



# Maximize Your NS Leads

## *Playbook*

# Notice

## Telemarketing

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# Welcome To The Maximize Your NS Leads Playbook

***“Your database is your business. It’s a gold mine, but you have to mine it.”***

I remember it like yesterday when I heard Gary Keller say those words from stage at KW Mega Camp in Austin TX.

I took those words as gospel ever since and have used them many times since then to multiply my results.

The first obvious place to apply those rules is to your own real estate business, which I have coached many agents to do and have seen the incredible results that followed. One day however I was talking to Nick Avila, my friend who I helped build our first recruiting website with, about an observation he had with some of his leads.

Nick called me and said, “Man isn’t it frustrating that about 70-80% of our leads are NS (Not In School) and just a waste of our money since most of them won’t do anything ever?”

At the time, we had roughly 1,000 leads in our CRM and 725 of them were marked as “NS” leads. We were looking at our database like we had 725 bad leads, but was that right?

After the conversation, it really stuck with me for a while. As I reflected, the wise sage words of the real estate mustache guru came back to me... “Your database is your business. It’s a gold mine, but you have to mine it.”

Maybe we had been thinking about this the wrong way... What if we just mined the NS leads better, different, and focused on building something to serve their needs? All of these people have raised their hands that they are at least interested in a career in real estate.

When I stopped thinking of them as “bad leads” and started thinking of them as humans with a dream they just were to scared to go after yet, it changed my perspective and allowed me to really dig into how I could best serve them, which in turn helped me reach my goals.

Additionally, I stopped looking at it as if we had a database with all these bad leads. Instead, I saw the opportunity of what could be if we grew that database of 1,000 people to 10,000 or 50,000 people who were “interested in real estate.” The possibilities and opportunities were huge!

One-on-one coaching, group coaching, offering a course, offering a challenge, offering discounts to licensing courses, etc.

From those conversations and thoughts, I now give you a simple playbook on how you can build a recruiting database that helps you create a life by design. Go build wealth while you change lives.

# Play #1: Put Your Leads Into A CRM System

The first step everyone should take is to move your recruiting leads from PSM that are emailed to you into a CRM of your choice. We recommend Command as an incredibly powerful option. However, the CRM you will actually use is always the best choice. We recommend you tag your leads in the following way:

- EX - These are your licensed agent leads, generally between 3-7% of your total leads
- IS - These are your in school leads, generally between 5-10% of your total leads
- NS - These are your not in school leads, generally 70-80% of your total leads

You can either set up Zapier connections to pull leads from your email into your CRM or you can simply add these leads manually on a weekly basis. Either way, you want to be monitoring this list. I recommend you set a goal of adding 50-100 recruiting contacts a month, which is absolutely possible!

If you added 100 people a month for 12 months, you'd have 1,200 recruiting leads in your database, do that for 5 years and you have 6,000 recruiting leads! That alone, could produce incredible opportunities if you are willing to think outside the box on how best to serve these people.

Once these people are in your CRM, you should communicate with them at least monthly. It's important to keep your list warmed up. Don't worry so much about people opting out, focus more on providing value each time you communicate with your list.



## Play #2: Discount Code / Personal Support Emails

The simplest way to get started mining your NIS leads is by offering them discount codes for pre-licensing. If you are leveraging the online real estate schools that we support through our platform then you should be getting emails or other correspondence from them on a semi regular basis as they tend to offer real estate pre-licensing discounts as incentives to get people off the fence and into classes.

This can be a great strategy for you to leverage and you should see an uptick in your affiliate sales when you send out these to your list.

Below is a simple template for you to take, make your own and use with your list:



“Hey, I just got an email from REAL ESTATE SCHOOL that they are offering a X discount for anyone who signs up for pre-licensing classes to get your real estate license before DATE WHEN OFFER ENDS. I know you were interested in real estate so I wanted to make sure you didn’t miss this opportunity.

Let me know if you have any questions, always happy to help you go after your goals!”

Additionally, remember that these people raised their hands because they are interested in a career in real estate. That doesn’t mean they are ready today, but they might be ready next month or the month after or six months from now. One of the most effective ways to find the motivated is to directly ask them who’s ready to get started while adding in some scarcity and exclusivity to create action.

