

Ten Days of Pain

Lead Conversion Guide

The Ten Days of Pain internet lead conversion program is a high touch, aggressive tool that is used to identify motivation levels of buyer leads and gather additional contact information so that the leads can be classified and converted into appointments. Market Leader and IMSD have worked together to outline what we feel are the best ways to implement this strategy and have built coordinated campaigns within your Pro and Business Suite systems to make this as easy as possible for you. However, this program is meant to be customized by you, so feel free to be creative and change this as you choose.

All of the content included with this program was developed by Ben Kinney and is taught as part of the Internet Marketing Specialist Designation (IMSD). These materials are copyrighted; reproduction and distribution is strictly prohibited.

Lead Conversion Checklist

Day 1

- ☐ Send the **Introduction** or **Welcome** email
 - For new leads that register on your Market Leader website:
 - Customize your auto-generated **Welcome** email (in Admin). This email will automatically be sent to your lead the moment they register.
 - Also customize (if appropriate) and send the **Initial Contact Wizard** email.
 - Script examples for each of these emails are below.
 - For new leads that you receive that did not register on your Market Leader website, send the **Introduction** email:
- ☐ Send a follow-up email thanking them for speaking with you if they answered
- ☐ Mail a note card with 2 business cards in it

Day 2

- ☐ Search for the lead on Facebook and send a short message
- ☐ Make **Introduction/Best Buy** phone call
- ☐ Send list of properties that fit client criteria and/or
- ☐ Send **Bank Owned** email*
 - *Note: This is done automatically if contact has been added to the 10 Days of Pain email campaign.

Day 3

- ☐ Send **Open to Show** email message that you are available this weekend*
 - *Note: This is done automatically if contact has been added to the 10 Days of Pain email campaign.
- ☐ Make the **Real Person** phone call
- ☐ Send your first **Video** email (if video mentions that you are available it can be combined with Day 1 activities)

Day 4

- ☐ Send email with a **Free CMA / Relocation Package** email
 - *Note: If your contact has been added to the 10 Days of Pain email campaign, this has been



sent automatically for you already.

- If you are sending the 10 Days of Pain emails manually, then also add a link to a Just Listed property list to the email

Day 5

- ☐ Send **How Am I Doing** email
 - *Note: This is done automatically if contact has been added to the 10 Days of Pain email campaign.
 - If you are sending the 10 Days of Pain emails manually, then also add a link to a Recently Reduced Prices property list to email

Day 6

- ☐ *Take one day off during the plan. This can be put any day between Day 3 and Day 9.*

Day 7

- ☐ Send **Special Services** Email*
 - *Note: This is done automatically if contact has been added to the 10 Days of Pain email campaign.
- ☐ Make the **Create Urgency** phone call
- ☐ Send a text message if you are confident in the phone number you have

Day 8

- ☐ Research IDX activity
- ☐ Search other social media platforms like LinkedIn and Twitter and direct message them
- ☐ Send **Specific Property** Email*
 - Note: Send this email for each contact individually—due to it needing to be customized; this is not part of the associated 10 Days of Pain *email* campaign.

Day 9

- ☐ Research their IDX activity
- ☐ Send **Long Shot CMA** email*
 - *Note: This is done automatically if contact has been added to the 10 Days of Pain email campaign.
- ☐ Make the **Persistence** phone call

Day 10

- ☐ Research recent IDX activity
- ☐ Send ***Free Certificate Email** or **Trivia Contest** email
 - *Note: The **Free Certificate Email** is sent automatically if contact has been added to the 10 Days of Pain email campaign.
 - If you are sending the 10 Days of Pain emails manually, then you can choose to customize and email out the **Trivia Contest** email instead.
- ☐ Attempt to contact once again via social media
- ☐ Make the **Last Chance** phone call

Day 11

- ☐ Discard contact if not valid
- ☐ Place contact into drip program if you have valid information for long term continued follow-up
- ☐ Change lead status to Active, Inactive, Hot or Trash based on your level of engagement and feedback from them.
- ☐ Label the contact as A, B, or C in the sub-type or category field of their contact record.

