4. Your Messaging Machine:

If all you implemented were the first 3 phases of the system that we covered so far, you’d be ahead of 90% of your competitors. Stopping there would be doing yourself a disservice, because there is a way to take it to the next level and to generate a consistent stream of new appointments. How many new appointments do you need to reach your goals? Some people might need only a few more each month. Others might be looking for 20 each week. Don’t worry about what you think other people are doing. Figure out how many prospects YOU need to reach YOUR goals. The best way to determine that is to do a quick ROI calculation. How much additional income do you need to bring in? How many new clients will it take to achieve that?

Let’s assume it’s 5 new clients per month. Now, consider how many prospects you need to meet with in order to sign 5 new clients. If you REALLY know your numbers, it’s easy to answer that question. If you’re not sure, come up with a good ballpark. Make it conservative though. Too many people overestimate their sales effectiveness. Think you can close 50%? Let’s get conservative and make that number 20%. Sound way too low? Great! It’s an awesome feeling to exceed your goals. Assuming you need 5 new clients a month, at 20% close rate, you’ll need to generate 25 appointments per month. That’s roughly 6 appointments per week. Now you have a metric that you can track. A popular saying in business is “you manage what you measure.” It’s true. If you’re just shootin’ in the dark, your results will be all over the place. When you have clear goals to track against, you can hold yourself accountable and increase the chances that you’ll hit your income goals. Now that you’re clear on your goals, let’s get down to the nitty gritty. How are we actually going to generate these appointments? By simply launching and managing your Facebook or LinkedIn group, you will generate leads and appointments passively.

In other words, your new friends, connections, and group members will sometimes reach out to you to talk business without you having to do anything. Why? Because you’re the leader now, and they have a need. Yet, these passive “inbound” leads typically won’t add up to enough to meet your weekly goal for new appointments. To bridge the gap, you need a proactive approach for funneling these prospects into appointments. We facilitate this steady flow of new appointments with messaging campaigns. Since 2008, my team and I have been testing and refining different processes and scripts. These processes require being proactive and regularly reaching out to your best prospects to invite them to a phone call or meeting. If you want to just sit back and see what comes your way, that’s fine. But keep in mind, that’s what most people do. Most people are not generating the kinds of results you’re looking for. Why do you think companies like Microsoft have hired us to install this system for their teams? They know the most time-tested, proven way to grow is to go out, position yourself in front of your prospects, and ask for the meeting. Sitting back and hoping is NOT a plan.

I want you to draw a line in the sand and commit to doing the work it’s going to take to get you the kind of results you want. The best way to do that is through proactive outreach, not through soft and fluffy social media stuff. What we’re talking about is a systematic process for working prospects through direct outreach and messaging campaigns that are going to get you lots of appointments. There are a number of different types of campaigns we teach. Each of them gets a different response rate on average, and each has a different purpose and time when you might want to use it. A few of the messaging campaign processes include:

• Multi-Touch Point Nurture Campaign • Referencing a Shared Connection • Request for Call Right After Connecting • Re-engaging Existing Connections • Asking Permission to Send Your Lead Magnet.

 These are five of our most effective approaches, but there are many more we have implemented for our clients and recommend to our students. These five are a great start. Additionally, each of these approaches does not live on an island. They can be combined to achieve even greater effectiveness. The key is in the strategic design of a messaging system that will work well for you and be effective for your target market. This “strategic design” is a bit of a nuanced skill, but with practice and testing you can find a mix that will generate amazing results and tons of appointments. Or, you can shortcut the process and work with my team to coach you through the process.

