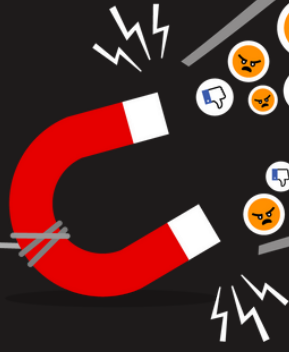




100+  
LEADS PER DAY  
COACHING PROGRAM



# 10 WAYS

YOU (OR YOUR MARKETING AGENCY)  
SCREW UP YOUR OWN  
MARKETING EFFORTS...

AND HOW YOU CAN SOLVE IT  
BY THE END OF THIS MONTH

# TABLE OF CONTENT

## **INTRODUCTION** | Pg. 1-6

Stop Screwing Up Your Marketing  
Here's What You'll Find Inside

## **MISTAKE #1 - YOU'RE NOT COMMUNICATING YOUR DIFFERENTIATION 4** | Pg. 7-11

You Want To Be Known For Something  
The Power Of A Marketing Avatar  
Your USP, Explained.

## **MISTAKE #2 - YOU'RE NOT SPLIT-TESTING YOUR ANGLES 7** | Pg. 12-13

The Mindset Behind Split-Testing.

## **MISTAKE #3 - YOU'RE NOT USING SHORT-FORM VIDEOS TO GET FAR LOWER CPL 8** | Pg. 14-20

The Benefits Of Short Form Videos.  
Three Steps To Creating A Short Form Video.  
Additional Tips For Short Form Content.

## **MISTAKE #4: YOU DON'T HAVE A PROVEN WHATSAPP SCRIPT FOR TURNING LEADS INTO APPOINTMENTS.** | Pg. 21-24

The Reasons Why People Don't Show Up  
The Elements Of A Closing Script

## **MISTAKE #5 - YOU'RE NOT KEEPING TRACK OF CPL (COST PER LEAD) AND CPA (COST PER APPOINTMENT)** | Pg. 25-28

Why CPL & CPA Are Important.

## **MISTAKE #6 - YOU'RE NOT USING RETARGETING** | Pg. 29-31

Why Does Retargeting Work

How Does Retargeting Work?

## **MISTAKE #7 - YOU'RE NOT USING MICRO-COMMITMENTS TO PUSH TOWARDS THE APPOINTMENT** | Pg. 32-34

How Do You Leverage Micro-Commitments?

Why Is This Relevant To You As A RE Agent?

## **MISTAKE #8: YOU'RE NOT USING LEAD MAGNETS.** | Pg. 35-38

The Logic Behind A Lead Magnet

How Do You Create A Lead Magnet?

## **MISTAKE #9 - YOU DON'T HAVE A ROBUST FOLLOW-UP CAMPAIGN FOR YOUR COLD LEADS** | Pg. 39-40

The Main Points Behind Developing A Follow-up Campaign

## **MISTAKE #10 - YOU'RE LOOKING TO REINVENT THE WHEEL** | Pg. 41-42

Do Only What Works



# INTRODUCTION

## 'Old habits die hard.'

This is especially true of real estate agents.

If you're one, you might know what I'm talking about. You come to this game with beliefs, a certain mindset, and techniques for succeeding.

And all of this is fine, except they're a bit outdated and ineffective for 2023.

Your vision of what a marketing campaign should look like...

... and what actually works may (and generally are) **two different things**.

How do I know this?

I work with plenty of real estate agents.

I see the same mistakes done again and again.

The same angles.

The same "differentiation" (which is none at all).

The same lack of systemization.

It's almost as if all real estate agents in Singapore decided to fail similarly by copying from each other what doesn't work.

And why is that?

Because, as I said, old habits die hard.

You may have been in this game for 1 - 3 - 5 - 10 years. And you have achieved results in the past; otherwise, you would not be here, reading this. **But just because something worked great in 2015, it doesn't mean it's relevant in 2023.**

In 2015, it was enough to run ads with a generic angle as "upgrading," and you would get some results. The market was not competitive. Most real estate agents were still using newspaper ads and old prospecting techniques.

But in 2023?

Forget about it.

You're going against thousands of hungry professionals who will employ every trick in the book to get leads, transform those leads into appointments, and convert them into customers. It's a zero-sum game with a limited pool of potential customers and an ever-increasing competition for that pool.

---

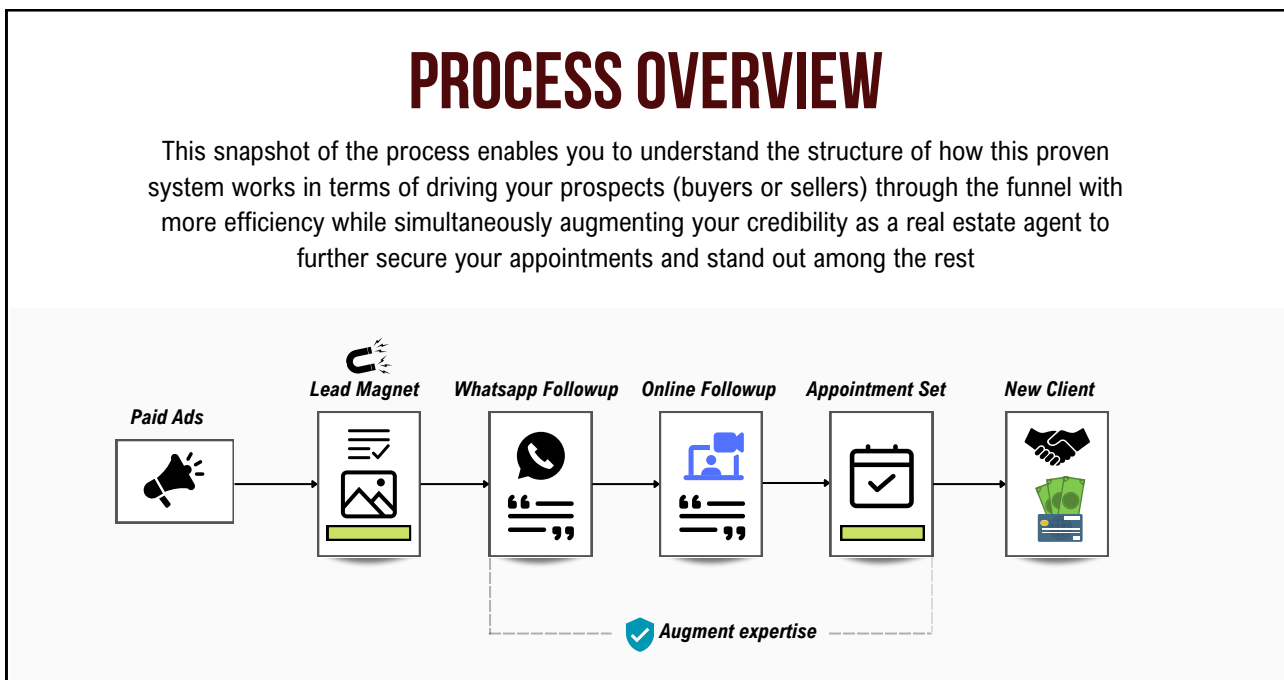
# STOP SCREWING UP YOUR MARKETING.

To succeed as a real estate agent, you must stop screwing up your marketing.

You need to position yourself uniquely in the marketplace.

You need to systemize the heck out of everything.

You need to stop using the same generic angles your competition uses because the market is bored to see them and has become desensitized.



**You need a marketing system, not relying on instinct, not relying on experience, but a proven, step-by-step approach that gets you results** A funnel. One in which you put traffic at the top, and you end up with customers at the bottom. One in which you optimize every step so you maximize your ROI on your precious advertising dollars.

Is it easy?

No.

Is it worth it?

Yes.

It may (and generally is) the highest leverage work you can do. You do this and double or triple your revenue while working less.

This short guide will act as a guide. I'll present ten ways real estate agents screw up their marketing campaigns. **I'll also go further and show you what works instead.**

And what you decide to do with it, it's your choice.

But as with any field, 20% of real estate agents earn 80% of the money in this field. If you are among that top 20%, chances are that you're using these tools already. But if you're not, this is your chance to dramatically transform your life by working not harder but smarter.

# UNLOCK YOUR OFFER TODAY!



- ✓ **Complete Done For You Coaching & Implementation Program**
- ✓ **Complete Done For You Facebook Copywriting Ads**
- ✓ **Complete Done For You Custom Facebook Ads Creative**

**BONUS** Plus, get access to hundreds of proven lead templates that is tailored to your needs followed by our proprietary scripts to follow up and secure appointments for your potential prospects

Get Access To Our Special Bonus By Scanning This QR Code! 



Worth Over **\$40,000** Done-For-You Real Estate Agent Package!

