

FROM CLICK TO CLIENT

THE REALTOR'S GUIDE TO TURNING
FACEBOOK LEADS INTO APPOINTMENTS



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- Explains that in a world of Facebook ads and lead forms, realtors need to master warm conversations to truly connect with leads.
- Debunks myths about “I only need WhatsApp” or “They already know what they want.”
- Reinforces that a simple, structured call can build trust faster than a long WhatsApp exchange.

CHAPTER 1: THE WARM LEAD ADVANTAGE | Pg. 1-3

- Clarify that these are not cold calls—these are warm leads who requested something (e.g. Property Planner).
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CONCLUSION: FROM CLICK TO CLIENT—YOUR NEW SUPERPOWER

- Celebrate the reader's progress.
- Reinforce that practice leads to confidence and consistency.
- Final encouragement to embrace calls as a human connection, not a sales pitch.



CHAPTER 1

THE REALTOR'S REALITY

Why Facebook Leads Need More Than WhatsApp

Alright, let's talk about what's really happening out there. You've set up your Facebook ads.

You've created a killer download—maybe the Property Planner, maybe something else. And guess what?

People are clicking. They're filling out forms. They're saying, "Yeah, send it over."

That's great, right? Feels like you've got a pipeline of people ready to buy or sell.

But then reality hits. You start WhatsApping them:

"Hi, thanks for downloading the guide."

"Here's the link to the PDF."

And then... crickets.

Or maybe you get a polite "Thanks" but they ghost you after that.

Sound familiar?

Here's the thing I've learned (and trust me, I've learned it the hard way, just like you): People don't always take the next step by themselves.

They're busy. They're cautious.

They're worried about talking to an agent who might hard-sell them into something they're not ready for.

So if you're sitting there, waiting for them to come back and say, "Hey, I read your guide—let's meet up," you might be waiting a long time.

But guess what? That's not their fault. That's not your fault either.

It's just human nature. People need a nudge.

They need a reason to trust you, to open up about their goals, to talk about their dreams and worries.

And here's where most agents get it wrong: they think WhatsApp is enough.

They think, "Well, they downloaded the guide, so I'll just drop them a message."

But WhatsApp is easy to ignore.

You're one of a hundred messages they get in a day.

A call, though—that's different.

A call says, "Hey, I'm a real person. I care. I'm not here to pressure you. I'm here to help."

That's the difference between being another notification and being the person they remember.

Now, before you start worrying about being pushy, let me reassure you: the kind of calls we're talking about aren't cold calls.

These people already raised their hand.

They asked for the information.

They've shown they're interested.

That's why I call them warm conversations—not cold calls.

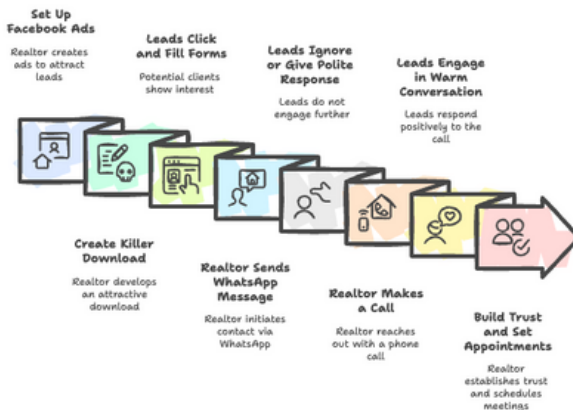
In the next chapter, I'm going to walk you through the exact framework I use to turn those clicks into real, warm conversations that lead to appointments.

It's not rocket science. It's not a manipulative script.

It's just a simple, proven process that's helped me and the agents I coach build trust, set more appointments, and ultimately help more people find their dream homes.

So let's get into it.

Realtor's Lead Conversion Process





CHAPTER 2

THE SHIFT

From Texting to Talking

Alright, let's get real here.

We live in a world where WhatsApp rules the day. It's quick. It's easy. It's safe.

You can send a PDF, a video, a voice note—heck, you can even send an emoji and feel like you're making progress.

And don't get me wrong—WhatsApp is a fantastic tool.

I use it. You use it. Everyone does.

But here's the thing: WhatsApp is not enough.

I can already hear some of you groaning.

"Imran, I'm already drowning in messages! You want me to call too? Are you kidding me?"

Hang on. Let me explain.

When a lead downloads something from your ad—a Property Planner, a guide, a checklist—they're warm.

