You are only going to try to get realtors to the webinar so forgo appointment setting and focus all your energy at the webinar closing them there is easier. This means they do not necessarily even have to be too close to your zip code.

**The Structure**

Lead gen criteria are:

1. Realtors
2. Sales Genie or other sources
3. 10 mile radius around you (feel free to go even further as we do not mind servicing them without real appointments and can do virtual appointments)

Get them on the phone, then you can use the script titled “**Mobile\_Script**.” You are welcome to change and adjust it as you see fit.

If you can’t get through to a decision-maker then you will follow up with an e-mail based on the swipe we have attached titled “**E-mail\_Follow\_Up**.”

Be sure to sign them up to the webinar. Have the link ready or have a browser window open for it so you can easily register them once they give you their details.

Once they sign up, they will immediately receive an email based on the script entitled “**Aweber\_Script**” and you will then drive them to the webinar via emailing them before the webinar date/time. At the webinar you will utilize our system in order to set up appointments with these businesses.