# HERE'S WHAT YOU'LL FIND INSIDE.



So let me tell you what you'll find **inside this guide**:

- ✓ **The secret to communicating your differentiation, even when you're not doing anything unique compared to your competition.**
- ✓ **How to develop your USP in less than five minutes with absolute clarity so your marketplace will immediately understand WHY they should work with you.**
- ✓ **Why you should stay away from tired angles like "upgrade, upgrade, upgrade" or "new launches" (which everyone and his grandmother are doing)... and what to do instead.**
- ✓ **A simple marketing practice that will allow you to get better results each and every week without spending more money than only a tiny fraction of real estate agents are doing.**
- ✓ **The new video content marketing technique works like gangbusters, which you can do even if you're camera shy. (only a few people are doing this now, but it will catch up quickly.)**

- ✓ **The biggest mistake real estate agents make when turning leads into appointments is why so many leads never show up for your calls (do this, and you'll never have this problem again.)**
  - ✓ **Two of the most critical metrics that, unfortunately, every real estate agent is ignoring (optimize these two, and you'll see your revenue soar!)**
  - ✓ **Retargeting - what it is, why you need it, how you should do it, and how to do it now. If you're not using retargeting, you're losing a massive audience that isn't ready to take action just yet.**
  - ✓ **How to evaporate resistance towards a sale by using this little-known technique. This will work for you, NO MATTER if you're good at sales because it leverages a fundamental psychological principle.**
  - ✓ **Are you giving people a reason to say yes to you? If not, you need lead magnets. I'll explain a lead magnet, how to create one, and how to differentiate yourself from all other lead magnets.**
  - ✓ **Some of your prospects will go cold. Actually, most will. You can ignore them and start over (losing all your marketing dollars) or follow up with them. Here's how to do just that.**
  - ✓ **Are you ignoring your metrics? How vital are data-driven decisions? Are you making decisions based on what feels right instead of what the numbers say? You'd not be alone... but this costs you a lot. Here's how to stop that.**
-

By the end of this guide, you'll have all the tools you need to succeed as a real estate agent in 2023 and beyond. **You'll be equipped to find leads, transform them into appointments, and convert them to customers.** You'll have a unique, top-of-mind presence in the awareness of your marketplace.

But as with everything else, this works only if you do.

In other words, if you take action. The single most significant factor that makes the difference between success and failure is the speed of implementation. So don't read this just as an intellectual exercise. Put it to good use.

Only so you'll get results.

Let's get started.

Best regards.

# REAL ESTATE FRAMEWORK

The Real Estate Agent Framework is a comprehensive tool designed to empower real estate professionals in their business endeavors. It encompasses various essential elements, including lead generation, expertise augmentation, annual planning, goal setting, financial tracking, and efficient time management. This framework helps real estate agents organize their efforts, enhance their expertise, set and achieve goals, and stay financially informed. By following this framework diligently, real estate agents can elevate their performance and succeed in the competitive real estate industry.









## 3 CRITICAL STAGES













### AD HOOK

<b>Offer Re-Configuration</b>	<b>Scroll Stopper</b>	<b>Exhibit Problem</b>	<b>Tease solution</b>	<b>Success Story</b>	<b>Throw stones at competitor</b>	<b>Show your unique mechanism</b>	<b>Scarcity</b>
 Revamping your core offer as one of the first primary stages for customer acquisition	 The elements of the ads that promotes intrigue, curiosity, that stops them in their tracks	 Emphasis on the current underlying issues that requires immediate solution	 Positioning go-to solutions as the only avenue that others cannot provide	 Social proofs further boost credibility that reinforces the likelihood of getting the best services.	 Potential Market gaps that are not explored by competitors in your niche	 What your services can potentially offer in its differentiated form	 Time based, offer based, campaign based, quantity based, capacity based etc)

### STAGES OF MARKETING

<b>DNA</b>	<b>Offer Architecture (Copywriting)</b>	<b>DNA Amplification</b>	<b>Lead Generation Process</b>	<b>Lead Outreach Choreography</b>	<b>Trust Process Formula</b>	<b>Appointment Setting</b>	<b>Conversion Phase</b>
 Differentiation and Positioning in your niche	 The body of the marketing message intended for the right prospects	 Different traffic sources where prospects congregate	 The process of capturing your leads through your marketing message	 Nurturing your leads by following up on them and using proven scripts	 Gaining further credibility during the process of following up on prospects	 Setting up future meetings for the final process to take place	 Converting your hot prospects into lifetime customers

### OVERVIEW OF PROCESS

<b>Trust devices</b>	<b>Digital hand raisers</b>	<b>Whatsapp Rapport Line of questioning</b>	<b>"Time investment" timeline via Whatsapp</b>	<b>WYDKYDK expert questioning</b>	<b>Lingo-heavy solution</b>	<b>Offer help</b>	<b>Offer 2 alternative timings</b>	<b>Confirm date</b>	<b>Confirm objective once more</b>
 Your Lead Based Device that amplifies your authority and credibility	 Your interested prospects whose ready to sign up for your trust device	 Following up on your prospects with a series of qualifying questions	 Getting your prospects to have a vested interest in their pursue of solutions	 Asking the right qualifying questions to further diagnose and make propositions	 Prescribe a lingo-heavy solution to pique interest	 Position yourself as a go-to solution provider	 Provide options for your prospect's availability	 Committing to a date of their appointment	 Finalize the future meeting and its objective

# YOU'RE NOT COMMUNICATING YOUR DIFFERENTIATION

Give me one good reason to work with you. Is it because you're trustworthy? Hard-working? Do you care about your customers' interests?

These are decent reasons, **but so does everyone else.**

According to BusinessTimes.com.sg, Singapore has over 30,000 real estate agents. So what will the average prospect ask himself?

- How do I know you're right for me?
- How do I know you understand my needs?
- How do I know you have my best interests at heart?
- How do I know you'll serve me, not your goals?

This is because your prospect believes he's unique.

He believes (rightfully) that his needs, circumstances, and goals differ from everyone else in the marketplace. He doesn't want a one-size-fits-all solution but someone who can offer personalized services just to him. He wants a bespoke solution, even if he may not mention this.

And here is where your differentiation matters.

A prospect wanting to sell an HDB is far more willing to work with an agent specializing in HDBs than someone selling all properties. A high-income individual wants to work with someone who specializes in high-income individuals.

Do you see a pattern?

**DO YOU WANT TO SEE EXAMPLES OF SHORT-FORM VIDEOS THAT GET LOW CPL IN THE REAL ESTATE NICHE?**

**SCAN THE QR CODE BELOW!**



- ✓ ***Complete Done For You Coaching & Implementation Program***
- ✓ ***Complete Done For You Facebook Copywriting Ads***
- ✓ ***Complete Done For You Custom Facebook Ads Creative***



Plus, get access to hundreds of proven lead templates that is tailored to your needs followed by our proprietary scripts to follow up and secure appointments for your potential prospects

***Get Access To Our Special Bonus By Scanning This QR Code!***



***Worth Over \$40,000 Done-For-You Real Estate Agent Package!***



# YOU WANT TO BE KNOWN FOR SOMETHING.



Even if most people still look at friends and family for recommendations when it comes to employing the services of a real estate agent, **you want to stand out from the crowd.**

- You want to specialize in a niche.
- You want to develop a reputation for fantastic service.
- You want to specialize in serving a specific demographic (e.g., young couples with children looking to buy their first property).
- You want to offer additional services like post-sale support.
- You want to keep communication channels open even after the deal is closed because referrals are still one of the best ways to get customers as a real estate agent.

The litmus test is simple here - you want your potential customer to say, **"They are a right fit for my needs."** This doesn't mean your differentiation needs to be very complicated. **It does need to be easy to understand, though.**

But isn't it more profitable to serve everyone and do everything?

No.

First of all, doing so is marketing suicide.

**It's impossible to stand out in today's marketplace by trying to appeal to everyone.**

Second, the "riches is in the niches."

This means that if you are really interested in 10X your results, you should become a specialist. You can get leads cheaper, have more appointments, close more customers, and ultimately, earn more money.

How do you do this?



# THE POWER OF A MARKETING AVATAR.

You build a **"virtual persona"**.

You give him a name, age, location, occupation, job, and interests. You talk about his wants, his frustrations, his goals. You want to use what you already know about your marketplace to build this avatar.

You don't need to get it perfect. But it should be well-defined.

When you build such an avatar, you are forced to make hard decisions about your marketing, lead magnets, and everything you do. You shouldn't appeal to everyone and be a jack of all trades. **Don't build your marketing machine around generalities.**

This is uncomfortable.

Most real estate agents will not even do it.

**It goes against common sense because it limits your possibilities instead of extending them.** But it is THE best approach in virtually every service-based field, including real estate.

# YOUR USP, EXPLAINED



Last, I want to talk to you **about the USP.**

The unique selling proposition is a simple statement that defines who you are, what you do, and who you do it for. You can complete a simple template like this to quickly build it.

**I help (TARGET MARKET) achieve (GOAL) through (DIFFERENTIATION - UNIQUE METHOD).**

Let's break it down.

## **What is your target market?**

Your target market is the niche you are serving. You should have defined this through your customer avatar exercise. The more specific you go, the better. It will help you write better ads on Facebook, communicate your value proposition better, and generally position yourself as a specialist.

## **What is your goal?**

It's not to facilitate renting/buying/selling property.

Think more profound than that. It's to help families live a more comfortable life. It's to help seniors downgrade and get a cash influx.

It's to find amazing deals in the marketplace for budget-conscious renters. You want to focus on the ultimate outcome.

## **What is your unique method?**

This is how you accomplish your goal in a way different or perceived differently from your competition.

- Maybe it's your 15 years of experience.
- Maybe it's your unique access to properties.
- Maybe you always sell above market value through your negotiation skills.
- Maybe it's simply that you hold their hand through the entire process, as buying/selling/renting can be confusing and overwhelming.

This may seem a lot at first.