They've shown interest. That's your opportunity.

But if you're only relying on WhatsApp to follow up, you're putting yourself in the same category as every other agent out there who sends a half-hearted "Hi, here's your download" and then wonders why they get ghosted.

A voice call, even a short one, changes everything. It's personal.

It's real. It makes you stand out.

It's like saying, "Hey, I'm a human, not just another link in your inbox."

Here's The Truth:

People don't trust ads, but they trust people—especially people who sound like they actually give a damn.



I know you're probably thinking, "But what if they think I'm pushy?"

Good question. That's why I'm sharing my Property Planner Conversation Framework with you in the next chapter.

It's designed to let you have a real, human conversation that's warm, non-pushy, and actually helpful.

Look, we're not selling vacuum cleaners here. We're dealing with people's homes, their families, their dreams.

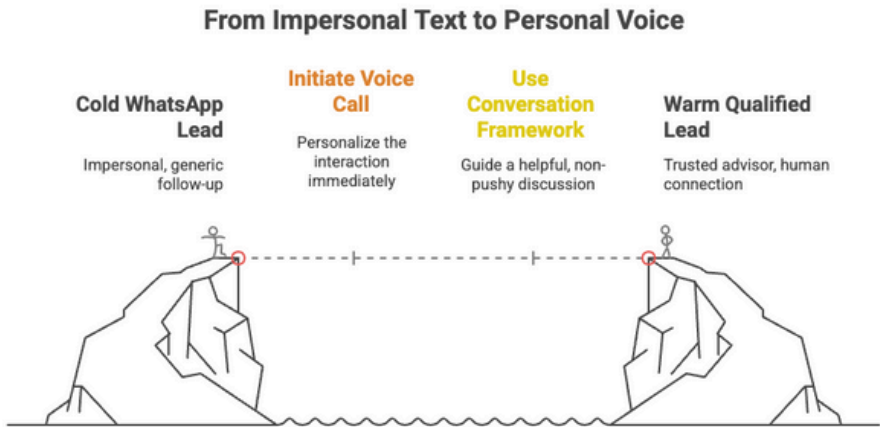
That deserves more than just a text.

So here's my challenge to you:

Next time you get a lead, don't just WhatsApp them. Call them. Use your voice. Show them you're not just another agent with a download link—you're the person who's going to help them figure out their next move.

Sound fair?

Alright, buckle up—because in the next chapter, I'm going to hand you the exact step-by-step framework to do just that.





CHAPTER 3

FINDING THE GOLD – WHO NEEDS YOU AND HOW TO SPOT THEM FAST



Setting the Stage

STEP 1

First things first—tone. This is huge. You want to sound warm, helpful, and genuinely interested. You're not a call center robot. You're a trusted advisor. Start with a friendly greeting:

"Hello, John?"

(Notice I don't say, "Hello, is this John?" That sounds like a telemarketer. It's too formal, too stiff. Just go with "Hello, John?"—like a friend calling.)

Then introduce yourself: "Hey John, it's Imran. I dropped you a WhatsApp yesterday about the Property Planner. Did you receive it yet?"



Check for Receipt

STEP 2

Here's where you soften the call. You're not selling. You're following up on a promise.

If they say, "I don't think so," or "I haven't checked," you respond:

"No worries at all. I'll send it over right after this call so you can check it out."

This shows you're there to help, not to pressure.



The Quick Exit Frame

STEP 3

Now here's the magic move—the quick exit frame.

You say:

“Alright, no worries—I’ll send that over. One last thing before I let you go...”

This signals that you’re about to wrap up, which makes people drop their guard.

They’re thinking, “Ah, okay, this won’t take long.” That’s when you slip in the curiosity hook.



The Curiosity Hook

STEP 4

Ask:

“Just curious—what made you click on the ad in the first place? Was it:

- A) Thinking about upgrading?
- B) Selling?
- C) Investing?”

This gives them an easy way to answer and reveals what’s on their mind.



Digging Deeper

STEP 5

Once they answer, get a bit more context:

- “Ah, upgrading—got it. Do you currently own a HDB or a condo?”
- “Has it MOP-ed yet?”
- “Whereabouts are you staying—north, south, east, west?”
- “Do you have kids in school around there?”

Keep it light and conversational, like a friend catching up, but take notes.



The Summary Mirror

STEP 6

Now, reflect it back to them:

“Okay, so just to summarize: you’re staying in a HDB in the north, it’s MOP-ed, and you’re thinking of upgrading but you’re not sure yet. Is that right?”

