having contact with them in within the previous three months), you are not prohibited from calling them.

Calls to past customers and others in your Met database are not likely to be impacted. Still, all real estate agents should understand the federal and any local restrictions that exist regarding unsolicited business phone calls. Some areas do have particularly restrictive regulations (such as explicitly prohibiting a real estate agent from calling a FSBO). Your Market Center should have detailed information about DNC policies to keep you in good standing with your local board and the state and federal authorities.

In regards to your Haven't Met database, here's the best approach: if you are calling someone for the first time, check the Do Not Call registry to be sure they are not on it. If they are, don't call. You can also purchase lists that have been cleared against the DNC list.

For more in-depth information about DNC, you can visit the National Do Not Call Registry website at www.donotcall.gov.

Know What to Say

When you call people, be clear that it is a business call. To talk about real estate and your business in an effective way, it's vital that you know your scripts. Being able to answer the questions and objections of those you call is crucial to establishing an image as *the* professional real estate agent in the minds of your customers. Internalizing your scripts through regular practice will make phone calling more natural and give you the confidence necessary to actively seek out new customers.

Kurt Buehler reveals, "The more proficient I get at my scripts, the more comfortable I get on the phone." In order for you to get more proficient with scripts, reference the *CAMP 4:4:3* script cards and audio scripts, KWU Role Model videos, as well as the *MREA Scripts Catalog: Lead Generation*. Plus, you'll find specific scripts for lead generation in the other 36:12:3 Power Sessions.

AGENT: Hello. This is _____ with Keller Williams Realty. Do you have anyone you currently would call if you had questions about the value of your home or about the real estate market?

I would love to provide that service for you.

AGENT: My name is _____ and I work with Keller Williams Realty. I work with a lot of buyers and sellers in the area and I was wondering how much time you will take before you consider interviewing the right agent for you?

Be Ready to Call

“It’s just a mindset. You’ve got to decide when you come into work that your time is going to be protected. And you come in, and you say good morning to everybody, and you let everybody know you’re going in to prospect.”

LARRY WALL
THE WALL TEAM
COLLEYVILLE, TEXAS

It can take some effort to get ready for your daily prospecting. When you take time to get your mindset straight, go over your affirmations, and practice what you’re going to say, the effort should pay off. Many agents interviewed had routines to help prepare them for the task of calling people. Some pray and some meditate. Some simply close their door, clear their desk, and get to work.

Kurt Buehler has his own special way for getting ready. He says, “I get myself cranked up every morning. I listen to loud music, Boston or Journey, and it’s showtime! This music puts me in a happy place, and that’s where I want to be before I begin my calling.”

Gene Boyer, of Amarillo, Texas, spends his first 30 minutes of each morning on the treadmill, and then spends some time planning his day, and by 8:30 a.m. he’s meeting with a prospect.

Steve Martin describes what it “looks like” each morning as he prospects, “You will find me hunkered down in my office with the door locked. I’ve got a sign on the door that says, ‘Stop. Do not enter. Lead generation in progress.’ Send me an email. You’ll find me with my headset on and my notebook open.”



2. Visiting

The second way of getting in front of people is face-to-face. Visiting face-to-face is surely an unbeatable way to quickly establish trust and begin building relationships. People form an immediate opinion of you from your clothing, your handshake, your smile, and the words you say and the way you express them. People will also quickly discern if you really care about them by the questions you ask, and the way you listen and respond to their concerns. Likewise, when you meet people in person, you can quickly assess their motivation and get a sense of how they are responding to you and your presentation.

For these reasons, many agents prefer visiting people over phone calling. Smokey Garrett remembers, “When I first started out, I was much better face-to-face in terms of that communication process. The phones took me a little bit longer.”

Dianna Kokoszka, who sold 104 houses her first year in real estate, tells of a time when she followed up a phone call with a visit. “I was doing my prospecting calls, and I reached a man who told me ‘I’ve heard of you, and there’s no way I will do business with you!’” Instead of feeling defeated and giving up, Dianna immediately got in her car, drove over to the man’s house and knocked on the door. When he answered, she said simply, “Hi, I’m Dianna Kokoszka, and I just wanted you to see me in the flesh to see that I don’t have horns or a tail. I would like the opportunity to tell you how I can be of service to you.” Well, the man invited her in and not only became her customer, but became a great, lifelong friend.