You don't have to do this in one sitting. Narrowing down and defining your differentiation properly takes weeks or even months. **However, once you dial it in, your marketing efforts will soar because they'll be far more targeted.**

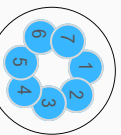
Refer to Apex Dominance Framework next page

# APEX DOMINANCE BLUEPRINT

The Apex Dominance Blueprint empowers real estate professionals to ascend as trusted leaders. It combines proven strategies from top marketers, fostering differentiation, expertise, and client connections. Elevate your influence, harness social proof, and shape your niche with precision, ensuring lasting success in the dynamic real estate landscape.

## 1 NICHE SELECTION

By narrowing it down to a specific segment of the real estate market which you can tap into, it presents you an opportunity to capitalize on your authority as a go-to expert in that particular niche



Real Estate

Which category of niche can you tap into?

\_\_\_\_\_

\_\_\_\_\_

- 1. Passion and Interest:** Your genuine interest and passion for the niche will drive your motivation and dedication to excel.
- 2. Market Demand:** Ensure there is consistent demand for properties and services within the chosen niche to sustain your business.
- 3. Niche Specialization:** Your ability to provide specialized value and expertise will help you stand out and establish authority in the niche.
- 4. Niche Specialization:** Analyze how well the niche aligns with the demographics and trends of your local market to ensure relevance.
- 5. Target Audience:** Clearly define and understand the specific target audience within the niche to tailor your services effectively.
- 6. Competition Level:** Assess the level of competition to determine if you can differentiate yourself and capture a share of the market.
- 7. Profit Potential:** Evaluate the potential earnings and commissions within the niche to ensure it offers a sustainable income for your business.

### AUDIENCE INSIGHT PROFILE

LEAD MANAGEMENT FRAMEWORK	
<b>1. IDENTIFY LEAD SOURCES</b>	<b>2. ANALYZE LEAD QUALITY</b>
<b>3. PRIORITIZE LEADS</b>	<b>4. NURTURE LEADS</b>
<b>5. CONVERT LEADS</b>	<b>6. FOLLOW UP</b>

## 2 CREDIBILITY ARCHITECT

When it comes to establishing credibility and positioning yourself as the ultimate expert in your industry, it's critical to have your arsenal of social proofs and tools in place in order for you to be center-staged at the front end which would ultimately lead you to an easier conversion process



### Strengthen Your Foundation In Real Estate

- ✓ Elevating Expertise and Knowledge
- ✓ Online Authority and Digital Presence
- ✓ Thought Leadership and Industry Influence
- ✓ Dominating Local Market Knowledge
- ✓ Effective Client Engagement Strategies

#### Create Your Pedagogy



**Compile & Contextual Expertise & New Approach**  
Package all the knowledge that you have into an arsenal of tools which you can deploy to amplify your authority in your niche.

Webinars | Self-Paced Modules | Video-based Courses | Podcasts | E-books and PDFs | Frameworks

#### UNIQUE VALUE PROPOSITION

- ▶ What is your unique novel approach that you can create in order to help your client achieve what they want in life?
- ▶ What can you offer in your industry in which no other property agent is doing?

### Transformative process

List down 3 core problems followed by 3 false beliefs your client has that requires thorough help and examination

**Core Problems** **False Beliefs**

\_\_\_\_\_

\_\_\_\_\_

Break false beliefs by identifying and replace limiting narratives. Regard clients as collaborative partners, comprehending their needs and guiding them towards success while safeguarding their interests. Enhance their lives with tailored solutions, fostering profound connections and trust.

#### Reinforce And Address Using Your New Approach Or System

- 1 Opportunity Switch: Introduce a novel path to desired outcomes.
- 2 Teach Your Approach: Deliver compelling hooks, stories, strategies, tactics
- 3 Share Your Approach Success: Present strategies, showcase real past client's results.
- 4 Personal Transformation: Connect through a transformative journey story.
- 5 Guide and Propose: Showcase your system as the ultimate solution to their problems

Ensure that you stick to the overall context of what you can provide by zooming out of the process so that your clients can see the overall journey required to get them from where they are to where they want to be

### Amass Social Proofs

Gathering social proof is crucial for establishing credibility and trust as a real estate agent

- ▶ Client Testimonials
- ▶ Case Studies
- ▶ Video Testimonials
- ▶ Online Reviews
- ▶ Awards and Recognitions
- ▶ Professional Associations
- ▶ Referrals from Industry Partners
- ▶ Social Media Engagement
- ▶ Community Involvement
- ▶ Sold Properties Portfolio
- ▶ Media Features
- ▶ Repeat and Referral Business

### Overview Of Process



# YOU'RE NOT SPLIT-TESTING YOUR ANGLES

Let me share with you a secret about angles. It's simple and yet not so obvious to most people.

The key to finding angles that work great is to test. **Not to test occasionally but to make testing a consistent practice.** In other words, always have two angles go against each other and then test the winner against another angle.

This is too much trouble for most people. This is why most real estate agents will settle on the same generic angles everyone else uses, like "upgrade from HDB to X" or "launch of a new property." But the 20% that generate 80% of the leads in this space make it a practice to constantly test new ideas.

## The Mindset Behind Split-Testing.

Will most of these ideas work?

No.

If you do this correctly, 9 out of 10 angles you test will fail. They'll barely generate any revenue for you or lose you money. **But once you find that one angle that works great for**

**you, an angle you would have never thought would work so great, you can milk it for all its worth.** You can have something unique: your competitors are not running and run with it for weeks or months.

You need to have this mindset when testing marketing ideas or any idea. You'll fail most of the time. And yes, when money is tight, you don't feel like testing new stuff is a priority. You want what works, and you want it yesterday.

But what works in the real estate field is relative. This is because the market is constantly evolving and changing. What worked great for our customers six months ago will no longer work. The market fatigues. And what they are running right now results from split-testing, of trying different ideas.

There is a science to it; of course, there is. Some ideas, angles, and themes work better than others. This comes from a clear understanding of the marketplace and of marketing psychology. But even if you know these things, you can't guarantee an angle will work. You can only test. And you'll still be wrong more often than not. **All marketing is testing.**

One last thing - you don't want to test just your angles.

You also want to **test the elements of your ads.**

Creatives, headlines, calls to action, all of these matter. If you've found an angle that works great for you, **you can change one element at a time** and see if you get a boost in conversion. You'll notice that a different creative can make a huge difference and even double your ad's performance.



### MISTAKE #3

# YOU'RE NOT USING SHORT-FORM VIDEOS TO GET FAR LOWER CPL

Short-form videos are all the rage right now...  
... and for good reason. They work.

Gone is the age of 20-minute-long informative videos. Nobody wants to spend the time to go through one, or at least very few people do. **Prospects want straight-to-the-point information delivered in bite-sized chunks they can consume during their downtime.**

Platforms like TikTok, Instagram Reels, Snapchat, and YouTube shorts have made this possible.

So why do short-form videos work in the real estate market?

**It's because they're brief and engaging.** They can capture attention quickly and concisely convey a message or CTA. This leads to better conversion rates and, subsequently, a lower CPL.

## The Benefits Of Short Form Videos.



### **ONE - THEY'RE COST-EFFECTIVE.**

While in the past, you would need a professional videographer and a studio-like setting to create a long-form video, nowadays, a smartphone and simple editing software are enough to put out great content.

Any real estate agent can do this, the limiting factor being whether you're comfortable on camera. Of course, it's not as simple as turning on the camera on your iPhone and speaking randomly about real estate. You need a script, decent audio quality (which is more important than video quality), and some skills for delivery.

However, I haven't yet met a single real estate agent who couldn't create short-form videos if he or she tried.



### **TWO - SOCIAL MEDIA ALGORITHMS PRIORITIZE THEM.**

If you want to get on the good side of algorithms, which every marketer does, you want to keep your content short. This gets the highest engagement, and it's what platforms like TikTok, Facebook, YT Shorts, and Instagram are pushing. This doesn't mean there isn't space for long-form content; it's just not as effective as short-form content. This is because viewers prefer content that's easy to consume in today's world.



### THREE: YOU CAN SPLIT-TEST FAST.

What's easier to test - two 30-minute videos or two 1-minute ones?

You will probably have several ideas for your short-form video, and instead of picking the best one, why not try them all?