Here’s an example of what that email could look like:



“Hey, I just freed up some time this month to help 10 people take the next steps to launch a real estate career, answer any of their burning questions they have and show them a path to earn six figures or more. I only have 10 spots so it’s first come first serve. If you are ready, shoot me back and email asap and I’ll hold a spot for you.”

## Play #3: Ask To Join Facebook Community

People want to be a part of something. We are wired as humans to crave community, especially when we are doing something new for the first time. Knowing others are in our shoes or have walked our path gives us an incredible amount of confidence.

One of the greatest ways for you to start to build a thriving recruiting database is for you to ask your list to join a Facebook community focused on getting their real estate license. Most importantly, you own this group giving you control.

There are so many benefits of building a community, but here's some of the main ones:

- Allows you to communicate one-to-many on a regular basis.
- Creates a sense of community where people can engage feel like they're a part of something.
- As your community grows, engagement should grow with it, and those in the group will begin to encourage, ask questions, seek advice from each other who are on the same journey.
- You own the community and get to reap the benefits in the future.
- Gives you a platform to make offers and promote ways to help them reach their goals.
- It's incredibly scalable. You could have a group with 10 people or with 10,000 people in it.

I recommend you name it something relevant to starting a real estate career, maybe something like "Real Estate Career Jumpstart." Bottom line, you get to decide the name, but I would make sure it's clear what the group is about as this may help your group be found by others and continue to grow over time.

After you create the group, start asking your list to come join in the community of others who are on the path to real estate freedom.



## Play #4: Free Training

Remember, these people have an interest in starting a career in real estate. We all know, the first thing on their mind is real estate licensing however that is not the most important step to their success. It's what they do AFTER they get their license that will determine if they will make it or not.

What if you put together a course, a monthly program or even just simply a training to help them on their journey?

I would start with a simple free one hour zoom training. Something like "How to Launch A Real Estate Career and Earn Six Figures In 12 Months or Less."

The training would consist of the following:

- Start with 201+ people in a database on day 1. Start by adding them all to a quarterly call plan.
- Host a real estate launch party within the first 60 days of getting in, use local vendors to save on costs and set a goal of having at least 40 people at the event with 2-5 referrals.
  - Hold a second event before the end of your first 12 months as your second official database event.
- Hold 2 open houses every weekend.
  - Ask those who walk in to sign in on an iPad.
  - Ask those who walk in, "Typically people coming into my open houses are either looking to buy a home or sell their current home. Which one are you?"
- Have at least 10 real estate conversations a day.
- Add 20 new people a week to your database.
- These are just a few ideas that we know is proven to work from KW trainings!

If someone followed the above steps for example, in 12 months they would have a real estate database with over 1,000 people in it (20 new contacts a week X 50 weeks = 1,000 + 201 contacts we started with). They would also have held over 100 open houses and had 2,500 real estate related conversations.

Now the purpose of this training would be to create excitement around the opportunity and show them a blueprint to create success. Your free training doesn't have to be this exactly, however it should be something that is relevant to what these people want... A thriving real estate career that helps them reach their financial and personal goals.

I would ask for feedback from those who attend and always make sure to have a strong call to action for them to take the next step and get signed up for classes.

Additionally, you can always teach from the "Six Steps to Six Figures" ebook we wrote or leverage KW training materials.

## Play #5: Coaching, Courses or Monthly Program

There is always money to be made in taking complexities and turning them into simplicities.

This is also true in what we help people do. Navigate starting a successful real estate career. As you build your list bigger overtime and you master the skillset of adding value to these people, here is going to be an opportunity to serve them at a higher level. That could look like you providing one-on-one coaching, paid online course trainings or a monthly group coaching program. All of these offerings would give you the ability to charge for your time and expertise in a way that best serves you and your list.

Look at our Profit Share Mastery Programs as examples.

- We have a free profit share challenge designed for anyone who has never started building their downlines.
- We have a paid online course called Profit Share Masterclass designed for those who want to master the skillset of building their downlines and profit share.
- We have our Profit Share Mastery Recruiting Websites which are a paid monthly subscription for those who want to leverage the #1 recruiting tool in KW to predictably scale your downline with leverage.

We started with a course, then added in the monthly subscription websites then lastly layered in the free profit share challenge. All of these allow us to best serve those on our list who want to build their profit share.

In the same way, you could (and I believe should) look at how you can move your list to the next level of value that you can provide for them. Here's an example of what that could look like.