Getting Ready to Visit
Know your options for visiting
Know who to visit
Know when to visit

Know Your Options for Visiting

- Door knocking
- Pop-bys
- Random encounters

Rae Wayne and Judy Sheller, of The Bizzy Blondes in Los Angeles, give a lot of credit for a boost in lead generation on their team to Jeff Pantanella. Jeff joined the team in 2002 as a door-to-door prospector. He has since assumed many other duties, but Jeff remains committed to spending 3 hours every day, four days a week, out on the streets knocking on doors.



When he first started door knocking, Jeff reported that 8 out of 10 people were unreceptive. As he has gained confidence and expertise, however, he now finds that 8 of 10 people welcome him and are glad to talk with him. His message is pretty simple—he's there to find out who needs to buy or sell real estate and to talk about The Bizzy Blondes.

With his 2 to 3 hours of daily lead generation, Jeff gets face-to-face with 150 to 200 people every single week. What would getting face-to-face with 150 to 200 people every week do for your business? Jeff, Rae, and Judy all agree that, despite 20-plus years of brand building by The Bizzy Blondes, if they were to stop their systematic prospecting efforts, like Jeff's door knocking, business would dry up quickly.

Pop-bys

Many agents like to drop by to visit past customers and Mets who may refer or who have sent referrals to you in the past. Refer to *Power Session 5: Working with Mets* for more details on working with your Mets.

Always be ready for a casual meeting or a pop-by. Have your business cards and plenty of materials to hand out. When it comes to being prepared to visit potential customers at any moment anywhere, Chris Cormack understands the power of marketing herself: "Every time I leave my house, I am dressed in professional clothing and full makeup. I always have plenty of business cards and my car license plate reads 'CC Sells Real Estate ... A Lot of It.'"

Casual meeting

You never want to pass up the chance to talk about real estate with someone you encounter unexpectedly. This will happen often if you have the mindset of being wired for leads and always looking for business. You never know when or where the opportunity will appear—in the line at the grocery store, at church, while walking in your neighborhood, at your child's school, on an airplane, at the gym, etc.

It takes little preparation to capitalize on a casual meeting with potential customers. Great real estate agents live and breathe real estate and are always on the lookout for new business.

Know Who to Visit

1. FSBOs
2. Expired listings
3. Residents of a geographic farm
4. Apartment dwellers
5. Homeowners around an open house you plan to host
6. Corporations
7. Banks
8. Builders
9. Mets (including past customers)
10. Anyone you run into—anywhere, anytime

Know When to Visit

As with phone calling, it is highly recommended that you complete your face-to-face lead generation activities during your daily 3 hours in the morning. However, many agents find it easier to visit neighborhoods in the early evening when people have arrived after work and on Saturday mornings as people are out doing yard work or hold garage sales.

Jason Parisella of the Jason Parisella Team in Beverly, Massachusetts, prospects in his farm of 500 homes every Saturday morning for two-and-a-half hours. He wears a shirt and tie, never forgets his nametag, and always offers something of value.

“I call my prospecting ‘beating the bushes for business.’ It means I’m not going to sit in my office because customers are not coming to my office. I need to be out and about.”

CHRIS CORMACK
CC SELLS
ASHBURN, VIRGINIA

Exercise

Assess Yourself: Assess your current and planned prospecting activities

Directions:

1. Complete the following table and discuss your plan with a class partner.

Whom Do You Prospect To?	Phone Call		Visit	
	I Currently Call ✓	I Plan to Call ✓	I Currently Visit ✓	I Plan to Visit ✓
For Sale By Owners				
Expired Listings				
Geographic Farm				
Apartments				
Around Open House				
Corporations				
Banks				
Builders				
Mets – Past Customers				
Mets – Other				
General Public				

Time: 5 minutes

3. Attending/Hosting Events

Leads are everywhere, and opportunities exist wherever you go. From your child's soccer games to local charity events, there are endless opportunities to meet new people with whom you can form mutually beneficial relationships.

