



RIP
COLD
CALLING

Better Ways to Reach & Convert Prospects

Teach A Seminar

Don't just sell people, *educate* them! Most people love to learn something new. It doesn't have to take a long time, but regardless of whether your focus is buyers or sellers, they will feel newly empowered in the process of what can be an intimidating transition. And it's a lot more fun (and often more productive) than a cold call! *This is an easy way to get face to face, break the ice, and add value to your community, all in one move.* Just put out the word, and let them come to you!



Write A Blog

It's a fact, your prospects are online, and you should be too, setting yourself up as the premier resource and guide for their real estate adventure! *Keep your writing concise, but pack it with relevant, up-to-date information* to show them you are a partner in this process who can provide the answers they are looking for. If at all possible, host the blog on (or at least link back to) your own website, where they can conveniently learn about all the other services you offer!



Write An eBook

Publishing an eBook is simple, inexpensive, and gives you credibility as a field expert. All you need is a program that will save to PDF (e.g. Word, Pages, Acrobat), good information to share, and an audience to share it with. Attach that file to emails, send as a thank you for attending an Open House, print it as a brochure – the possibilities are endless. *And remember, it doesn't have to be fancy – just informative.* Check your spelling and grammar, but most importantly, say something worthy of their time and your brand: *their local Real Estate Expert.*



Questions? Looking for ideas?

800.957.8353 | SuccessTeam@CorcoranCoaching.com

Find us on    @CorcoranCoaching


CORCORAN
COACHING. CONSULTING.