Phone Call Scripts

Day 1 or 2- Introduction/Best Buy Call

Hello (name),

This will only take a second. My name is (Your Name) with (Brokerage Firm) and I just wanted to thank you for visiting my real estate website and wanted to see if you had any questions about buying real estate in (insert your city)?

Also, if by chance you are interested in a really good deal, I have a list of the five best priced homes in (insert city) that I would love to show you.

Give me a call at (555) 555-5555 to let me know when might be a good time for us to meet and go over these great deals.

**ABC* Always Be Closing - attempt to set the appointment already*

Day 3- Real Person Call

Hi (name),

I wanted to let you know that I am a real person and wanted to send over a quick video. However, I just realized that I don't have your best email address.

Please call me at (555) 555-5555 and leave me a voicemail with your email address so we can get in touch. Thank you so much.

Day 7- Create Urgency Call

Hello (name),

I just heard in the office about a great property that is coming on the market in the next week and I wanted to see if it fit your criteria before the rest of the general public and agents get to know about it. Please contact me as soon as possible so that I can give you more information about this amazing deal.

The property type you use here needs to match the one you will email them on day 8

Day 9- Persistence Call

Hi (name),

Here we go again attempting to get in touch with you! Just know that we will be as persistent on your behalf when buying or selling a home as we are in our attempts to get a hold of you. Give me a call at (555)555-555 so we can start helping you right away.

Day 10- Last Chance Call

Hi (name),

This is (Your Name) with (Brokerage Firm) and I have been attempting to reach you for the past 10 days but I am not sure that you are getting my phone calls or emails. If you would still like to receive the just listed, price reduced, and best buy properties in our area please just call me at (555) 555-5555 or email (Your Email) to start up again. I hope to hear from you soon!



Email Template Scripts

The following email scripts are great starting points. Feel free to customize your email, subject lines, order that you send them, etc.

Day 1- Choose the best option below:

Automated Welcome Email

(For all new ML website generated buyer leads- this is automatic)

Thank you for registering on our website (www.YourWebsite.com) and we hope you enjoy unlimited access to all of the properties listed in the area. We are more than just this website and have many resources available to you as needed during your home search process. Do not hesitate to contact us directly at (Your Phone Number) to speak to a real person.

Initial Contact Wizard Email

(For all new ML website generated buyer leads- manually send this)

As there are many different options for this email, here are some sample scripts you can use:

1. The default template
2. The Day 1 Introduction Email below
3. Another option:
 - One of the benefits of working with us is that we will make sure you are notified right away of properties that come on the market and fit your search criteria. Please do not hesitate to call us at (Your Phone Number) to let us know of any changes you would like us to make in the properties we send you. Once you see a property that you want to know more about call us or email us so we can help you take the next step.

Introduction Email

Subject: Let's look at some homes

Hi (name),

This will only take a second. My name is (Your Name) with (Brokerage Firm) and I just wanted to thank you for visiting my real estate website (Your Website) and wanted to see if you had any questions right off the bat?

Day 2- Bank Owned Email

Subject: Finding a Deal on Bank Owned Homes

Hello (name),

There are some great deals on bank-owned properties in our market. These homes can be a challenge to find online and I would love to get to work helping you find the best priced homes.

When are you planning to move?



Day 2.2- Facebook Message (sample)

Hi (name),

I just searched my email address book on Facebook and your profile showed up (Insert something interesting from their profile page). You visited my real estate website the other day and I thought I would put a face to my name.

Really looking forward to meeting you and helping you soon!

Day 3- Open To Show Email

Subject: Let's Look at Homes

Hi (name),

Would you like to view some properties this week? What day and times work best for you?

I am open this weekend and in the evenings during this week.

Day 3.2- Video Email

Subject: Let's look at some homes

Hi there!

I just wanted to put a face to the name and let you know that I am a real person and not just some automatic email system. I would love to talk about your potential move and see if I can help you find a great deal.

I am available this weekend, are you free?
(Insert video with a link or linking a photo image)

Day 4- Free CMA/ Relocation Package Email

Subject: Deciding What Your Home is Worth

Hi (name),

I just realized that I am not sure if you already live in this area or if you are relocating from somewhere else. Two important things to note:

1. If you live locally and have a home to sell, I am more than willing to give you a free estimate of your home's value.
2. If you are relocating to our area I have an amazing relocation package to send you.