While phone calls and visits put you in touch with people one-on-one, events can be a more leveraged form of prospecting because they put you in group situations. Events can be those you organize yourself (e.g., open houses, customer appreciation parties, or first-time buyer seminars) or those that you attend (e.g., community events or business lunches). Events that can benefit your business do not need to have a real estate focus. They just need to be settings in which you can meet and converse with people. Events provide the setting for networking.

When real estate agents think of networking, they often think about conventions and training events where they can get together with others from real estate or related businesses. That's too narrow a definition. Real estate events can certainly be useful and necessary for networking among your peers and partners, but it is in non-real estate settings where your most useful networking is likely to take place in your local area.

Joining Organizations and Groups

Many top agents recommend that new agents join as many community organizations as they can. These functions can be valuable sources of leads. Here are some suggested groups.

1. Chamber of Commerce
2. Homeowners Association
3. Builders Association
4. Toastmasters
5. Rotary Clubs
6. _____
7. _____
8. _____

Hosting Events

When you are organizing and hosting real estate-specific events, such as customer parties and seminars, attendees should already know that you are in real estate. But it never hurts to remind them! In community and general business settings, however, you must make it a point to let people know that you are in real estate at every event. While fellow attendees may like you and value the effort you give to a volunteer event, they won't necessarily connect you with their real estate needs. It is up to you to remind them that you help people buy and sell real estate.

Wear your name tag, have business cards to offer, and, more importantly, collect business cards from others. If you carry a PDA or notebook, enter names and phone numbers right away. Then, follow up with a "Good to see you" or "Great to meet you" personal note. And put them in your database and put them on an action plan. Make all this part of your regular daily 3-hour habit.

Open Houses

An open house can be a great prospecting event with proper planning, marketing, and calling your Mets to invite them prior to the event. Whenever you invite people to an event you have the perfect opportunity for further prospecting by phone and marketing by mail.

Open houses is a prospecting activity used primarily to find buyers, although sellers can be found as well. You will learn more and find specific steps for open houses in *Power Session 7: Open Houses*.

Customer Appreciation Parties

Everybody loves a good party, right? Customer parties are a powerful lead-generation and relationship-building activity, especially if you have a lot of past customers, or a well-established network of people you know and may have influence with. The parties can be big or small, casual or formal, quiet or lively.

If your focus is on community involvement and volunteer activities, make your parties charitable events. If you want to be known for your current or former athletic prowess, then give your parties a sports theme (volleyball or softball). Host a house warming for closed buyers. Send out invitations and be on hand to serve food and drink.

Jama Fontaine hosts Bunco parties at her house every week. She invites a small group of her Mets and they each invite someone Jama doesn't know. Through this prospecting activity, Jama has built a reputation for being a great hostess who holds fun networking events. Plus she is promoting her business and finding new customers.

Caren Upshaw, a successful agent and former Rookie of the Year, from Austin, Texas, hosts an annual BYOC (“Bring Your Own Chocolate”) event at her home. She invites lady friends—particularly Core Advocates (Mets who provide her with the most referrals)—to join her for a fun afternoon dessert party. People look forward to it each year and even ask her months in advance when the next party will be.

Find your theme and turn it into an annual event. Give people something to look forward to and something to remember you by. Do it often enough so that they will not be able to forget you.

Other examples that have been very successful for agents are presented in *Power Session 5: Working with Mets* and *Power Session 6: Farming*.

Seminars and Classes

What better way to establish your credentials as a real estate expert than to host a seminar or present a class? Seminars and classes give you the opportunity to target a specific audience for attendance. Current and past customers may enjoy an invitation, and prospects and others you haven’t yet met will appreciate the education.

The ideal length for a seminar or class is 1 to 2 hours. If your subject demands more time, break it into 2 or more sessions. An Allied Resource—a Met in a real estate related industry who may provide referrals—such as a mortgage broker or title company representative, may be willing to offer their offices and may even contribute snacks. You don’t have to be the only speaker, or even speak at all. Make sure whoever does speak knows what they are talking about, has good public speaking skills, and makes positive reference to you.