This shows you’ve listened. It builds trust.



Offering Value Without Pressure

STEP 7

Then say:

“Here’s what I’d love to do for you: I want to take all this info, run it through our system, and brainstorm 3–5 pathways you could take from where you are now to where you want to be. Then I’d love to share those with you over a quick Zoom. Would that help?”

Notice: no hard sell. You’re offering help.



Book the Appointment

STEP 8

Now lock it in:

“Could you check your calendar real quick? I have Wednesday at 7pm or Sunday at 2pm. Which works better for you?”

Ask them to check now—that sense of urgency gets commitment.



Confirm & Close

STEP 9

Wrap it up with:

“Perfect. I’ll send the Zoom link plus the Property Planner right after this call. Looking forward to chatting and helping you make the best decision for you and your family.” That’s it.

Throughout this whole conversation, remember:

- ✓ Keep it warm and friendly.
- ✓ Avoid sounding scripted.
- ✓ Control the flow by guiding, not forcing.
- ✓ Use short statements and questions to keep it light.
- ✓ Smile—people can hear it in your voice.

This framework works because it's not about selling—it's about helping.

It's about leading people towards clarity and showing them you're the guide they can trust.

In the next chapter, we're going to dive deeper into why tonality beats scripting—and how to make your voice your superpower.

Ready? Let's go.

The Property Planner Conversation Framework

Step 1
Start With Warmth



✓ Tone matters more than script

Step 2
Guide With Curiosity



✓ Ask. Don't assume

Step 3
Offer a Path Forward



✓ Offer clarity, not pressure



CHAPTER 4

WHY TONALITY BEATS SCRIPTING

Alright, let's be real for a second.

You could have the best script in the world—line by line, word for word, every possible scenario covered—but if you sound like a robot reading from a teleprompter, you're going to lose them.

Every. Single. Time.

Let me say that again:

Tonality beats scripting—every time.

Don't get me wrong. Having a structure is crucial.

That's why I gave you the Property Planner Conversation Framework in the last chapter.

It's like a map that keeps you on track.

But a map doesn't drive the car—you do.

And your voice is what makes that journey feel real, human, and trustworthy.

Think about the last time someone called you and you could tell they were just reading a script.

It's painfully obvious, right? Monotone, rushed, awkward pauses.

You're sitting there thinking, "Wow, this person is just going through the motions. They don't actually care about me."

Now flip it. Think about a time when someone called and their voice was warm, relaxed, and genuinely interested.

It felt like you were talking to a friend.

You probably let your guard down, shared more, and felt okay saying yes.

That's the power of tonality.

The Secret Sauce: Warmth and Curiosity

When you call someone who downloaded your Property Planner, you're not there to sell them. You're there to help them.

And they can feel that in your voice. A helpful voice is warm. It's relaxed. It's curious. It doesn't rush.

It doesn't sound desperate or scripted. It's like, "Hey, I'm here to help you figure this out, no pressure."

If you master that tone, people will talk to you. They'll open up. They'll tell you things that will help you help them.

Control Without Pushing

Remember what I said in the transcript? "I control and I get this."

That's not about bullying someone into an appointment. It's about gently steering the conversation so it doesn't fizzle out. You do that with your tone—calm but confident, relaxed but focused.

A question like, "Would that help?" with an upward, curious tone is inviting. It makes the prospect feel safe.

A question like, "You want that, right?" with a flat or aggressive tone feels pushy. It makes them put their guard up.

See the difference?

Examples in Action

❌ "Did you get the planner yet?"
(Flat, robotic, sounds like you're ticking a box.)

✅ "Did you get the planner yet?"
(Warm, curious, like you're checking in on a friend.)

❌ "What made you click on the ad?" (Sounds like an interrogation.)

✅ "What made you click on the ad—was it thinking about upgrading, selling, or investing?" (Gentle, open-ended, giving them an easy way to respond.)

It's a small difference in tone, but it changes the entire conversation.

Practice Makes Perfect

If you're not sure how you sound, record yourself. Play it back. Ask yourself:

- Do I sound like I'm genuinely interested?
- Would I want to talk to me?
- Am I rushing?

If you're not sure, ask a colleague to listen. Or bring it to one of our role-play sessions.

Final Thoughts on Tonality

Scripts are important—they keep you on track. But tonality is what gets you in the door.