Which of these do you need at the moment?

Day 5- How Am I Doing Email

Subject: How Am I Doing?

Hi (name),

I want to be sending you only the most relevant properties. Shall I adjust my search criteria for a better match to what you are looking for?

I have an opening tomorrow night if you would like to view some homes.



Day 7- Special Services Email

Subject: What You Won't Find Online

Hi (name),

Many of my buyers feel that real estate websites only tell half the story about that home. If you are not ready to start touring homes, I have a VIP buyer service you might really appreciate.

I can send you plat maps, tax information, videos, or additional photographs and sales history on any property that is for sale currently or has sold in the past.

Can you think of anything you might need right now?

Day 8- Specific Property Email

Use IDX information to figure out what type of property this lead was looking at and come up with a humorous subject line and email to catch their attention. For example:

Subject: Ugly Bank Owned Condo

Hi (name),

I know of a bank owned condo that will be coming available soon. I think it will be under (insert price range for your area that is a great deal). Would you like to be the first to view this?

Day 9- Long Shot CMA Email

Subject: Long Shot

Hi (name),

This is a long shot but often people use our website to try and gain an understanding of their own home value. Is this the case with you?

If so, I would love to give you a free online no hassle estimate or an in-depth broker price opinion. Interested?

Day 10- Free Certificate Email

Subject: Free Home Inspection

Hi (name),

My office manager just gave me 2 free home inspection certificates that I can give out this week to buyers who would like to view homes on Saturday or Sunday with me. This is a great \$300-\$400 cost savings.

Are you available this weekend?

Day 10.2 Contest Email

Subject: Local Trivia Contest

Hi (name),

It's time for this month's trivia contest...

Where in (your city) can you go to see (insert trivia question)



Reply to this email if you know the answer! Be sure to include your mailing address so the prizes can be delivered. The first 3 people to answer these questions correctly will get a free appraisal certificate from Bank XYZ (insert your own giveaway item).

Hint: All answers can be found by visiting (www.YourWebsite.com)

Implement the Ten Days of Pain into your Market Leader system

Incorporating the Ten Day lead conversion plan with your Market Leader system will enable you to make the most of every single internet lead, no matter where you received them. Take a few minutes to ensure you have set yourself up for success by following these best practice guidelines outlined below.

Requirements: You must have a Market Leader Professional or Market Leader Business Suite account to use the pre-built Ten Days of Pain activity and email campaigns.

The below instructions will walk you through step-by-step how to:

- ☐ Start both of your Activity and Email 10 Days of Pain campaigns
- ☐ Add a new lead to your 10 Days of Pain campaigns
- ☐ Remove a lead from your 10 Days of Pain campaigns
- ☐ Send customized 10 Days of Pain emails to contacts individually
- ☐ Organize and classify your leads.

Using the Ten Days of Pain Campaigns

- ☐ Start the Ten Days of Pain activity campaign
Note: The first step to using your 10 Days of Pain campaigns in your Market Leader Pro or Business Suite system is to make sure the campaigns are started! That way when you receive a new lead, you can add them directly to the campaign from their contact detail page quickly and easily!

1. Go to **Marketing**
2. Select **Campaigns**
3. Select **Build a New Campaign** button
4. Expand the **Lead Conversion** section
5. Select **10 Days of Pain (Activity): Lead Conversion Program**
6. Select **Next Step**
7. Select **Save Campaign**
 - a. You will see a pop-up that this campaign will not be active until you add contacts.
8. Select **Okay** to continue.
 - a. As long as you have started your campaign, it will appear as an option to select when you receive a new contact—so that you can add them directly to this campaign from their contact detail page.

- ☐ Start the Ten Days of Pain email campaign
Note: Before you get started, decide if you want to send customized email to each new lead you receive, or automate your follow-up with the pre-built Ten Days of Pain email campaign.

1. If you want to use the automated Ten Days of Pain email campaign, follow the above steps 1-9, but for step #5, select the **10 Days of Pain (Emails): Lead Conversion Program** campaign instead.