Question

What are some useful topics for seminars?

As with all forms of lead generation, the preparation and follow-up should be given just as much importance as the event itself. After choosing a subject and selecting a venue, prepare some marketing materials and promote the event through newsletters, newspapers, direct mail, email, and telephone. Use the event as an opportunity to knock on doors with a handful of fliers, giving you the chance to meet many new people who may have interest in the seminar itself. Make it a habit to ask what other topics they might be interested in.

Be sure to collect names and contact information from everyone who attends, and make sure they leave with a valuable piece of information that includes your contact information. Follow up after the seminar by phoning or visiting those who attended to see if they found it useful and if they have any more questions you could answer.

Question

Where can you go to find teaching and speaking opportunities?

Community Events

Community involvement is one of the best ways to stand out in your market. Taking an active role in sponsoring or organizing local events helps build solid relationships because you are involved in the things that members of the community most care about. Demonstrating your civic commitment and charitable disposition will build trust much faster than all the marketing you can generate. Take an active role, when possible, by agreeing to serve as a secretary or preparing the group's newsletter. And if the newsletter accepts paid advertising, be sure to make your ad a permanent fixture.

Question

What are some organizations in your community that hold regular events that you could help sponsor or organize?

More Prospecting Through Networking Ideas

1. Find brides and grooms through a wedding planner.
2. Find divorcing couples through divorce attorneys or professionals associated with life change.
3. Partner with tax preparers, CPAs, and accountants to find renters who want to or need to become owners.
4. Hang out at the gym. Get your exercise and prospect for new leads. Work with the health club manager to prepare a new-member packet with information about you and other businesses.
5. Join a golf or tennis country club.
6. Get involved with your local Parent/School organization and remind parents of your business.

*Other Creative Prospecting Events**

If you host it, they will come. Here are some great ways to draw prospects out of the woodwork and into your database.

1. For a Halloween treat, buy a load of pumpkins, hire a professional photographer, and invite your farm to get free family photos. Slip the photos into jackets printed with your name and telephone number.
2. Create a competition to award a \$500 or \$1,000 college scholarship to a high school senior in your community. Present the check at a ceremony for the winner's family and friends.
3. Buy a block of tickets to a concert or play and hold a drawing in your office. Call past customers and ask whether they'd like their names to be in the hopper.
4. Sponsor a home repair demonstration or lecture at a local hardware or home improvement store.
5. During the summer, rent an ice cream truck and give away free frozen goodies in targeted neighborhoods. Use a postcard mailing to notify residents ahead of time.
6. Organize a group to go caroling in your market area. You can leave behind a holiday card from your company.

* **Source:** REALTOR® Magazine Online's [Personal Marketing Tool Kit](#)

Exercise

Assess Yourself: Assess your current and planned prospecting activities

Directions: Complete the following table and discuss your plan with a partner.

Join	I Currently Belong ✓	I Plan to Join ✓
Chamber of Commerce		
Homeowners Association		
Builders Association		
Toastmasters		
Rotary Club		
Other:		
Host	I Currently Host ✓	I Plan to Host ✓
Open House		
Customer Party		
Seminars and Classes		
Community Events		
Other:		

Time: 8 minutes

Overcoming a Limiting Mindset

The Reality

“The thick-skinned fearlessness expected in salespeople is more fiction than fact. It turns out that many people are struggling with a bone-shaking fear of prospecting. This fear tends to persist regardless of what they sell, how well they have been trained to sell it, how they manage their time or set their goals, or how much they personally believe in their product’s worth.”

—G. Dudley and S. Goodson, *The Psychology of Sales Call Reluctance: Earning What You’re Worth in Sales*

Our research confirms that many, many real estate agents experience fear or anxiety about making contact with other people—particularly people they do not know. In fact, there was not one agent interviewed who confessed, “It was easy for me. I just picked up the phone and started talking to people and grew my business to mega status!” It was hard for most of them. The successful ones just found ways to quickly get beyond their reluctance and get comfortable with the call. Their end goal was more important than their fear. Or, in Gary Keller’s case, “my fear of failure was greater than my fear of lead generating.” Boyd Brown, of Salt Lake City, recalls being “scared like a baby” about making calls.