If you can sound like a human who actually cares—like a friend who’s looking out for them—people will talk to you. They’ll trust you. They’ll open up. And that’s when the real magic happens.

So remember: Tonality beats scripting—every time.

In the next chapter, we’ll talk about the most common objections you’ll hear and how to handle them with confidence and empathy.

Ready? Let’s dive in.

The Power of Tonality in Communication

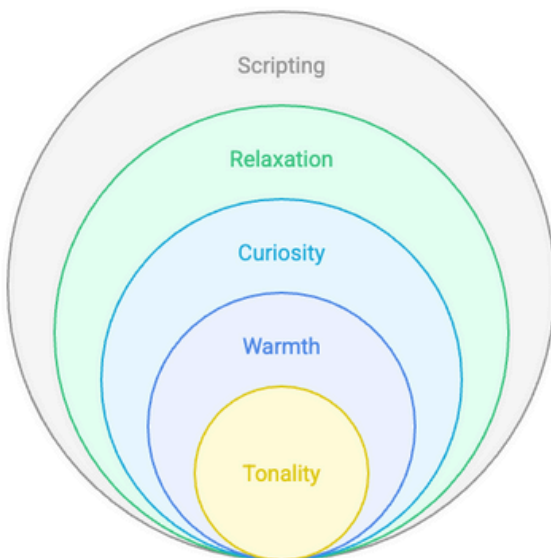
Provides structure but should not overshadow tonality

Fosters trust and comfort

Encourages engagement and openness

Creates a welcoming atmosphere

The core of effective communication



CHAPTER 5

HANDLING COMMON OBJECTIONS



Alright, let's talk about the part that scares most agents: objections.

You know the feeling. You're talking to a lead who downloaded the Property Planner, you're vibing, they seem interested—and then, bam:

"Ah, I'm busy right now."

"Actually, I'm not sure if I want to sell yet."

"Just browsing, lah."

's like they hit you with a cold bucket of water. And I get it—it feels personal.

But here's the thing: objections aren't rejections.

They're invitations—an invitation to have a real conversation.

Let's break down some of the most common objections you'll hear and how to handle them in a way that feels natural, respectful, and—most importantly—effective.

❌ "I'm Busy Right Now."

This is probably the most common one, right? You call, they answer, and they sound rushed.

Here's what you might hear:

"Ah, I'm in the middle of something now, can't talk."

Here's what I'd say:

"No worries at all—I totally understand. Would it help if I gave you a quick call back later, or maybe I can drop you a WhatsApp so you can check it at your own time?"

What you're doing here is respecting their time while leaving the door open.

If they say, "Yeah, drop me a WhatsApp," then you continue the script from there.

If they say, "Yeah, call me back," you ask, "Great—when's a good time for you? Tonight or tomorrow morning?"

❌ "I'm Just Browsing."

This one's classic. They downloaded the planner but now they're playing it cool.

They might say:

"Oh, I'm just looking for now."

Here's what I'd say:

"Totally get that—many people I talk to are just exploring their options at first. The planner is designed to help you see if upgrading is even worth it. If you'd like, I can walk you through a couple of ideas I've put together—no strings attached. Would that be helpful?"

That way, you're positioning yourself as a helpful guide, not a pushy agent.

❌ "I Don't Remember Downloading It."

Yep—some leads will actually forget they clicked your ad (it happens!).

They might say:

"Huh? What's this about again?"

Here's what I'd say:

"No problem! I saw you downloaded the Property Planner from our ad recently—maybe it's buried in your email or WhatsApp. I'll send it over again so you can take a look. By the way, what made you click on it in the first place—thinking about upgrading, selling, or investing?"

Then you continue the conversation using the framework from Chapter 3.



I Already Have an Agent.

This one's tricky but manageable. They might say:

"I already have an agent helping me."

Here's what I'd say:

"Totally understand—some of my clients work with agents too, and I respect that. What I'd like to do is share some insights from the planner—no obligation at all—so you can see if there's anything you might have missed. Would that be okay?"

Again, you're not pushing—you're offering to help.

"I'm Not Ready Right Now."

This one's tricky but manageable. They might say:

"I already have an agent helping me."

Here's what I'd say:

"Totally understand—some of my clients work with agents too, and I respect that. What I'd like to do is share some insights from the planner—no obligation at all—so you can see if there's anything you might have missed. Would that be okay?"

Again, you're not pushing—you're offering to help.