Sometimes, you'll be surprised at what works best, at what strikes a chord with your audience. Some real estate agents with the best results I've seen create 5 or 10 short-form content with the same call to action and then split-test them organically or through ads to see which performs best. One or two will dramatically outperform the others, paying for the ad cost and generating a profit. **All marketing is a test, and video marketing is no different.**

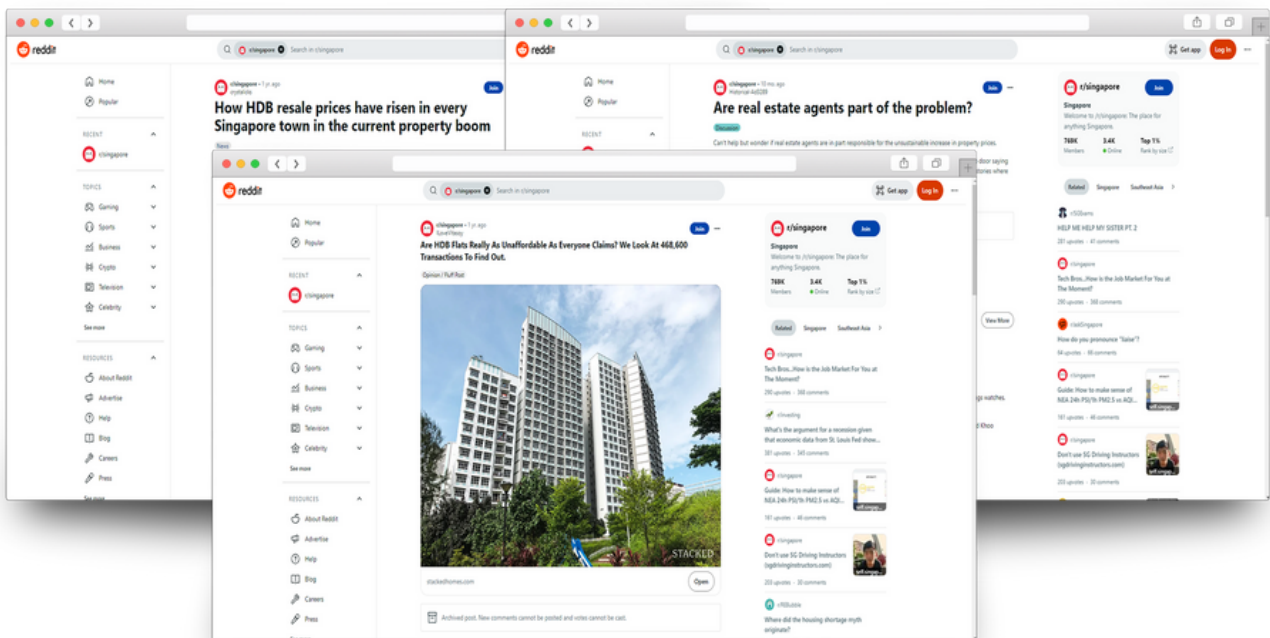
So, now that we've discussed short-form content, how do you apply this as a real estate agent?

# THREE STEPS TO CREATING A SHORT FORM VIDEO.

First - you want to understand what your marketplace is concerned/worried/interested in.

You don't want to talk about what's important to you but what's important to them. You can obtain this data by asking them (ask real-world prospects/send a survey on your email list), using your experience in this field, or looking at forums/boards where your prospects may be gathering.

For example, you can check Reddit (/Singapore), where many people vent their frustrations about buying/selling/renting property.



Second - you want to offer a clear solution.



Short-form videos are not the place to go in-depth (or extensive) on a subject.

You don't want to teach him about an entire subject. You want to offer a straightforward solution to an apparent problem. If his problem is "Should I upgrade from HDB to condo?" then clearly tell him the pros and the cons and then have a clear call to action. You want to keep the video short, under 3 or 1 - 2 minutes ideally.

Also, you want to follow the rule of 1:1. One problem - one solution.

If he wants to find out more, he can watch other videos or give you a call or whatever your CTA might be - but don't go into multiple topics in the same video.

Third - You want them to take some kind of action.



It's not enough to watch your video. You don't want to just educate or entertain.

You want to generate a lead.

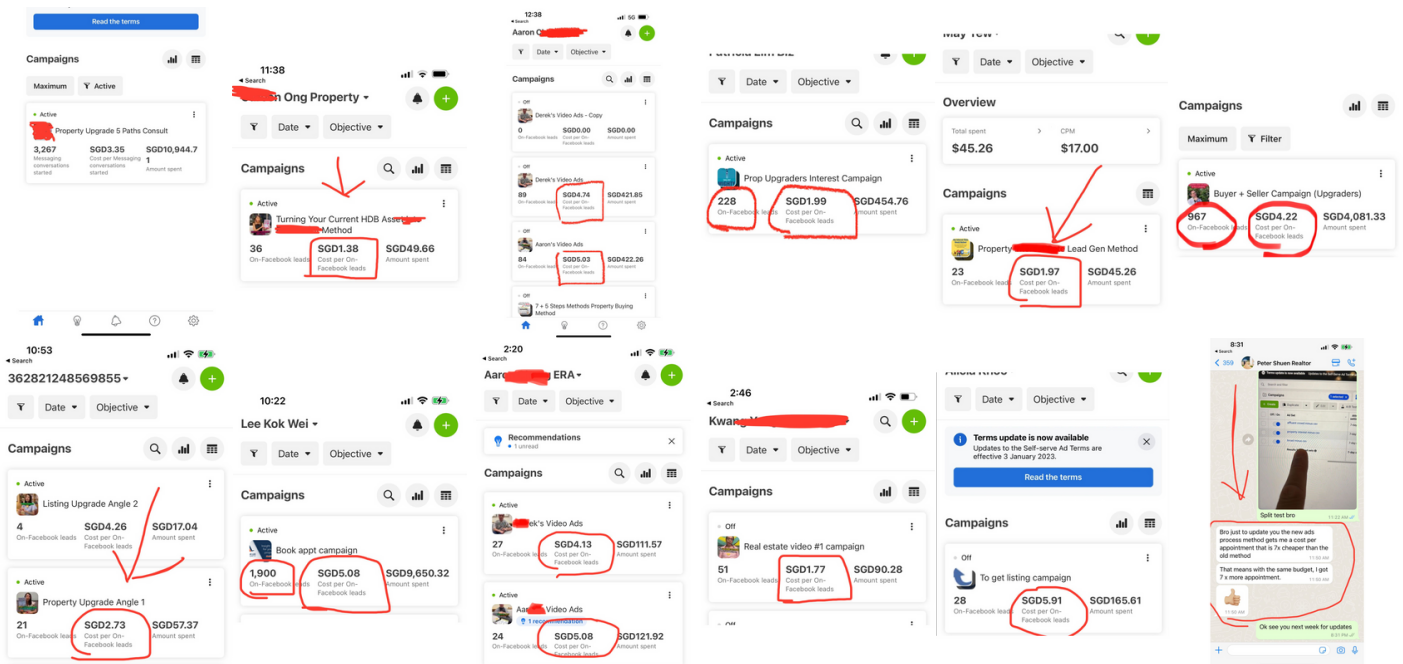
You should capture their name and email or ask them to WhatsApp you for more information. Better yet, you should offer them a lead magnet. In other words, you create videos about a specific topic and then invite them to WhatsApp you to get a PDF discussing the subject in depth.

**DO YOU WANT TO SEE EXAMPLES OF SHORT-FORM VIDEOS THAT GET LOW CPL IN THE REAL ESTATE NICHE?**

**SCAN THE QR CODE BELOW!**



*Get Access To Our Special Bonus By Scanning This QR Code!*   *Worth Over \$40,000 Done-For-You Real Estate Agent Package!*



Device	Campaign Name	Status	On-Facebook Leads	Cost per On-Facebook Lead (CPL)	Amount Spent
Top Left	Property Upgrade 5 Paths Consult	Active	3,267	SGD3.35	SGD10,944.7
Top Middle	Turning Your Current HDB Assessment Method	Active	36	SGD1.38	SGD49.66
Top Right	Prop Upgraders Interest Campaign	Active	228	SGD1.99	SGD454.76
Middle Left	Listing Upgrade Angle 2	Active	4	SGD4.26	SGD17.04
Middle Middle	Book appt campaign	Active	1,900	SGD5.08	SGD9,650.32
Middle Right	Buyer + Seller Campaign (Upgraders)	Active	967	SGD4.22	SGD4,081.33
Bottom Left	Property Upgrade Angle 1	Active	21	SGD2.73	SGD57.37
Bottom Middle	Real estate video #1 campaign	Off	51	SGD1.77	SGD90.28
Bottom Right	To get listing campaign	Off	28	SGD5.91	SGD165.61

# Additional Tips For Short Form Content.

## 1 Add subtitles to your videos

Most people don't carry headphones or aren't bothered to use them. This means they'll watch a video and rely on subtitles to make sense of it. Also, subtitles make the audio easier to understand and to follow along. You can use an application like CapCut to add subtitles with ease.

## 2 Ideally, you don't want to read from a script

It comes across as unnatural and rehearsed. However, you do want to script the video before you record it. You don't want to come up with ideas while recording the video. So write down what you want to say and, if possible, record without it. If not, feel free to use the script. The important thing is that you do your preparation.

## 3 Aim for a professional look

---

What you convey through your aspect and body language matters significantly to your prospect. Ideally, you want a professional videographer to record everything with top-notch audio. They'll also help you edit it so it sounds and looks perfect in the end-form.

However, if that's impossible, buy a tripod and use your smartphone. Consider investing in a professional audio solution, such as a lav microphone or a wireless one.

Short-form content is here to stay.

You can hop on this train and use it to get cheap leads, or you can wait until everyone else is doing it, and it loses its effectiveness.

You could have ten videos done in the next 24 hours, have them edited, and run ads or distribute them organically in the next 48 hours.



# YOU DON'T HAVE A **PROVEN** **WHATSAPP SCRIPT** FOR **TURNING LEADS INTO** **APPOINTMENTS.**

Getting leads is one thing. But if you've done any digital marketing so far, you know that most people don't attend their scheduled calls and appointments. Or some agree to appointments but don't show up.

## The Reasons Why People Don't Show Up. \_\_\_\_\_

### **1** They simply forget about it.

If you're expecting them to add your appointment on a calendar or to block time for it, then you're mistaken. Most prospects are not going to do this. Suppose you don't FOLLOW-UP and do it consistently until the appointment, keeping their interest high. In that case, you're likely not to hear from them again.

### **3** It takes a lot of effort to book an appointment.

I can understand the natural tendency to want to know as much as possible about your prospect. However, if you ask too much about your leads, your approach will disinterest them. You have time to collect data about them later; in the beginning, make the process as frictionless as possible.