For some people, their limiting beliefs originate from childhood messages—when they were told to “be seen and not heard,” or “be happy with what you have.” These messages can be very powerful and challenging to overcome. For others, the basic fear of rejection creates the reluctance. We all want to be in control of our destiny. To make a contact, you have to accept that the outcome may be “No,” instead of “Yes.”

Getting Comfortable with Making Contact

“When I’m making my calls, my mindset is that I’m looking to help people. I don’t look at it like I’m bothering people.”

“If we really want the business, we would call people all day long or see people all day long. When we are not confident that we can get business that way, that’s when call reluctance comes in.”

CHRIS HELLER
THE HELLER TEAM
ENCINITAS, CALIFORNIA

JOSE DEL ROSARIO
JOSE DEL ROSARIO GROUP
CHULA VISTA, CALIFORNIA

So, is it possible to overcome sales call (or contact) reluctance? Yes, with small steps, with the right mindset, and with a commitment to take action, you can manage your reluctance and get comfortable with the contact.

Mindset

Jama Fontaine has adopted a great mindset: “Have you ever had someone call you to ask you if you wanted your windows washed and you were kind of annoyed and you hung up on him because you didn’t, but the next time they called and you needed your windows washed how happy you were that they called? I started thinking that if someone hangs up on me then I should think, ‘Yeah, they just saved me time, I can get to my next call!’ It gave me a new way to look at people who might hang up on me or get mad at me as not a personal thing because they don’t even know who I am.” Jama understands that making contact and asking for business is a numbers game. You have to work through the “No’s” to get to the “Yes’s.” Think of every “No” as a path to a “Yes”!

Jonathan McClenny, an agent in Atlanta, Georgia, powers through “No’s” and continues to ask questions and build rapport. “It’s a game; don’t take rejection personally,” he says.

Affirmations

Do you say affirmations every day? Whether you think you do or not, you certainly do. The question is, are you telling yourself positive things, or are you filling your mind with limiting thoughts like “I can’t ...,” or “I’m not ...,” or “I don’t ...”? If this is the case, you must begin to fill your mind with positive affirmations instead. After all, you are worthy and you deserve success!

Remember that you are a service-oriented professional. Remember that you are competent and committed—and that your confidence and expertise will grow over time. Remember that you don’t need to be an expert, just someone who brings service and value and who is willing to find answers to what you don’t know. Remember that people want to do business with people they like, trust, and respect.

Exercise

Affirmations

Directions: Write down three to five affirmations for yourself.

Repeat these every morning or every hour. Put them on laminated cards and keep them in your wallet, car, office, and home—wherever you will see them.

1. _____
2. _____
3. _____
4. _____
5. _____

Time: 5 minutes

Action

Stepping out of the boundaries of your current comfort zone is the most important change you can make in your business, and for your life as a whole. You know the expression “practice, practice, practice.” Well, practice may not make any of us perfect, but it is a fact that when you practice actions, especially actions that don’t come naturally to you, you uncover personal strengths that have been neglected. And ultimately, you will see these formerly uncomfortable actions become part of your regular repertoire—part of your successful prospecting program.

Notes

Daily Routine

Habit of 3 Hours Daily Lead Generation

Brad Puffer of The Puffer Team in Asheville, North Carolina, who averages more than 16 transactions a month, explains the discipline of lead generation: “If an agent will pick up the phone 20 to 30 times a day and call people who have identified themselves as being a potential customer, you don’t need to spend two more hours on phone calling. If you include the time to do research, to find the leads out of the newspaper and out of the for sale by owner websites, and to pull up all the expired listings and research the phone numbers in the MLS, it would fill up your 3 hours a day. But when I am talking about pure prospecting I am talking about the one to one-and-a-half hours of time every day of picking up the phone and calling people.”