Tonality is Key

Remember what I said in the last chapter—how you say it matters as much as what you say. Stay warm, calm, and genuinely curious. When you sound like a friend rather than a salesperson, people are more likely to open up.

Summary

Every objection is just a conversation waiting to happen.

Don't run from them—embrace them. They're your chance to show that you're different from every other agent out there.

In the next chapter, we'll talk about what to do when they don't pick up—and how to keep the conversation alive.

Ready? Let's go.

Unknown



CHAPTER 6

WHEN THEY DON'T PICK UP— WHAT NEXT?



Alright, let's be honest here. Sometimes, despite your best efforts—despite having the perfect script, the warmest tone, and all the right intentions—your lead just doesn't pick up.

You call once.

You call twice.

You call a third time.

Still nothing.

It's easy to feel frustrated, or worse—defeated.

But let me tell you: this is normal.

It doesn't mean they're not interested.

It just means life happened.

Maybe they were at work, maybe they were driving, maybe they saw an unknown number and didn't feel like answering.

So what do you do? You don't give up. You switch gears.

The 2–3 Call Rule

Here's what I teach my agents: Try two or three calls—spaced out, at different times of the day.

Why? Because sometimes people are genuinely busy at certain times. Maybe they're in meetings in the morning, but more relaxed in the evening.

Maybe they're on the school run in the afternoon but free after dinner. The key is to space them out—don't spam them with back-to-back calls. That just feels desperate.

Then—and Only Then—Use WhatsApp

If they still don't pick up after those calls, then you switch to WhatsApp. Here's the approach:

"Hi [Name], it's Imran here. I tried giving you a call earlier regarding the Property Planner you downloaded from us. No worries if you're busy—here's the link again so you can check it at your convenience. By the way, I'd love to help you explore your options when you're ready—just let me know!"

Simple. No pressure. Just helpful.

Why We Don't Lead with WhatsApp

Some agents ask me, "Why don't we just WhatsApp them first? It's easier."

Here's why: WhatsApp is too easy to ignore. A voice call—even if it goes to voicemail—lets them know you're a real human being who actually cares. It sets you apart from every other agent who's just blasting out links.

Plus, the call leaves a subtle psychological imprint: "This person called me. They must be serious about helping me."

That's powerful.

Batch Your Calls— Don't Be a Slave to Every Notification

Another thing I see is agents calling leads the second they come in—at all hours of the day.

That's great in theory, but let's be real—sometimes you've got 20 leads coming in at once, and you can't call them all instantly.

Here's what I do: batch your calls.

- 10–11 am
- 1–2 pm
- 7–8 pm

Pick windows that work for you—and stick to them. This way, you're working efficiently, and you're not burning out.

Control the Follow- Up

The beauty of batching calls and using WhatsApp second is that you control the flow. If they don't pick up, you drop the WhatsApp. If they respond on WhatsApp, you guide them back to a call or a Zoom. You're leading the dance.

The Power of Persistence

Let me share this with you:

70% of leads might not pick up the first time.

That's okay. The real agents—the ones who get consistent appointments—are the ones who don't give up.

Remember: you're not harassing them.

They asked for the information. You're just doing your job—helping them move forward.

Summary

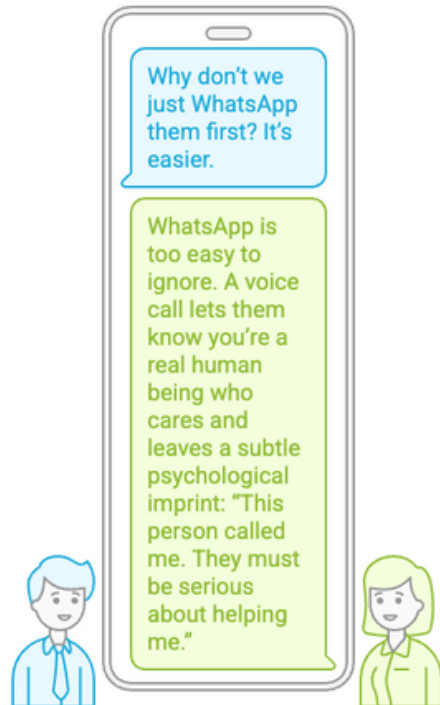
When they don't pick up:

- ✔ Try calling two or three times at different times.
- ✔ Then—and only then—use WhatsApp.
- ✔ Keep your tone warm, helpful, and unpressured.
- ✔ Batch your calls to stay efficient and sane.
- ✔ Stay persistent—because that's what real pros do.