### **2** They expect to be sold.

A free consultation or analysis is just another name for a sales call. Prospects know that, and nobody likes to be sold unless they're in dire pain and need a solution. You must give them some actual value for them to come to the appointment, a good reason that makes their life better.

### **4** You have competition.

A free consultation or analysis is just another name for a sales call. Prospects know that, and nobody likes to be sold unless they're in dire pain and need a solution. You must give them some actual value for them to come to the appointment, a good reason that makes their life better.

## 5 They're not ready to take action now

Most prospects will end up buyers/sellers/renters, but not now. Some take days to convert. Other takes months. Suppose you're focusing only on those ready to take action now. In that case, you're wasting your advertising dollars, as most people aren't. You need an email follow-up sequence that keeps your leads warm so they'll first think of you when they're ready to take action.

## 6 You don't communicate your value clearly.

You can go back to the chapter on the USP. What makes you unique? Why should they pick you instead of someone else? What's your reason for existing - apart from earning money? Communicate this clearly to give your prospect a reason to do business with you. Do this in your ads and every marketing interaction you have.

## 7 Your leads are not qualified and of low quality.

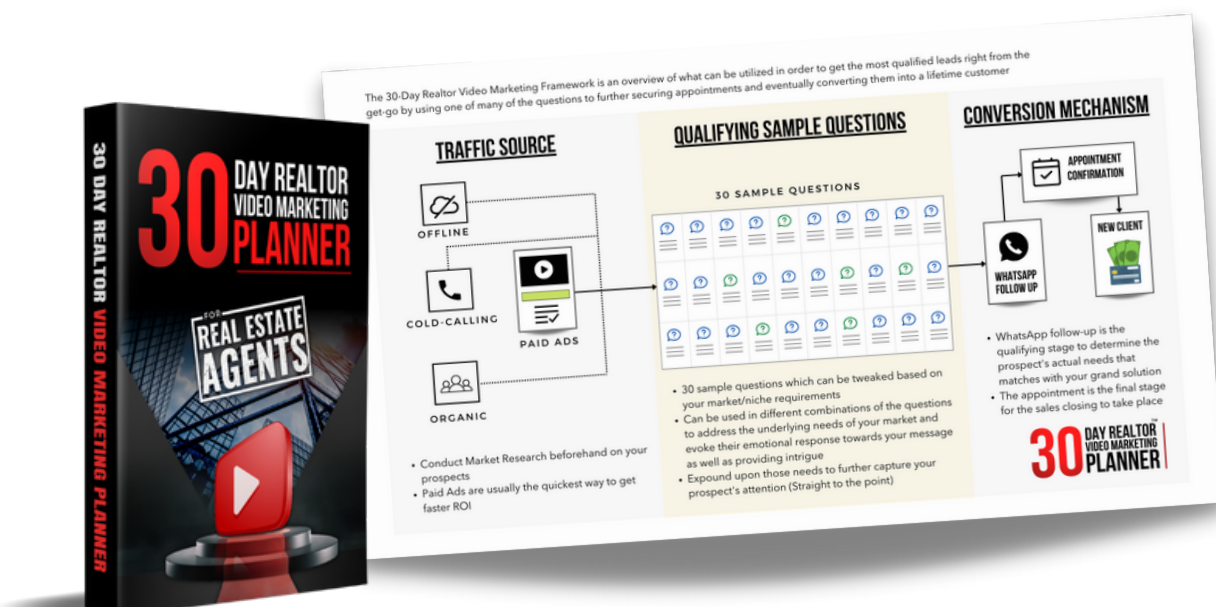
More often than not, you're talking to the wrong people. It surprises me how many real estate agents don't pre-qualify their leads and waste valuable time. In a way, them not answering you means they're doing you a favor because you'd be wasting additional time on the appointment itself.

These are all valid reasons why leads don't transform into appointments.

However, a common reason is that your closing script is outdated/ineffective or that you don't have a closing script.

But first of all, what is a closing script?

You use a scripted dialogue/sequence of interactions to guide customers to the next step in the funnel. In this case, getting an appointment with them.



# The Elements Of A Closing Script.

---

## **1 You establish rapport, and you reiterate benefits.**

If you're expecting them to add your appointment on a calendar or to block time for it, then you're mistaken. Most prospects are not going to do this. Suppose you don't FOLLOW-UP and do it consistently until the appointment, keeping their interest high. In that case, you're likely not to hear from them again.

## **2 You summarize and confirm interest.**

You summarize the key points of the conversation, reinforcing the lead's preferences and criteria for a property. You confirm that your understanding aligns with their needs and interests.

## **3 You handle objections and concerns.**

You address concerns and objections that may appear during the conversation. You provide reassuring information and share success stories to overcome their hesitation.

## **4 You go for a trial close.**

You use a soft approach to see if the lead will move forward.

## **5 You address additional concerns.**

You invite the lead to tell you about any additional concerns or objections they might have.

## **6 You highlight the benefit of action.**

You tell them about all the advantages that will result from moving forward.

## **7 You ask for the close.**

Propose, clearly and directly, to move forward. Tell them exactly what to do.

## **8 You offer choices.**

You give them choices to let them feel in control, such as different time slots for an appointment.

## **9 You handle potential objections.**

Handle any objections and hesitations calmly.

## **10 You confirm the commitment and set the next steps.**

Once the lead agrees to move forward, confirm the details, set the next steps, and provide any necessary information that they need.

## **11 You express gratitude and positivity.**

Thank them for their time. End up the conversation on a positive note.

This is, in a nutshell, the structure of a script.

Understanding what makes a script and having one are two different things. Plenty of scripts follow this structure and don't work well because too many competitors use it.

Yet - just like understanding the structure of a sales letter doesn't make you a copywriter (or understanding how an engine works doesn't make you an engineer)...

... you need proper scripts not used by all other real estate agents in Singapore and proven to work.

And we'll gladly provide them to you for free.

**DO YOU WANT TO SEE EXAMPLES OF PROVEN SCRIPTS THAT WILL TRANSFORM MOST OF YOUR LEADS INTO APPOINTMENTS?**

**SCAN THE QR CODE BELOW!**



- ✓ **Complete Done For You Coaching & Implementation Program**
- ✓ **Complete Done For You Facebook Copywriting Ads**
- ✓ **Complete Done For You Custom Facebook Ads Creative**

**BONUS**

Plus, get access to hundreds of proven lead templates that is tailored to your needs followed by our proprietary scripts to follow up and secure appointments for your potential prospects

**Get Access To Our Special Bonus By Scanning This QR Code!**



**Worth Over \$40,000 Done-For-You Real Estate Agent Package!**



## MISTAKE #5

# YOU'RE NOT KEEPING TRACK OF CPL (COST PER LEAD) AND CPA (COST PER APPOINTMENT).

CPL and CPA are often misunderstood.

Most people focus on cost per lead. You spend \$100, get 5 leads, and pay \$20 per lead. But if only one of these leads ends up with an appointment, you're paying \$100 per appointment, which isn't a good result.

## Why CPL & CPA Are Important.

---

Three reasons.

### REASON #1

## You're not making data-driven decisions.

Everything is driven by numbers regarding ads and marketing in general.

You'd be surprised how often real-estate agents ran an ad because it felt good or someone in their organization/circle liked it. The ad was bombing, costing him a fortune, yet he spent hundreds of dollars daily on advertising.



## Your opinion about what works doesn't matter.

Your opinion about what is a good ad doesn't matter either.

The only thing that matters is the numbers - the results generated by your ad. Once you build this kind of discipline to be entirely data-driven, you will make your life a lot easier.

I'm also saying this because often, what "shouldn't work works."

In other words, angles, approaches, and formulas that aren't that intuitive and aren't proven to work in your marketplace **end up being the best performing**. Testing is a critical, crucial routine in marketing, and you should never dismiss something just because it hasn't been done before. You'd be leaving a lot of money on the table.

That is the first reason.

## REASON #2

### **You're not in the business of getting views, shares, comments, leads, appointments, or anything else.**

You're in the business of generating a profit. The more you wrap your mind around this, the better you'll do.

I am often amazed at how many real-estate agents optimize their marketing efforts around vanity metrics that don't really matter. Don't be like them. Make sure that what you're doing leads to \$\$\$ because that's why you're doing it.



Of course, leads and appointments are essential, too, because they're part of the process. To get the sale, you first need to get the lead, the appointment, and then close that appointment. And you need to optimize every step and improve results at every level of the funnel.

But it's easy to fall into the trap of optimizing for a process rather than for the end results. You could be generating leads cheaply, but the leads end up unqualified and not of much value to you. So, while you have good results on paper because you're getting \$10 leads, you're talking to the wrong audience.

**This is why it's critical to consider the ENTIRE funnel at once.**

### REASON #3

## You need to consider a new strategy for every part of your funnel.

Are your leads too expensive?

You need better ads.

Or maybe a better lead magnet.

You are getting cheap leads, but they're not converting to appointments?

Maybe you need a better closing script, or they're not ready to buy now. Or maybe the leads you are generating are not of good quality. Maybe you need an email sequence to nurture all the leads not buying now.

That's what makes marketing a fascinating thing. It's not a static thing. It's a living, breathing machine. You put advertising dollars on one side and end up with revenue on the other. Then, you have all these dials you can tweak to make the process more effective.



So, where does this leave you?

**Be disciplined about your metrics.** And treat them as individual parts of a machine that also affect each other. Unfortunately, there is no one-size-fits-all solution to getting leads that will convert into customers.