Time Blocking

John Youker of the SW Ohio <?> in Beavercreek, Ohio, has been in real estate since 1999, and is on the track to close 100 transactions in 2007. He follows the Keller Williams Realty models and systems and prospects on a regular, consistent basis, at least five days a week. John time blocks his day to include prospecting as an “appointment” that he keeps with himself. He does not schedule anything else at that time. “If I have to use this time for some other dollar-productive activity, I replace it at another time in my schedule.

One solution to time blocking is the one that Tony DiCello, MAPS Coach at Keller Williams Realty International employed: “The solution for me was to literally block out the hours of 9:00 a.m. to noon with a black magic marker. It was so dark and thick there was no way I could have written anything else in there. That’s what kept me focused every day on what I needed to do—prospecting.”

“My calendar is my job.”

CHRIS HELLER
THE HELLER TEAM
ENCINITAS, CALIFORNIA

“Your time is valuable. Spend it wisely.”

DAVE JENKS
COAUTHOR AND KWU
MASTER FACULTY
WHITE PLAINS, NEW YORK

Exercise

How Will You Time Block Your 3 Hours?

Directions: Write down activities for each of your three hours.

Time Blocking		
Hour	Prospecting Activity	Marketing Activity
1		
2		
3		

Below are some activities that you can time block for in your daily activity chart.

1. Assemble call list
2. Prepare handouts for visits
3. Prepare and mail invitations for events
4. Make phone calls
5. Knock on doors
6. Host and/or attend events
7. _____
8. _____
9. _____
10. _____

*“Focus on today
and then do it
again tomorrow.”*

MIKE MENDOZA
THE MENDOZA TEAM
PHOENIX, ARIZONA

Time: 5 minutes

Allow for Growth

If prospecting is new to you, give yourself time to get great at it. Don't wait to get started though; just expect to make mistakes and learn from them. And don't let fear slow you down. Chris Heller, of Encinitas, California, tells of being "painfully shy and introverted. Time, maturity, different experiences, and learning things made it click." The point is to get going and never quit.

"Growth takes place when you're uncomfortable."

Linda McKissack of The McKissack Team in Denton, Texas, is a top agent and pioneer with Keller Williams Realty. She turned her business into a huge success after practically failing for four years. She took a class where she learned and then implemented three simple principles. First, to make a fool of herself and not worry about it. This meant taking chances, making mistakes, and saying the wrong things, because this was the only way to grow. The second principle was to learn how to ask for business and not be attached to the answer. She learned that it doesn't matter what the answer is, the key is to ask. And finally, she learned to speak in a new way, with emotion, to say things better, and to use more scripts and dialogues. With these simple principles, Linda was able to grow her business to be the first to attain 7th Level agent status.

CHRIS HELLER
THE HELLER TEAM
ENCINITAS, CALIFORNIA



Jonathan McClenny, an agent in Atlanta, Georgia, never let anything get in the way of the business at hand. He tells of how one time he went to visit a potential customer and didn't realize until he was at the door in the outside light that the pants and jacket that made up his suit did not match. Did that stop him? No way.

Another time, he stepped out of his car onto an ice-covered street and slipped and fell hard. He continued up to the door with a bloody hand. It got him in the door!



Improve Your Skills

1. Get more training
2. Learn more scripts
3. Keep making contacts
4. Track your activities and your results

“Just do it, don’t talk about it, don’t put it off, just do it. Give yourself a gentle push and start today! Just do it! It’s done.”

KAREN DRUCKER
MOTIVATIONAL SINGER/
SONGWRITER

Just Do It!

Eating with a fork is a learned habit. When you were young, you most likely resisted this new and seemingly unnecessary implement in your life, but now you wouldn’t think of eating most meals without one. That’s because you developed a fork habit. Now, your goal is to develop your prospecting habit, through a commitment to regular, daily lead generation. The benefits are beyond dispute. Courtney Yates, a Keller Williams agent in Murfreesboro, Tennessee says it most clearly, “He who prospects wins. He who doesn’t loses.” So get going on your way to winning!

