**Title: Phone Call Follow Up**

Hi {!firstname},

I just wanted to follow up as I tried to reach you a little earlier.

Now I am sure you receive a bunch of cold calls and e-mails offering something that will supposedly “change your business” but I guarantee you that Thursday at 3 PM EST, you will receive the most valuable 60 minutes of education for your business that you have ever listened to. You will be able to immediately implement it and the best part – it is free of charge. Let me explain…

We are holding a webinar (basically a live session that you can watch from the comfort of your home on your computer) on Thursday at 3 PM EST about the Top 3 Ways to Leverage Mobile Marketing Strategies as a Realtor.

You ask, what’s in it for me?

Well, the short amount of time you will invest will be the best investment you have ever made into your business! The plan we will outline for you will completely transform your business this year by helping your clients sell their properties extremely fast, building a loyal following of clients and leveraging your community for an exponential amount of clients. However, over the next few months you will start losing clients to your competitors and your clients will start seeing decreased results if you do not implement mobile and video into your strategy.

That is an extremely bold statement…but I stand behind it 100%.

I’ll explain but first, sign up for the training session and I will immediately send you a bonus resource for your business, the "Mobile Playbook" from Google - a 38 page guide on the importance of mobile marketing and case studies of results some business have achieved by expanding their marketing platform into mobile. Here is the link to register:

**[link here]**

Now let me tell you why you should listen and why this is important…

Mobile is like the internet back in the 90s. Now every serious realtor or their parent company have a website because they understand the impact a website has on their business but over 90% of businesses do not have a mobile optimized site, which presents the early adopters with a huge opportunity.

**The Agenda** **for the Training Session**

Just some of the things we will be covering so that you can leverage mobile marketing to increase the number of clients you have and your bottom line include:

* **Mobile Landing Pages w/ Video “Virtual Tours”** - How to leverage a mobile optimized landing page for each property with a quick video “Virtual Tour” so that you can reduce the time spent giving tours, qualify potential buyers and allow buyers to view properties immediately as they pass by without having to schedule an appointment
* **SMS Lists** - 3 easy steps to build a list of eager buyers that want updates about properties in that area and immediate updates on specific properties (and how you can easily keep them in the loop in just a few seconds)
* **Customer Conversions** - How to convert these potential buyers to actually opt-in to your lists via your new and improved “For Sale Signs,” neighborhood door hangers and open house promotional materials

If you decide that you are not yet ready to transform your mobile marketing, you will still be able to use the actual strategies and plan we structure for you during the webinar completely free of charge so you have the necessary steps to transform your business yourself. If you decide to go with us, we will implement it and partner with you to take your business to the next level.

So I look forward to seeing you there. Here is the link one more time to register:

**[link here]**

Let me know if you have any questions in the meantime.

Kind regards,

**Your Name**

Your Position

Company Name