You can make some assumptions. The more experienced you are, the more accurate and closer to reality those assumptions are. **But you need to test, and you need to let the data tell the story for you.**



MISTAKE #6

# YOU'RE NOT USING RETARGETING

Retargeting is a wonderful strategy; you're wasting a lot of your advertising dollars if you're not using it.

The way it works is simple.

You display targeted ads to people who have previously interacted with a website or shown interest in your services. For example, you can retarget people who visited your website, viewed a property listing, or filled out a contact form.

**It's the equivalent of having someone visit a physical store and then being able to show ads to that person again and again.**

## Why Does Retargeting Work

Otherwise, a warm lead will cool down in time.

This means that if someone takes an action, such as giving you their contact details by filling out a form, they may be interested in the moment. But they'll forget all about it the more time passes. Retargeting assures that the lead will stay warm.

# How Does Retargeting Work?

## 1 Your visitor interacts with the asset.

The asset can be a page, a website, a form, etc. When this happens, a small code is placed in their browser. This is called a cookie. This cookie allows the platform you run ads on to track their online behavior.

## 2 You build audience segments.

For example, you can create segments for users who viewed properties in a specific location or expressed interest in buying/selling.

## 3 You create customized ads.

You take your audience segments and then design targeted ads for each. In this way, you are taking a sniper approach, meeting every prospect where he or she is, instead of trying to appeal to everyone by doing everything.

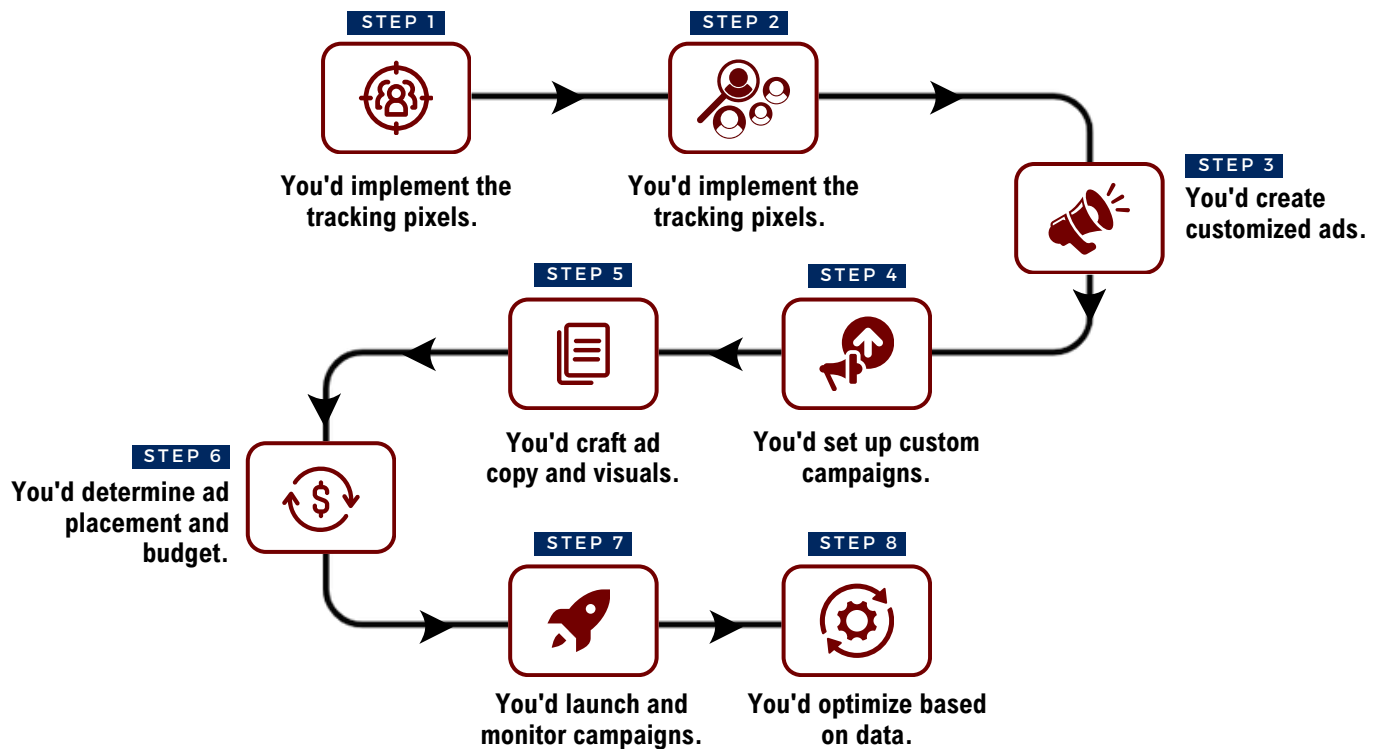
## 4 You run these ads

Your ads will be displayed on different platforms and websites, depending on the service you use to run ads. Each service has a different CDN (content distribution network). Your ads will remind your potential customers about the action you want them to take. Subsequently, you'll get higher conversion rates.



Retargeting is a bit like stalking. You follow your target audience all over the Internet. It's nothing new but effective, and relatively few real estate agents are doing it. The most crucial element you should remember here is segmenting your audience and running targeted ads. The riches are in the niches, and you can further segment a niche.

So, how would a real estate agent use retargeting?



Retargeting is a very effective technique, but **it depends greatly on your capacity to come up with good angles for your ad copy and visuals.**



## MISTAKE #7

# YOU'RE NOT USING MICRO-COMMITMENTS TO PUSH TOWARDS THE APPOINTMENT

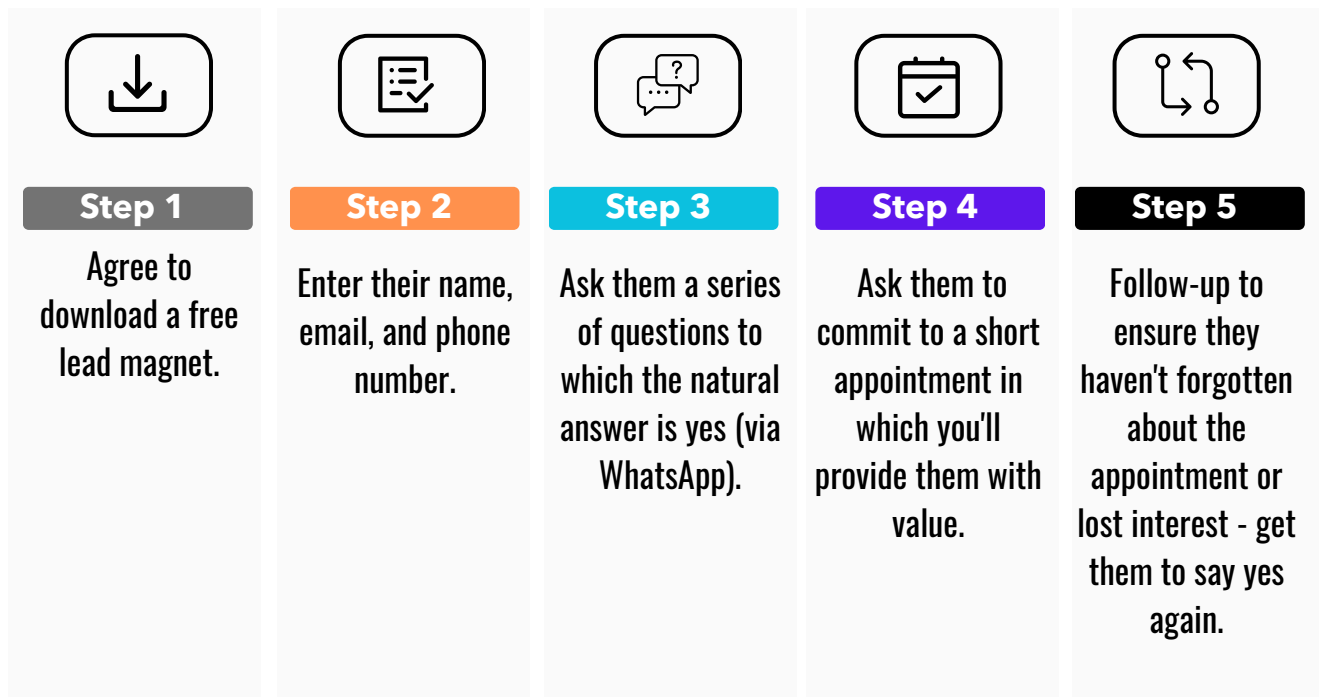
As Dan Kennedy mentions in his books, "You can't get married after you just meet someone."

In other words, you can't get your prospect to an appointment after first contact. There are a series of steps you need to go through. You need to get him or her to say yes several times and make progress each time they do so.

This is where micro-commitments come into play.

A micro-commitment is a small, incremental step someone takes towards a more significant outcome. **It's a series of YESes that lead to a big action.** The psychology behind it is that once a person makes a small commitment, they'll continue towards that path that aligns with the commitment. They're developing momentum and investing psychologically, **increasing the likelihood of saying yes to bigger things.**

## How Do You Leverage Micro-Commitments?



Micro-commitments work a lot like dating.

You don't meet someone and ask her to marry you right away.

She'll say no.

You first ask for a phone number. Then maybe a date. Then maybe a second date and so on. You are making a series of small requests with a high probability of receiving a yes.