Tracking and Accountability

You can't get anywhere if you don't know where you're going. You must have some goals to begin with and you must track them and be accountable for your own progress. Les Brown reminds us that, "Life takes on meaning when you become motivated, set goals, and charge after them in an unstoppable manner." And Gary Keller reminds us of the importance of an accountability partner in the course Quantum Leap: "No one succeeds alone."

Measure Your Success							
		Mon	Tue	Wed	Thu	Fri	Sat
Number of prospecting calls per hour	Goal						
	Actual						
Number of contacts made per hour	Goal						
	Actual						
Number of Mets added to database	Goal						
	Actual						

Accountability		
	I Currently Do ✓	I Plan to Do ✓
I have a coach, consultant, or peer partner		
I meet regularly with my coach, consultant or peer partner to review my activities and outcomes		
I have set goals that I believe I can achieve		

"People with goals succeed because they know where they're going."

EARL NIGHTINGALE

"Give me a stock clerk with a goal, and I'll give you a man who will make history. Give me a man with no goals, and I'll give you a stock clerk."

JC PENNEY

Notes

Putting It All Together

Power Session Aha's

Your Lead Generation Action Plan

Your success in the discipline of lead generation is dependent on your daily habit of action. By focusing your actions, you will propel yourself forward to 36 transactions or more per year.

Use the Action Planning Worksheet on the following page to record numbers from both your current lead generation program and your future goals. Then determine what actions you will take to “close the gap” between your current state and your goals.

These are your focused actions. When specifying them, consider:

- Adopting lead generation activities that complement each other and suit your behavioral style and interests.
- Mastering at least three reliable lead generation activities up front that you will be able to rely on in your business.
- Tracking your results with each activity and continuing to add new activities over time.

Note next to each activity how often you will conduct it—is it daily, weekly, or monthly?

Lead Generation Action Planning Worksheet

	Current as of _____	Goal by _____	Activities to “Close the Gap”
Annual GCI:			
Annual Closed Transactions:			
Annual Transactions from _____: (lead generation source)			
Annual Transactions from _____: (lead generation source)			
# of Mets in Database:			
# of Mets Added to Database (daily)			
# of Haven’t Mets in Database:			
# of Prospecting Calls			
# of Prospecting Visits			
# of Events Hosted			
# of Events Attended			

The 3-Hour Habit

The Power of One

Focus on just one thing—lead generation.
Develop one habit—3 hours of lead generation every single workday.

Of the activities listed on your Lead Generation Action Planning Worksheet, which will you add to your calendar for this week?

By adding items to your calendar, you are time blocking. Time blocking means that you always know what your most important job is every day and that you commit to getting it done. It means that you are going to do what you must do—generate leads. You're going to call and meet people, prepare marketing materials, network, host open houses, and prepare seminars. And it means that whichever of these actions you decide to focus your efforts on, you are going to get really good at them over time.

There are just three simple rules you must follow to put the powerful daily habit to work for you. But beware that these must be adhered to and not taken lightly.

1. Time block 3 hours every workday before noon.
2. No skipping. If you must erase, then you must replace.
3. Allow no interruptions (unless they truly are emergencies).



Time on the task beats talent every time. And when you follow these three rules, you're making sure you put in the right amount of time on the right task.

Use the Calendar on the following page to time block your lead generation activities. What did you learn during today's Power Session that you would like to incorporate into your regular lead generation program? What did you list on your Lead Generation Action Planning Worksheet that you can start doing?

This calendar is your flexible draft. Sketch out how you will handle your time here. Then, add these activities to your real calendaring system—whether it's an electronic calendar, like Microsoft Outlook, or a paper-based calendar.

Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
8		8		8		8		8		8		8	
9		9		9		9		9		9		9	
10		10		10		10		10		10		10	
11		11		11		11		11		11		11	
12		12		12		12		12		12		12	
1		1		1		1		1		1		1	
2		2		2		2		2		2		2	
3		3		3		3		3		3		3	
4		4		4		4		4		4		4	
5		5		5		5		5		5		5	
Evening		Evening		Evening		Evening		Evening		Evening		Evening	