In the next chapter, we'll talk about role-playing—how to practice everything you've learned so far and get comfortable before you go live with real leads.

Ready? Let's keep going.

Effective Lead Follow-Up Strategies





CHAPTER 7

ROLE-PLAYING FOR REAL RESULTS

Alright, let's talk about the part most agents avoid—role-playing.

I know, I know. It might sound cheesy.

You might be thinking, “Come on, Imran, I’m not an actor. I’m a realtor.”

But let me tell you this: the best agents—the ones who pick up the phone with confidence, handle objections like a pro, and set appointments consistently—all practice.

They don't wing it.

Think about it this way: athletes train.

Chefs test recipes. Singers rehearse.

Why should real estate be any different?

Why Role-Playing Works

When you role-play, you're training your brain and your tongue to work together.

You're building muscle memory for your tonality, your pacing, and your flow.

So that when you're live on the phone with a real lead—maybe a bit nervous, maybe they're giving you a curveball—you're ready.

You've practiced. You know what to say and how to say it.



How to Start

Find a buddy. Maybe it's a colleague, maybe it's your spouse—someone who's willing to play the role of the lead.

One of you plays the agent. The other plays the lead.

Start from the beginning:

- **“Hello, John?”**
- **“Hey, it’s Imran. I dropped you a WhatsApp about the Property Planner yesterday. Did you get it?”**

Go through the entire Property Planner Conversation Framework step by step.

Have the “lead” throw in objections:

- **“I’m busy right now.”**
- **“I’m just browsing.”**
- **“I don’t remember downloading it.”**

The agent practices the warm, helpful responses we talked about in Chapter 5.

Switch Roles

Once you’re done, switch roles. Let the other person play the agent. Why?

Because when you play the lead, you get to experience what it feels like to be on the receiving end of a call.

You’ll see what works and what feels off.



Record and Review

If you really want to level up, record your role-plays (on your phone or laptop).

Listen back. Ask yourself:

- Does my tone sound warm and helpful—or robotic?
- Did I summarize what they told me?
- Did I ask the right curiosity hook questions?
- Did I handle objections calmly and confidently?

Trust me—listening to yourself is one of the fastest ways to improve.

The “Nasty Customer” Challenge

In the transcript you’ve read, I talked about the “nasty customer” role-play.

Here’s how it works:

- Have your partner act like a skeptical, maybe even rude, lead.
- Stay calm. Stay curious. Stick to the framework.
- Practice not getting defensive. Practice being the professional who’s there to help.

Because in the real world, 95% of leads are just cautious, not nasty. But if you can handle the worst-case scenario, you can handle anything.

Celebrate Small Wins

Remember: role-playing isn’t about perfection. It’s about progress.

Every time you practice, you’re getting better.

Every time you face an objection, you’re building confidence.

When you’re done, celebrate that win. High-five your partner. Make it fun.

Summary

Role-playing might feel awkward at first, but it’s the best way to build confidence and master the framework.

- ✓ Practice with a partner.
- ✓ Switch roles.
- ✓ Record and review.
- ✓ Tackle tough scenarios.
- ✓ Celebrate every step forward.

In the next chapter, we’ll tie everything together—showing you how to build a consistent flow of conversations, appointments, and ultimately, clients.

Ready to put it all together? Let’s go.

CHAPTER 8

PUTTING IT ALL TOGETHER—FROM CLICK TO CLIENT

Alright, let's bring everything we've covered so far into one smooth, unstoppable process—from that initial Facebook click all the way to the appointment on your calendar.

You've probably realised by now: this isn't about making sales calls. It's about building trust, being helpful, and guiding people through what might be one of the biggest decisions of their lives.

That's why I call this From Click to Client—because every step you take is about moving the lead gently, confidently, and naturally from interest to action.



The Journey Recap

Let's recap the journey:

✓ Step 1: The Click

Your Facebook ad did its job. The lead clicked, downloaded the Property Planner, and gave you their info. That's a sign they're curious and open to guidance.

✓ Step 2: The Call

You picked up the phone (instead of just WhatsApping) and made that first warm, friendly call. You didn't push, you didn't rush—you guided.

✓ Step 3: The Framework

You used the Property Planner Conversation Framework—step by step—to move from checking if they got the download to finding out why they clicked, then to summarizing their story, and finally to offering real value.

