Script

Hello this is **[your-name]** from **[your-company]** and yes this is a cold call. I bet you get millions of these. Now fasten your seatbelt, here’s another one and the best thing is that what I am selling you today is free and can help your business get more customers while reducing advertising costs. Should I continue or do you want to hang up right now?

*Gatekeeper will most likely redirect you; try to get e-mail address if business owner is not there.*

*Webinar route, use the script below.*

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

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.

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. Kind of bold, right? Trust me this is big and we are giving it away completely free of charge.

So if you’re interested let me 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. Let me just confirm your name and your e-mail and I can register you now.

*Have the sign up page open so you can register them right away*

*More info if you need to leverage it:*

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.

Let me or my colleague know if you have any questions in the meantime. May I give you his e-mail address?

It’s **[your@email-address]**