Let’s discuss each messaging process in a bit more detail. Multi-Touch Point Nurture Campaign The multi-touch point nurture campaign has historically been the most effective messaging process in our arsenal. On average, 29% of prospects worked through the process will agree to a phone call with you, on average. In some markets it has been lower, and in others higher. Regardless, the bottom line is that it works. This process involves sending a minimum of 4-5 messages over the course of 2-3 months. Each message is sent 2-3 weeks apart. The first 2-3 messages are simply meant to develop the relationship and position you as somebody your prospects can trust. The last two messages are where you go for the phone call or meeting. You’re already seen as a leader in your prospect’s eyes, as a result of your leadership platform. Because of the quality content that you’ll drip out from this platform, these prospects will be seeing your name on a regular basis and in a very positive way.

Now you’re going to supercharge it by working them through a 1-on-1 messaging process. The first message is typically just to thank them for connecting and to let them know you look forward to keeping in touch. You may also mention something to the effect of “If there’s anything I can help you with, don’t hesitate to ask!” The second message should include a piece of awesome content you think they’d be interested in.

This should be something you DID NOT create. Instead, you want this to be an article or resource written by a third party. There’s nothing in it for you. You’re just sharing it with your new friend, because you think they’ll get value out of it. It can be as simple as saying, Hey Bobby, I came across this case study and thought of you. Really smart how they are using X to get new X. Thought you’d be interested in it too. Hope you’re doing well! Your Name Then, the third message might be calling their attention to a discussion happening in your group. Hey Bobby, There’s a discussion happening in the [group name] group that I thought you’d want to check out. Would love your thoughts on this: [link to discussion] Thanks!

These first three messages simply serve to nurture the relationship and share valuable resources with your prospects. This gets them engaged with you and if done strategically, gets them thinking about your solutions in a way that doesn’t feel pushy. Now it’s time to ask for the phone call. The fourth message might look like this: Bobby We’ve been keeping in touch here for the last few weeks, and as much as I love all this social media stuff…I still like to get to know my connections in the real world. Would you be open to a no-agenda call to see how we might be able to help each other? How does next Tuesday afternoon look? Your Name You’ll get a lot of bites. But don’t stop there! Too many people throw in the towel after one message, but you know better than that. You know that follow up and persistence is the key to maximizing your results. And you’ve probably heard that it takes at least 7 touches before getting through to a prospect. Some people say 12 touches, and honestly, I’ve heard all sorts of numbers. No matter what it is, we can all agree that the more touches you make, the greater your chances of success. The next message is a simple follow-up. Nothing more than: Hey Bobby, Just following up on the last message I sent you. Would love to get a call set up if you’re open to it. Let me know! Your Name Between the final 2 messages requesting a phone call, we’ve seen (on average) 29% of prospects agree to the phone call. Using that average, you’d need to add about 86 prospects through the process each month to arrive at 25 appointments per month. Are you starting to see how systematic this is?

This is the kind of system I envisioned when I first started my business, and realized that most of the other stuff out there just wasn’t working for me. One of the most important things to keep in mind is that each of these communications is sent one-on-one. Each message is personalized with the prospect’s first name. Yet, you’re sending the same copy to each prospect as you work batches of prospects through your ongoing messaging campaigns. This is the kind of ”engagement” that worked for me, and we’ve found that it works for almost any type of business. But like I said, the “Multi-Touch Point Messaging Campaign” is just one approach. Let’s spend a bit of time talking about the rest. Referencing a Shared Connection When I ask most business owners, “Where are you currently getting most of your business?” I hear time and time again: Referrals.

