

How to email a lead-generation offer to your list

It's okay to ask for _____ when you've been delivering value to your database who has a current relationship with you.

Your two helpful videos a month are your _____ and your direct offer message is the _____.

We recommend you send a _____ offer message to your database every _____ to spike response.

This is simply an _____ to your database that asks them to enter their information on a _____ page.

You can also ask them to _____ you or _____ to your email if you don't have a landing page.

The most popular direct offer messages are:

1. Get an _____ offer
2. Free _____ valuation
3. Search all _____ for sale
4. Register for a _____ workshop
5. List of homes _____ than renting
6. Get a free _____ rate quote

You can repeat these direct offers in any _____ to spike response from your database.

Write your direct offer email message in this format:

1. Reason for writing you (story/news)
2. Update on what's going on now
3. Problem the person has
4. Agitate the problem
5. Your solution
6. Benefits of the solution
7. Where they can get the solution
8. Testimonial of the solution
9. Reason to act now on the offer

This is the art of _____ in print which is called _____.

A direct offer email message should be _____ only.

Use a _____ phone number if your call to action is to call you and you don't have a landing page set up that works.

Make sure the _____ page works before you press send!

PRO TIP: Ask a _____ or a _____ if you can email a direct offer *from them to their list* and you work the leads.

- Approach top real estate teams
- Agents in the business 10+ years
- Agents bidding on Google PPC

PRO TIP: The same messages can be delivered via _____ ads or with _____ mail to your database for response.