These requests are strategic. They're spaced so that they don't come across as manipulative. **They're built into your closing script.**

### Why Is This Relevant To You As A RE Agent?

You want to design a process in which you move the prospect only inches at a time. You don't want to make a big commitment that will make him feel you're asking too much of him. Instead, **you want to keep making reasonable requests that are in his best interest to say yes to.**

It's like a road of 100 miles, but instead of asking him to walk from start to finish, you ask him to walk the first mile.

You give him a solid benefit to do so.

Then, you ask him to walk another mile. Then another mile. You always give him a reason to put in the effort. Soon enough, you'll have him at the destination (the appointment), and he'll gladly take it because you haven't forced his hand. **Instead, he decided to come by himself.**

**DO YOU WANT TO SEE MICRO-COMMITMENTS IN ACTION?**

**THEN SCAN THE QR CODE BELOW FOR OUR PROVEN SALES SCRIPTS, WHICH WILL CONVERT YOUR LEADS INTO APPOINTMENTS!**



- ✓ **Complete Done For You Coaching & Implementation Program**
- ✓ **Complete Done For You Facebook Copywriting Ads**
- ✓ **Complete Done For You Custom Facebook Ads Creative**

**BONUS**

Plus, get access to hundreds of proven lead templates that is tailored to your needs followed by our proprietary scripts to follow up and secure appointments for your potential prospects

**Get Access To Our Special Bonus  
By Scanning This QR Code!**



**Worth Over \$40,000 Done-For-You  
Real Estate Agent Package!**



## MISTAKE #8

# YOU'RE NOT USING LEAD MAGNETS.

If you want your prospect's attention, you must lead with value.

**This value is usually a solution to one of their problems.**

A solution you're providing for free. This is a lead magnet. It can be a video, a PDF, a small course, or even a consulting call.

---

## The Logic Behind A Lead Magnet.

Your prospect is not ready to have an appointment with you. He's not ready to make any big commitment. However, he has shown some interest in what you have to offer. And he has also shown that he has a big problem he wants solved. This is where your lead magnet comes in. It's your chance to build credibility by showing expertise. It's your chance to help and move him forward into the sales cycle.

It's another micro-commitment he's taking, another yes he's saying to you.

The lead magnet is not designed to sell. Plenty of real estate agents use their lead magnets just as a pitch. If you try this, you'll fail. Your prospect is not ready to buy or, in your case, to employ your services.

You must meet him where he is.

This is the psychology behind a great lead magnet.

You uncover one pressing problem that your prospect is experiencing. Then, you offer one REAL SOLUTION that will help him solve that. You want to focus more on the WHAT and less on the HOW. If he wants the HOW, the technique, and the strategy itself, he must book a call with you and have an appointment to find out more.

But lead magnets are not limited to this "problem-solution dynamic."

A property brochure can be a lead magnet, too. It's not particularly strong, but in some cases, it works just fine. It depends on the ads you run and the angles you'll use. I'd focus on understanding your marketplace and answering a question that's in their mind rather than offering a property brochure. Still, this rule can be broken from time to time.

## How Do You Create A Lead Magnet?

---



### Step 1 Uncover what your market cares about.

This will be easy if you've defined your USP carefully and have a unique positioning. You should create a lead magnet **after** you do all your homework and position yourself.

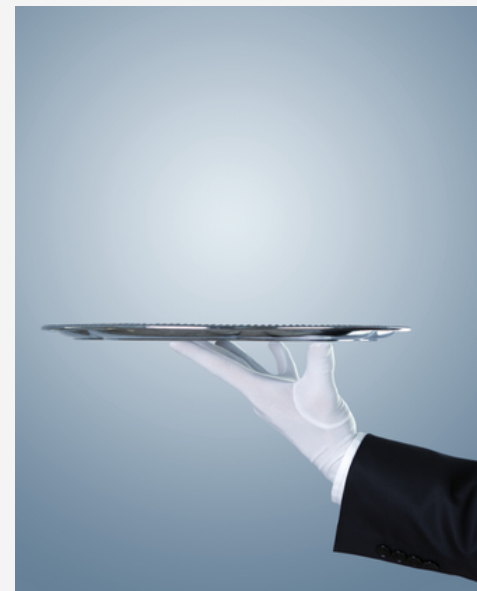
Otherwise, it will come off as too general, and **when you try to appeal to everyone, you're appealing to no one**. Ensure you consider your customer avatar when creating the lead magnet. This means considering the tone, problems, beliefs, and goals of your avatar.

### Come up with a valuable solution. Step 2

You don't want to offer the same information found everywhere else. **You don't want to be as generic as a blog post**. It may be challenging to come up with a unique solution because there are only so many approaches to solving a problem. However, **try to add your unique spin on it**. Or consider an angle that other real estate agents haven't considered before.

The worst marketing sin you can do is to have your prospect say, "I've read that before" or "I know that."

Also, it's worth mentioning that your lead magnet should be relevant to your goals, industry, funnel, and other factors. **Meet your prospect where he is right now.**



### Come up with a suitable title. **Step 3**

The name of the lead magnet will do most of the selling for you. Before people can consume what's inside, **they must find it intriguing and exciting enough to open**. The best way to do this is to combine the market's pain and its main objective, its main desire.

For example, "How To Upgrade From HDB To Condo Even If You're Uncertain About Your Financial Future (And Ability To Pay For It)." It is best to make a list of headlines and then pick the best one.

Or better yet, pick out several, create several lead magnets (you can keep the same content, just change the title, as long as it's relevant), and **see which will win**. You'll notice that **even a few different words can make a world of difference in conversion**.



### **Step 4** Make it visually appealing.

Opening a Microsoft Word document and writing it is not enough. You **must create a lead magnet that people want to consume**.

At a minimum, this means using a program like Canva to design it. You can create it as an infographic, checklist, report, video, white paper, and many other formats. If you don't have any design knowledge, you can hire someone for cheap on fiverr.com to design it for you.

This lead magnet must be aligned with your brand, so make sure you use the same colors and design language as you use on your other marketing assets. And most important out of all - make it easy to consume!



### Have a solid call to action. **Step 5**

The worst thing your prospect can do is consume your lead magnet, say, "That's interesting," and forget about it.

And don't get me wrong - this happens with most lead magnets! It's a waste of advertising dollars and hours invested into creating it.

Instead, **you want him to take action**. Usually, downloading the lead magnet is the first CTA they see. The next step is contacting you on WhatsApp for additional information. On WhatsApp, you can move them further down the funnel.





## Step 6 Deliver the lead magnet strategically.

This means they must provide their information to access your lead magnet.

Then you can follow up by email, WhatsApp, etc. Please keep the forms minimal to maximize conversion. The more information you ask them, the fewer people will complete the opt-in.

You can always populate your CRM later in the process.

Alternatively, you can ask them to schedule an appointment with you, and they'll receive the lead magnet at the end. This has the advantage of increasing your appointments but lowering conversion.

## Optimize, optimize, optimize. Step 7

Your lead magnet is a step in your conversion mechanism.

As with all steps, you want to continuously improve and optimize it for better results.

This means you want to tweak the title, try new CTAs, change the graphics, design, etc. To split-test effectively, you want to test one element at a time. So, instead of changing the entire copy, maybe you want to change the call to action. You want to change the cover page instead of designing a new lead magnet.

See how it works.

Also, don't forget about the FB ad. Test new creatives. See what draws attention and what leads you to the lowest CPL.

A lead magnet is a must-have device in your lead generation strategy.

Your lead magnet's success will depend on your understanding of your target market and how well you've niched yourself. Everything else is secondary. A lead magnet that answers a burning question that's not addressed anywhere else and is poorly designed, even poorly written, will beat a premium-looking lead magnet any time. **So make sure you complete all other steps before even starting work on your lead magnet.**



Refer to Lead Magnet Fusion Framework next page

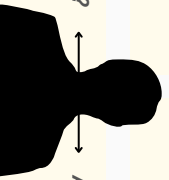
# LEAD MAGNET FUSION FRAMEWORK

This framework provides you a snapshot of what your overall steps involves when it comes to crafting an irresistible front end offer, in order to establish your authority as the primary agency of ultimate trust and help that you can give to your prospects that enables you to secure the next step in your funnel

## 1 AUDIENCE INSIGHT PROFILE

Understanding your target avatar down to the minute of detail ensures maximum effectiveness in successfully acquiring your potential clients with your lead bait.

Pain Points	Needs & Desires
1 _____	1 _____
2 _____	2 _____
3 _____	3 _____

Are they buyers?  ← Are they sellers?

\_\_\_\_\_

\_\_\_\_\_

### Which category do they belong to?

*Hbb/Condo/ECLanded*

- ▶ Are they looking to upgrade or downgrade?
- ▶ Are they intending to buy a second property?
- ▶ Are they looking to invest in the real estate market?