There is no doubt that referrals produce some of the best leads money can buy. Yet for most, relying solely on referrals is a recipe for lackluster performance. You’re simply not getting enough of them to reach your goals. But what if you could leverage the power of referrals and shared relationships to generate more leads… without actually having somebody else make the referral? That’s what this process does. I’m not claiming that this approach is equal to a legitimate referral. It’s not. That said, we’re leveraging the same psychological triggers to get you in the door with more prospects. This process involves identifying prospects you have a second degree LinkedIn connection or mutual Facebook friend with. Both groups of people are one degree removed from you, meaning that you share at least one common connection. There are a couple ways to leverage these points of commonalty. For one, you can leverage the relationship in your initial outreach. When sending a friend or connection request, personalize the message you send to reference the shared connection. Hey Bobby, I saw that we’re both connected to Ben Gahlken and thought it wouldn’t hurt to reach out. Would love to connect here if you’re open to it! Your Name You’ll get an extremely high acceptance rate using this approach. Another way to leverage these common connections is to go straight for the appointment. The approach might look something like this: Hey Bobby, I saw that we’re both connected to Ben Gahklen and thought it wouldn’t hurt to reach out. Ben and I have done a lot of networking over the years and I’ve really valued the connections he’s made. Would love to jump on a call and learn more about what you’re doing, and how we might be able to help each other. How does Tuesday at 3:00 Eastern work for you? Thanks! You might be reading this and thinking to yourself, “Why wouldn’t I just do this? Why go through the effort of the Multi-Touch Point campaign when I can just ask for the appointment right away?”

Because the response rate will be lower. In almost every campaign we’ve tested, asking for an appointment before you get to know somebody results in a lower acceptance rate. Sometimes significantly lower. So why am I recommending this approach to you? Because rules are meant to be broken. What doesn’t work for others may work well for you. Most importantly, you may need to generate appointments more quickly than the Multi-Touch Point campaign allows. If you need to get some appointments on the calendar, while the long term nurture strategy builds up, the process we just discussed can be a nice thing to do in the meantime. Just keep in mind that you will burn through more prospects, so be sure to track your results. Request for Call Right After Connecting Another approach for generating calls more quickly is to connect, and then ask for the phone call. This approach is pretty simply. First, send a connection or friend request. Once they accept, send a message asking them if they’d be open to jumping on a call to learn more about each other.

The script might look like this: Hey Bobby, Thanks for connecting! As much as I love all this social media stuff, I still like to get to know my connections in the real world. Let me know if you’d be open to jumping on a call to learn more about what you’re up to. I’ve got some ideas on how we might be able to do some things together. How does next Tuesday look? Your Name Be prepared to send a follow up message or two in case they don’t respond right away. Give them a few days before following up again, you don’t want to seem too eager. As with the “shared connection” approach, this process will usually generate a lower response rate than the Multi-Touch Point campaign. That said, in certain cases we’ve actually seen it perform better. It all depends on your target market, and to some extent your business and how unique it is.

If you have something really special, prospects will agree to speak with you at a higher rate. This “request a call immediately after connecting” approach is another good way to generate appointments in the short term while you wait for the nurture campaign to reach its peak. Re-engaging Existing Connections Many of our clients and students start with an existing base of prospects to market to. Maybe you’ve built up a few hundred connections on LinkedIn that look like good prospects, but it’s been a long time since you engaged with them in any way. Is there a way to re-engage these old connections? Absolutely! For starters, you’ll want to invite them to join your new leadership platform (your Facebook or LinkedIn group).

This is a great first step to getting them back in the loop. From there, you can work them through the rest of the system just as you will with new prospects. That said, there’s another approach you can take to move these prospects toward an appointment, sooner rather than later. Typically you want to acknowledge that it’s been a while since you last connected or spoke, and thought it might be a good time to catch up. The message might look something like this: Hey Bobby, I was going through some of my contacts and your name popped up. Can’t believe it’s been so long since we connected {or met, or spoke}! I’d love to jump on a call and catch up and hear what you’ve been up to, if you’re open to it? How does next Tuesday afternoon look? Looking forward to it! Your Name Even if the prospect doesn’t respond to this message, don’t give up.

