leadPops VM & Text Message Script

Your voicemail message gives you another opportunity to convert leads.

Simply referencing an easy domain name with a strong call- to-action that takes callers to a website or landing page designed for lead conversion can bring in additional business.

Telling people to "Apply Online" and directing them to a loan application is not a good call-to-action or lead generation strategy.

Instead of the generic, "I'm not here right now. Please leave a message and I'll call you back," give people *immediate* service, and provide direction to move things forward.

You don't want to leave potential clients sitting around and waiting for a call back (that's IF they even leave a message and let you know how to get back to them), or worse, hanging up and calling another loan officer.

People want immediate gratification. They have countless options when shopping for a mortgage, so if they don't get a hold of you, they're likely to move on to the next person on their list, or business card they have from a real estate agent that gave them 2 or 3 referrals.

Use this script to change your voicemail and get more potential clients in contact with you when you can't help with them right then and there:

"Hi and thanks for calling _____ with (Company Name)."

"I'm currently helping another client with their home purchase, but for IMMEDIATE service, go to —"

"(WWW.YOUR-DOMAIN-NAME.COM)"

"There, you can get a FREE mortgage pre-approval, 24/7!"

"It only takes about 60 seconds to start the process, and I'll follow-up fast to let you know exactly what you qualify for."

"Again, that's —."

"(WWW.YOUR-DOMAIN-NAME.COM)"

"For any other questions, please leave a message, and I'll get back to you as soon as I can. Thanks, and I look forward to speaking with you soon."

The goal is to use your voicemail as a tool to grow your leads and referrals by offering an option for immediate service, not just a message promising to call people back.

Like your email signature, optimizing your voicemail is a simple, one-time fix that only takes a few minutes to setup, it's free, and it works.

Text Message Script if /when you can't talk to somebody:

You may get a text or miss a call, and not have the ability to follow up/call the prospect back immediately, yet you still want them to feel like you're taking care of them, and that they don't have to "look elsewhere" because of your inability to help them right then and there.

Getting answers to the initial questions collected by your pre-approval Funnel before you even make the call is also helpful in terms of gauging and qualifying prospects.

Copy and paste the URL to your pre-approval Funnel into the Google URL shortener tool -- https://goo.gl -- and then insert that shortened URL into your text message below --

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Hi _____, this is _____
with (Company Name).

Use my free 60-second
pre-approval tool and I'll
get back to you ASAP =>

(Insert goo.gl Funnel URL here)

Keep in mind, you get 160 characters before it gets broken up into 2 texts… that sample above is 151 characters, so you have some wiggle room.

Feel free to customize the message, but don't exceed 160 characters. For a handy online character counter, Click Here