

Witfly

**CONVERTING  
ONLINE LEADS**

*VERSION 1*

# The Golden Rule

*Ensure you 'touch' the prospect 8-12 times within 72 hours!*

# TAKING THE PROPER STEPS

The following steps will be broken down throughout this eBook to show you how you can start converting your leads into **SALES!**

**STEP 1:** GET LEADS

**STEP 2:** BEGIN AUTOMATIONS

**STEP 3:** BEGIN MANUAL COMMUNICATORS

**STEP 4:** CREATING YOUR CONVERSION FORMULA

# STEP 1: GET LEADS

A lead is classified as a name and email or name, email, and phone number of someone who would like to take advantage of your service.

## STEP 2: BEGIN AUTOMATIONS

You want to ensure that you have systems in place to handle the volume of leads you will generate. This means getting systems in place to send automated:

- *Emails*
- *Text Automations*
- *Call Automations*
- *Messenger Bots*

# STEP 3: BEGIN MANUAL COMMUNICATORS

The dirty word: *work*. Conversion takes dedicated time, attention, and **WORK** to ensure that your efforts are **100% fruitful**.

There are 5 different forms you can use to communicate with prospects today and it's imperative that you take advantage of all of these

- *Email*
- *Call*
- *Text*
- *Social Media*
- *Video*

Your prospects, in most any case, will self-identify to you how they would like to communicate with you based on how they respond. We live in an age where everyone is a prospect and they ALL like to do things a little differently. You can get in the habit of sticking with your platform of choice to close deals. Don't.

You want to start this process by creating **PERSONAL** interactions with the prospects. How can you create situations and scenarios where you're immediately creating rapport?

*Sometimes this is just as simple as a little Facebook stalking. Peeking at their profile to see things you can create a connection with.*

Simply paste their email and or phone number in the Facebook search engines and more than likely their profile will appear.

If that doesn't work pay attention to things they may have said in an application or even the specific offer they are opting in for.

Either way start off any form of communication with something personal and pertaining to them. Even something as simple as calling them by name can make a **HUGE** difference.



# HOW TO USE EACH FORM OF COMMUNICATION



# EMAIL

Send a plain email calling them by name and attaching something personal to engage a response.

Sending a video in email to let them know you are a real person and what they've opted in for is important to you.

Use their email to search for their profile on Facebook so that you can communicate with them socially.

# TEXT

- Send them a plain text with a question in it. Short and to the point.
  - *97% of text are read within the first 3 minutes of receiving them*
- Send them a video text message with a good short message in it
  - *You can increase your closing percentage almost 400% by sending a video text within the first 5 minutes of a lead opting into your funnels*
- Send a voice memo via text.

# PHONE

Immediately calling a prospect a matter of seconds and minutes after they've opted in will be ideal. Do so with intention of spending 20-30 minutes minimum with the prospect. Give them the time they deserve or at least get an appointment set to do so.

*- Leave a voicemail that is both to the point  
but brings curiosity to mind.*

# SOCIAL MEDIA

At this point, most everyone likes to communicate on Social Media in some form or fashion. Remember this and try and keep them where they like to be.

- *Send them a Facebook friend request*
- *Send them a message on Messenger*
- *Send them an audio message to listen to*
- *Send them a video to check out*

# SOCIAL MEDIA

## Embrace Social Selling

[Content you create based on objections you hear]

- *When someone gives you a reason they need to 'think' about it or 'call you back' make sure you truly listen into these and act upon them.*
- *They're simply giving you an opportunity to sell them by letting you know what their hang-up is.*
- *Respond to it by putting out messages, social post, Facebook lives, or even webinars addressing their concerns (without mentioning who they are or what their name is).*

# VIDEO

Our greatest current form of communication. The ability to put our face in front of a prospect who needs your service. This allows you to immediately begin building a relationship with you based on what you're wearing, how you speak, how you present yourself, etc.

*This form of communication brings back our oldest and best face-to-face interaction and allows us to do it at scale.*

Any message you present yourself in will allow you to increase your conversion percentages just by putting yourself out there in ways that others won't.

# STEP 4: USING YOUR CONVERSION FORMULA

Take any of these strategies and simply put them into a unique order so that you or your team have a checklist of sorts they can follow with each and **EVERY** prospect.



# EXAMPLE

1. Automation Fires Off
2. Phone Call
  - *Leave message if no response*
3. Immediate Text if no call
  - *Video text will be more powerful*
4. Social Media Interaction
  - *Send them Friend Request*
  - *Send them Direct Message*
  - *Send them Video via Text*
  - ***Give Them 18-24 Hours to Consume Your Information & Respond***
5. Go through each form of communication once more just in video format.

*Create a similar check list with scripts for your team to use they understand what to say at each point.*

**PRO TIP: Have your team copy/paste these scripts on their phone or computer so they are easy to grab and send.**

# ABOVE ALL

*Build a **RELATIONSHIP** with each and **EVERY** prospect and you will have more business than you could possibly handle.*