

SAMPLE "STARTS" BEST PRACTICES FOR SOCIAL PROSPECTING MESSAGES



1 After a Meeting: Send a video message thanking them for the meeting – send your notes and action items as an attachment.

“
Hi (name)! Thank you so much for meeting with me today to talk about I can see that you're dedicated to taking it to the next level/ you're one of the most positive and energetic people I've met/ that you're about to kill it in our local area...

I've attached my notes from our meeting and action items on my end. I'll be following up with you (next week/shortly...).

”

2 After a Class: Send a video thank you and attach the notes from the class or the next upcoming event schedule.

“
Hi (name)! Thanks so much for coming to our class/event today – I know that taking time to work on your business not in it can be a challenge! I'm attaching my top takeaways/notes/action items that I wrote down from the class/event, I thought you might find them helpful! Can you tell me some topics that you might be interested in so I can keep you in mind for future classes and events?

”

3 Outreach to Someone Who Has a New Listing: Send a video message and consider attaching property profile/pdf of seller's guide/breakthrough broker items for new listings. (Make sure what you are offering is compliant in your area)

“
Hi (name)! Congrats on your new listing! I know that providing net sheets/property info/ hosting open houses is often a part of successful agent's listing/marketing strategy. I've attached an awesome (item name) for you to use!

(if you're allowed to create listing books, you could offer to drop one off)

(leverage the "Coming Soon" or "New Listing" Facebook Search Technique)

”

4 Outreach to Someone Who Has Recently Closed: Send a video thank you from the EO and you together.

“
Thank you so much for trusting (title co name) with your recent transaction! We're proud to have the opportunity to serve you and your clients and look forward to helping you with the next transaction.

(Personalized message ALWAYS better – use their name and the street name of the open escrow)

”

5 Birthday Video Messages: Send a happy birthday video message (preferably the day before ☺)

“
Happy Birthday (name)! I know your actual birthday isn't until tomorrow, but I know that you're going to get hundreds of happy birthday wishes and I wanted to be the very first one to say it to you before anyone else.

”

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6 Feedback/Advice Message: Send a video asking for feedback about your recent Live video – (this is a way to get a conversation going not so much about feedback)

“ I need someone to find the holes in something I'm looking at and absolutely nothing gets past you... can I ask you to give me some feedback/constructive criticism? ”

“ My coach told me the best thing I could do when starting something new is to have people I respect take a look at it and give me some guidance. Would you be willing to do that for me? ”

“ You have an amazing mind for business and can see things other people don't see.... ”

“ As I've known you I've thought you were the best at what you do.... ”

7 Upcoming Event Invitation: Send a video inviting them to your next event and attach an invite.

8 New Tool Announcement: Send a video about the latest new update from one of our vendors. Don't attach info about the exact tool, just let them know about it without saying the name to create curiosity (NOT COMPLIANT IN CA/WA/NV)

9 General Outreach: Has the agent been going live on Facebook? Can you send them a message with attached tips about that? (NOT COMPLIANT IN CA/WA/NV)

“ It's been a while, I was just thinking about you when I was in the office today – how are you? ”

“ I just saw your live video about _____ I thought this (content piece) might be helpful. ”

“ I've been watching your brand soar the last few months/years and I just wanted to let you know I am impressed and inspired. What's your secret sauce? ”

10 The Interview Approach: What about the idea of interviewing them (in person not on social media) about their success and brokerage culture (NOT COMPLIANT IN CA/WA/NV)

“ You've been wildly successful and I've always respected the way you've done business.... Would you be willing to allow me to interview you... ”

11 The Practitioner Approach: This is a video message about how YOU have been learning and using social media and asking them if they would like to also learn more.

“ Hi (name!) I recently hired a social sales coach to help me up my social game and I've learned some incredible ninja tricks that have elevated my brand and my revenues – I'm reaching out to some agents that understand the value of social sales would you be interested in me showing you how these strategies could improve your business as well? ”

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BONUS “Starts”

Let’s Connect:

“I can tell your super driven like me you seem to really know your craft and I’m going to prove to you I’m just as driven as you are I just want to warn you that I’m going to be sending you some stuff that’s really going to impress you in the future...” – attach info flyer if compliant

_____ or _____

“I know you’re getting started but I can tell you’re going to win big I’m in this for the long haul and I think we should get together because our paths are going to cross a lot in this industry – I think it would be smart for us to connect”

Help me Get Involved:

“Hey, I see that you’re really involved in our industry (events/associations etc.) and I plan to be in this industry for a long time and you seem to be someone that could really help me navigate how I could get involved.”

Adding to your team:

“Hey, I’ve been noticing lately that a lot of my agents have been coming to me asking where they should move if they’re unhappy with their brokerage and I would like to align myself with a couple of teams that I really believe in and help recruit for them. Can we get together, so I can learn more about your team philosophy?”