✓ Step 4: The Appointment

You offered them a no-pressure opportunity to explore their options on a quick Zoom call—always with empathy and always respecting their timeline.

Keeping the Flow Consistent

Here's the secret sauce: Consistency beats talent.

Even the best script and tonality mean nothing if you only call leads once in a blue moon.

That's why I recommend batching your calls, tracking your follow-ups, and making this part of your weekly rhythm.

- **Call leads during your dedicated time slots.**
- **If they don't pick up, follow up via WhatsApp—using the warm, helpful tone we discussed.**
- **Keep notes on each conversation—what their motivations were, their family situation, their plans.**
- **Review your notes before each follow-up so you can personalize the conversation.**

Turning Conversations into Clients

Remember: the real goal here isn't to "close" someone on the phone. It's to open a relationship.

You're there to be their guide—the one who helps them see if upgrading is right for them, the one who helps them avoid costly mistakes, the one who actually listens.

When you approach your calls and WhatsApp follow-ups this way, you're not another salesperson. You're a trusted advisor.

And that's when clients start to choose you—because they know you care.

Journey from Click to Client



Tracking and Measuring Progress

If you're serious about this, you've got to track your numbers:

- How many leads came in this week?
- How many did you call?
- How many answered?
- How many appointments did you set?

Don't worry if the numbers aren't huge at first. Progress beats perfection every time.

Celebrating Wins

Celebrate every appointment you book.

Celebrate every great conversation where you learned something new about your lead.

Celebrate every time you handled an objection with confidence and empathy.

Because every one of those steps is progress.

Summary

Putting it all together means:

- ✓ Being consistent.
- ✓ Using the Property Planner Conversation Framework every time.
- ✓ Staying warm and helpful.
- ✓ Tracking your progress.
- ✓ Celebrating every win, no matter how small.

In the next chapter, we're going to share real-life stories from agents just like you who started with hesitation—and now they're setting more appointments and closing more deals than they ever thought possible.

Ready to get inspired? Let's dive in.





CHAPTER 9

YOUR NEXT 30 DAYS—IMPLEMENTATION PLAN

Alright, let's bring everything home. You've made it this far—congrats! You've learned how to:

- ✓ Understand why warm conversations matter.
- ✓ Master the Property Planner Conversation Framework.
- ✓ Control your tonality to build trust.
- ✓ Handle objections with empathy.
- ✓ Stay consistent and track your progress.

But let's be honest: reading a book is one thing.

Doing the work is another. That's why I want to give you a 30-day action plan—a roadmap to help you turn everything you've learned into real results.

Think of this as your personal challenge.

Take it step by step, and by the end of the month, you'll be a completely different agent—more confident, more in control, and more successful.

Week 1: Get Familiar

- ◆ Review the Property Planner Conversation Framework every day.
 - ◆ Practice reading it out loud—focusing on warmth, pacing, and curiosity.
 - ◆ Pair up with a colleague or friend for role-playing.
 - ◆ Record yourself (even on your phone) to hear your tonality and flow.
- ✓ Goal: Feel comfortable and natural with the script.



Week 2: Start Calling

- ◆ Batch your calls (morning, afternoon, evening).
 - ◆ Call each lead at least twice at different times.
 - ◆ If they don't pick up, WhatsApp them with a helpful, warm message.
 - ◆ Keep notes on each conversation.

✔ Goal: Make at least 20–30 calls this week (or whatever fits your lead volume).

Week 3: Fine-Tune Your Approach

- ◆ Review your call recordings—where did you sound warm? Where did you sound rushed?
 - ◆ Practice handling common objections calmly and confidently.
 - ◆ Test different times of day to see what works best for your pickup rate.
 - ◆ Keep refining your tone, especially during the “quick exit” and curiosity hook parts of the call.

✔ Goal: Get comfortable handling real conversations—no matter what objections come up.

Week 4: Lock It In

- ◆ Set a weekly routine—choose specific time slots for calling.
 - ◆ Keep tracking your numbers: calls made, conversations had, appointments booked.
 - ◆ Celebrate every win—even if it's just someone saying, “Hey, thanks for calling.”
 - ◆ Reflect on your progress and set goals for the next 30 days.

✔ Goal: Make warm conversations and appointment-setting part of your weekly rhythm.

Final Thoughts

This isn't about perfection. It's about progress. Every call, every conversation, every appointment is a step closer to becoming the agent who stands out—someone people trust, someone people choose.