- ☐ Add a new lead to your 10 Days of Pain campaign(s)
Note: When you receive a new buyer lead, the best practice is to immediately add the lead to the 10 Days of Pain activity and email campaigns (unless you are choosing to send your emails



1-off, in which case you'll only use the activity campaign). You can do this right from your contact detail page as the steps outline below.

1. Click on the **name** of your new contact
2. Select the **More Actions** drop-down menu
3. Select **Add to Campaigns**
4. Put a check in the box next the 10 Days of Pain (Activity) and/or (Email): Lead Conversion campaign
5. Select **Add Campaigns**

☐ Remove a lead from your 10 Days of Pain campaign(s)

Note: When your leads responds to you, often times it doesn't make sense to keep them on the activity and email campaigns. So many agents opt to continue a more personalized follow-up from this moment on based on their interactions with the client and want to remove them from the Ten Days of Pain campaigns.

1. Click on the **name** of your the contact you wish to remove from the 10 Days of Pain campaigns
2. Scroll to the bottom of the **Summary** tab.
3. Expand the **Campaigns** section.
4. Put a check in the box next to the names of the campaigns you wish to remove the contact from
5. Select the **Remove Campaigns** button

☐ Send customized 10 Days of Pain emails to contacts individually

Note: There are two scenarios where you will need to send customized 10 Days of Pain campaigns to your contacts individually:

1. *If the contact is on the email campaign: On Day 8, your activity is to send a Specific Property email.*
2. *If you are choosing to send customized emails for every day of the 10 Days of Pain, rather than use the email campaign, you will use these steps every single day they are on the 10 Days of Pain activity campaign.*

Follow the steps below to locate where the 10 Days of Pain email templates are saved in your account.

1. Go to **Marketing**
2. Select **Marketing Materials**
3. Expand **Single Email Template**
4. Select **Lead Conversion (Buyer)**
5. Select the name of the template you wish to send.
Note: Most of the templates can be sent as is, but any of them can be customized to save and send to a single contact or multiple contacts at once. The email templates that require editing are:
 - a. *Day 3.2 Video Email*
 - b. *Day 8 Specific Property Email*
 - c. *Day 10.2 Contest Email*
6. To customize the email, select the **Create/Edit** button.
7. Edit the text of the email body only.

Note: All of the templates have mail merge variables inserted into the template to automatically convert the greeting into the first name of the contact, and include important information in your signature. You don't need to edit this portion of the email.

8. When you are finished editing your email, save your changes by selecting **Save As**.
 - a. You will see a pop-up asking you to label your email. Give it a title you will remember for this contact. Select **Save**.
 - b. You will then see a second pop-up telling you "Your letter has been saved". Click **OK**.
9. Select the **Back** button to send your email to your contact(s).
 - a. You will now be taken to your saved piece in the **My Saved Pieces** section of your account where you will see a list of distribution options.
10. Select **Email**
11. Click in the **To:** field and add the contact(s) you wish to send this email to.
 - a. Select their name(s).
 - b. Click **Add**
 - c. Select **Done**.
12. Enter a subject for your email. There are suggestions in the Email Script section above.
13. Without typing any other text in the body of this email page, select **Send Email**.
 - a. Feel free to preview the email if you want to confirm it looks the way you'd like.

☐ Organize and classify your leads.

Note: Use the following labels when your leads respond to you, or if you reach Day 11 and the lead has not responded to you.

1. Status overview:
 - a. **New:** (Day 1) This is the status your new leads will be automatically saved as. When you respond to a new lead, you should change their status to **Retry**. This is the status they will remain in throughout the 10 Days of Pain.
 - b. **Retry:** (Day 1-11) of being in your account. This is the status all of your leads going through the 10 Days of Pain will be in.
 - c. **Active:** Leads that have responded and plan on buying or selling in the next 2 years.
 - d. **Inactive:** Leads that have responded and do not plan on buying or selling in the near future or leads that have not responded/engaged but have good contact information.
 - e. **Hot:** Leads that want to buy or sell as soon as possible.
2. Sub Group overview:
 - a. **A** lead: Buying in the next 30 days
 - i. Follow-up with these leads every other day.
 - b. **B** lead: Buying in the next 30-90 days
 - i. Follow-up with these leads 2x/week
 - c. **C** lead: Buying 90 days or longer
 - i. Send a weekly email to them and add to campaign