Of course you should send a follow up message. If they don’t respond to the follow up either, then you might decide to move them into a more long term monthly drip campaign, or transition them into a Multi-Touch Point campaign. As always, keep in mind that it’s a numbers game. The more touch points you make with every prospect, the more appointments and sales you’re going to make. Asking Permission to Send Your Lead Magnet I love this approach. Here we’re going to utilize the Flagship MVP Lead Magnet you put together in the setup phase. But instead of sending them to an opt- in page where the prospect has to enter their email, we’re just going to send it to them. These days, landing pages and funnels and conversion tracking are all the rage. We sometimes forget that keeping it simple is also a very viable option.

With this approach, simplicity can significantly improve your results. The first message looks something like this: Hey Bobby, We’ve been connected here for a while and I thought you might be interested in a new report I’m putting together. It’s all about how {avatar, type of company, etc} can {benefit} by {thing you do}. I’d love to send you a copy. Would you prefer I send it here on LinkedIn, or would email be better? Notice how you’re not sending them a link to a landing page. You’re asking permission to send them the report. When they say yes, send them a link straight to the download for the report. Boom! But what about those who don’t respond? Send a follow up! In this case, I like to assume the sale and just send them the report. Hey Bobby, Just following up on my message from last week. Didn’t hear back from you but I assume you’re super busy, so I’ll just link up the report here. You can download it here: There’s no opt in required and nothing to buy. Just thought you could get some good value out of it. Let me know what you think! Thanks, Your Name Now it’s sitting right there in their inbox, and a very high percentage of people will click through and check it out. If the content in the report is decent, it will serve to increase their interest in your services. From there, send them a third message a week later. Hi Bobby, Just wanted to follow up on the report I sent you last week. Hopefully you’ve had a chance to check it out. In any event, I’d love to jump on a call some time and learn more about the work you’re doing. Happy to answer any questions you have about the ideas in the report. How does next Tuesday afternoon look? Thanks! If they don’t respond to this message, send another follow up. There are many different ways to utilize your lead magnet inside of messaging campaigns. This is just one approach.

 You might also consider adding a message into the Multi-Touch Point campaign, and of course you’ll want to periodically promote your lead magnet inside of your group. Which Approach Is Best For You? I’ve given you five different approaches to consider. Any one of them can create great results, but obviously you can’t use them all at the same time for the same batch of prospects. So which should you start with? The first step is creating a messaging campaign playbook. This is the calendar of activity, and a summary of what’s going to happen. These campaigns can include a number of details that have to be tracked, and it’s important that you have it planned out and well organized. You’ll want to include information regarding the message timing/date and the message script that was used. The messaging scripts you use will vary.

As I mentioned, There are a number of processes. The key is to find a process that will warm up your prospects, build some trust, and then once that trust is established, go for the appointment. You’ll probably want to start by adding a batch of prospects into the Multi-Touch Point campaign. Concurrently you can work a different batch of prospects through one of the other approaches. This way you’ll have different prospects being worked through different campaigns, which will result in a steady flow of leads. It’s critical that you also have a system for tracking the prospects through your campaign. When following our system, you’ll have hundreds of prospects in your funnel. If you’re not well organized, things will inevitably slip through the cracks and you’ll miss out on opportunities.

Some of the basic information you’ll want to track includes name, email, phone number (if you have it), company name, other notes, and details about which messages and campaigns have been sent. At this point you might be thinking, “wait a minute Josh, did you just say HUNDREDS of prospects? Won’t messaging that many people individually take a ton of time?” Great question! Fortunately there are easy ways to make the process very efficient. Sure, you will definitely spend a few minutes each day sending out messages. There’s no way around that, unless your comfortable with mediocre results. Sending personalized 1-on-1 messages dramatically improves the response rate and effectiveness of the system. One of the reasons it works so well is that a lot of people simply aren’t willing to put it in the time to do it! When you start seeing the leads pour in, you’ll be glad you took the time to do it the right way. But there’s one more thing that you can do to improve your results even further, and book even more appointments. Email.

Copyright © 2020 Real Estate WIth Gary WIlson, All Rights Reserved.

Copyright © 2020 My Investment Services, LLC. All Rights Reserved.