So take this 30-day plan and own it. You've got this.

Conclusion: Your Path to Becoming the Trusted Advisor

Well, here we are—at the end of the book, but really, at the beginning of your journey.

If there's one thing I want you to take away from everything we've talked about, it's this: this is not about selling. It's about serving.

When you treat every lead as a person—someone with dreams, fears, and big decisions to make—you step into the role of a trusted advisor. And trust me, that's the role that wins, every single time.

It's easy to hide behind WhatsApp or automated emails. But picking up the phone—even when it feels uncomfortable—shows you care. It sets you apart. It's the first step in building a real relationship.

So remember:

- ✓ Use the Property Planner Conversation Framework to guide your calls.
- ✓ Keep your tone warm, calm, and genuinely curious.
- ✓ Handle objections with empathy—because they're just questions in disguise.
- ✓ And stay consistent—because trust is built one conversation at a time.

Every time you pick up the phone, you're not just booking an appointment. You're building your reputation as the agent who listens, who cares, and who helps people make the best decisions for themselves and their families. That's who I want you to be.

So go out there and put this into action. Practice. Learn. Celebrate every win. And never forget: your voice, your warmth, and your genuine care for people are what will turn those clicks into clients—and those clients into lifelong relationships.

I'm rooting for you.

Appendix A: The Property Planner Conversation Framework (Quick Reference)

✔ Step 1: The Warm Hello

“Hello, [Name]?”

“Hey, it’s Imran. I dropped you a WhatsApp yesterday about the Property Planner. Did you get it?”

✔ Step 2: Check for Receipt

If no, “No worries! I’ll send it right after this call so you can check it out.”

✔ Step 3: Quick Exit Frame

“Alright, no worries—I’ll send that over. One last thing before I let you go...”

✔ Step 4: Curiosity Hook

“Just curious—what made you click on the ad? Was it:

A) Upgrading?

B) Selling?

C) Investing?”

✔ Step 5: Digging Deeper

“Got it. Do you currently own a HDB or a condo?”

“Has it MOP-ed yet?”

“Whereabouts are you staying—north, south, east, west?”

“Do you have kids in school around there?”

✔ Step 6: Summary Mirror

“So to summarize: you’re in a HDB in the north, MOP-ed, kids in school, thinking of upgrading for lifestyle. That sound about right?”

✔ Step 7: Offer Value Without Pressure

“What I’d love to do is run your info through our system and brainstorm 3–5 pathways you could take. Then we can share those with you over Zoom. Would that help?”

✔ Step 8: Book the Appointment

“Could you check your calendar? Wednesday at 7pm or Sunday at 2pm—what works better?”

✔ Step 9: Confirm & Close

“Perfect. I’ll send the Zoom link plus the Property Planner right after this call. Looking forward to helping you.”

Appendix B: Objection-Handling Cheat Sheet

💬 “I’m busy right now.”

“No worries—when would be a better time, or would WhatsApp work better?”

💬 “I’m just browsing.”

“Totally understand—many people I talk to start that way. Would it help if I shared some quick ideas over Zoom?”

💬 “I don’t remember downloading it.”

“No problem! I’ll send it over again. By the way, what made you click on it—upgrading, selling, or investing?”

💬 “I already have an agent.”

“Totally understand. What I’d like to do is share some insights—no obligation—so you can see if there’s anything you might have missed. Sound good?”

💬 “I’m not ready yet.”

“Got it—no rush at all. When’s your MOP date, just so I can follow up at a better time?”

Appendix C: Tonality Practice Prompts

Practice these phrases out loud, focusing on warmth, curiosity, and a calm tone:

- ◆ “Hey, it’s Imran. I dropped you a WhatsApp yesterday—did you get it?”
- ◆ “One last thing before I let you go...”
- ◆ “Just curious—what made you click on the ad?”
- ◆ “Would that help?”
- ◆ “No worries at all—I’ll send it over right after this call.”

Record yourself, listen back, and adjust your tone until it sounds natural and warm.

Appendix E: 30-Day Action Plan (Quick Recap)

- ✓ Week 1: Practice the framework and tonality.
- ✓ Week 2: Start calling and batching.
- ✓ Week 3: Fine-tune with role-plays and recordings.
- ✓ Week 4: Lock in your routine and celebrate every win.

Final Words

Remember: every lead is a real person looking for help. Be the guide, not the pushy salesperson.

You've got everything you need—now go make it happen.
I'm cheering you on.