### Your Avatar's Overview

By describing the multi-dimensional aspects of what makes your avatar an avatar, you'll able to tap into deep compelling insights that enables you to further craft and refine your lead bait with precision

**Demographics** Who are they? (Age, Gender, Income...)

**Lifestyle** What they do (Activities, Interest, Groups, Meeting Agents, Associate, etc)

### Traffic Outreach

Platform to reach out to your leads (Online/Offline)    

Preferred Method

Audience Size

## 2 AUDIENCE ATTRACTION FORMULA

Now its the time to carefully structure and create your very own unique lead bait that stands out in the marketplace based on the following steps and principles

### Solve A Burning Pain Point

## The [Client's] Roadmap to Achieving [Desired Result] Minus the [Aspects They Dislike]

#### 1. Your Lead Magnet Idea

\_\_\_\_\_

\_\_\_\_\_

#### 2. Headline (Title of Your Lead Magnet)

Make sure you choose a title that intrigues and sells itself to your prospect

\_\_\_\_\_

\_\_\_\_\_

#### 3. Burning Problem That Can Be Solved

Find out a part of your prospect's problem that can be solved instantly

\_\_\_\_\_

\_\_\_\_\_

### Key Principles

4. Your Ultimate Product Solution 

Your 'Magic Pill' that solves part of the larger problem for your prospects

\_\_\_\_\_

\_\_\_\_\_

 This gets them to wanting more of your solution to their underlying problems which creates trust and authority

Your lead magnet has to be **unique**

#### 5. Your Call To Action

Put an outline of what you want your lead magnet to contain and all the steps to follow

Email Address | Contact No. | Appointment, Setting | Consultation

## 3 UNIQUE VALUE PROPOSITION

Your UVP defines what sets your product or service apart. It highlights the exclusive benefits you offer to solve customers' problems or fulfill their needs. Crafting a strong UVP ensures you resonate with your target audience and establish a competitive edge.



1. How does your lead magnet offer unique insights or solutions that aren't readily available elsewhere?
2. What exclusive information or perspective can you provide that your competitors have not explored?
3. Which format (e.g., home buying checklist, seller's guide, virtual home tour) suits the preferences of your target audience?
4. Does your lead magnet evoke a strong emotional response that gets your leads to take action?

### Lead Magnet Format

Ebooks or Whitepapers | Checklists or Cheat Sheets | Templates or Worksheets | Webinars or Workshops | Video Tutorials or How-To Guides | Quizzes or Assessments | Resource Lists or Toolkits

### Checklist Guide

- ✓ Innovates the norm significantly.
- ✓ Addresses specific problems
- ✓ Highly pertinent
- ✓ Streamlines for user-friendliness.
- ✓ Digestible and hassle-free.
- ✓ Fulfills its commitment faithfully.
- ✓ Builds expert reputation firmly.
- ✓ Drives deal progression decisively.

A hand is shown pointing towards the viewer, with numerous white envelope icons floating around it against a dark background. A red horizontal bar is positioned above the text 'MISTAKE #9'.

## MISTAKE #9

# YOU DON'T HAVE A ROBUST FOLLOW-UP CAMPAIGN FOR YOUR COLD LEADS

You should expect most leads to go cold. It's just the nature of this business. It's not your fault; people forget, get distracted, or lose interest.

---

You should expect most leads to go cold. It's just the nature of this business. It's not your fault; people forget, get distracted, or lose interest.

Most real estate agents just ignore them.

### **They let these leads slowly die.**

They don't realize they're wasting their advertising dollars. Instead of farming the maximum benefit from their existing campaigns, they just spend money on new leads. Leads that will go cold, too. This is a very wasteful process; unfortunately, it's also the status quo in this industry.

So when I say a "follow-up campaign," what do I mean by this?

Anything and everything that advances the sale. You can passively do this through an email campaign or an active manner by following up on WhatsApp.

The logic is that most prospects aren't ready to buy right now. It may take them weeks or months to take action. When they finally take action, they'll go with the most familiar agent, the person who has proven expertise in this "downtime." This should be you.

So your goal is that if you can't convert them right now or get an appointment at this exact moment, you want to prove your expertise. You want to stay on top of their mind so they'll work with you and not with someone else when they finally take action.

## The Main Points Behind Developing A Follow-up Campaign.

### 1 You want to segment your leads.

At the minimum, you want to segment them based on their level of engagement, but you can use other criteria, too.

### 2 You want to personalize your approach to each segment.

This means different copy based on their position in the funnel. Don't create too many funnels. Don't over-complicate it.

### 3 Develop a "multi-touch" approach.

This means contacting each prospect through several means, if possible. This can be emails/calls/WhatsApp. You want to stay relevant in their mind until they're ready to take action.

### 4 Provide them with value in every interaction.

Go for an 85% - 15% split.

85% should be value relevant to their life, which will position you as an expert, while 15% should be sales-based. You can offer them educational content, insights into the real estate field, and other forms of value.

However, while you should offer them value most of the time, you should also end with a call to action and clear instructions on what to do next. Every value-based email should contain a CTA.

### 5 Use tools to automate the process.

This allows you personalization at scale and saves you a lot of time.

### 6 Split-test and see what works best.

As with all your other marketing efforts, you want to split-test at all times. You want to split-test subject lines, copy, and close scripts. Suppose you work only based on what you think will work best. In that case, you'll miss the most significant opportunities to convert leads into customers. Some of your biggest winners are hidden behind tests.

Each lead that comes to you is essential. Your job is to maximize the value you're getting. You don't want anyone to fall through the cracks. Some of your best customers will come from people initially saying no. It's your job to follow up and get them to say yes.



## MISTAKE #10

# YOU'RE LOOKING TO REINVENT THE WHEEL

The last mistake is simple - yet done by almost everyone I know.

You have assets that work. Use them. Don't try to reinvent the wheel. Don't try to do something new for creativity's sake.

If you have an ad that works great, keep using it. If you can find a script proven to close most leads that come your way, don't create your own script. If better copywriters than you found a way to create a follow-up sequence that maximizes conversion, use that sequence; don't try to create your own.

You must remember that you can always make more money but can't get more time. And successful people live by this rule. They also seek the shortcut, the process, the system that can save them time and get results faster, with less effort.

### **Do Only What Works.**

Real estate agents love to have their own ways of doing things.

They want their own script, unique copy, and a marketing message different from everyone else in the marketplace. Sometimes, this makes sense, but more often than not, it's a waste of time and resources. **You should focus on what works, and if this means using assets proven to work by others, then use those assets.**

Use what works.

And with that, we conclude our ten mistakes.

Being a real estate agent in 2023 in Singapore can be challenging.

There is a lot of competition.

But you also have a lot of tools at your disposal.

Some work. Some don't.

It's hard to know which is which if you haven't been in this game long. This is why I created this report. To help you have an unfair advantage over every other real estate agent by using WHAT WORKS.

**Not what you believe works.**

**Not what we wish would work.**

**But what actually works.**

Good luck.

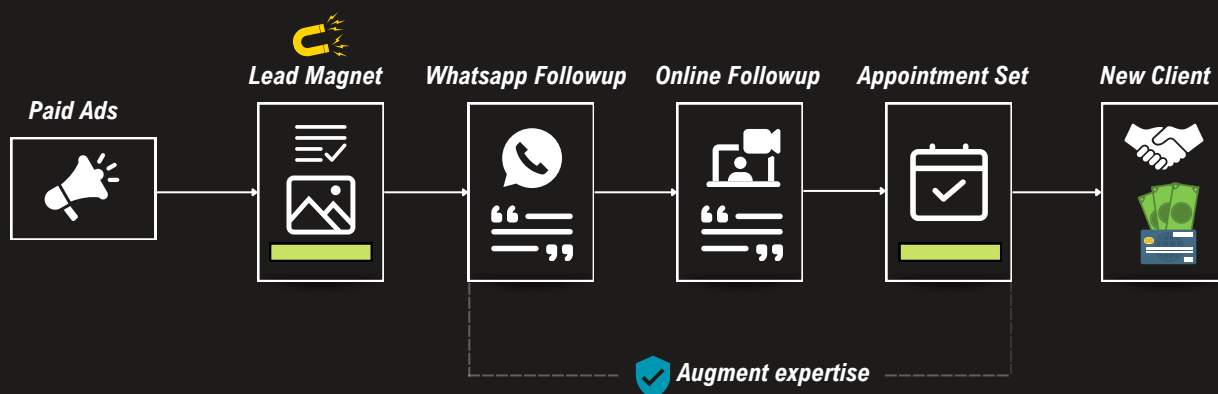
In today's bustling marketing world, overshadowed by gimmicks and fleeting promises, many marketers often miss the mark. **Pause. Reflect.** If you're investing time and energy but not seeing the results, it's time for a smarter approach.

The unsettling reality? Even seasoned marketers aren't immune to mistakes that might seem inconspicuous. This book cuts through the noise, offering a clear roadmap to bypass common blunders and adopt winning tactics.

Key insights include:

- **Differentiation:** In a sea of 'me toos', how do you distinguish yourself? Your Unique Selling Proposition (USP) isn't just a term; it's the backbone of your brand.
- **Short-Form Videos & WhatsApp Scripting:** In our fast-paced world, succinct content and effective communication are essential. They can mean the difference between a missed opportunity and a successful appointment.
- **Metrics – CPL & CPA:** Neglecting these numbers? You're navigating without a compass.
- **Retargeting:** It's not about relentless outreach; it's about meaningful reconnection.
- **Micro-Commitments & Lead Magnets:** Small, consistent steps can significantly enhance conversion rates. Guide your prospects through a journey they're eager to complete.
- **Follow-Up Campaigns:** Don't write off cold leads. With the right strategy, they can turn into valuable conversions.
- **The Tried-and-True:** Embrace innovation but respect time-tested strategies. Balance is key.

This guide transcends theoretical advice. It's a practical blueprint for tangible results. Equip yourself with these strategies and set the stage for a transformative campaign. Your journey to marketing excellence as a real estate agent begins here.



**10 WAYS REAL ESTATE AGENTS SCREW UP THEIR MARKETING EFFORTS..  
AND HOW YOU CAN SOLVE IT BY THE END OF THIS MONTH**

