

LEAD RESUSCITATION

Ninja Tips, Tricks and Scripts
You Can Use to Convert Old
"DEAD" Leads!





Hey William Ripley here,

First I want to thank you for joining our Academy. I know time is the only commodity in life we NEVER get back, so THANK YOU for investing your time being on the webinar and giving me the privilege to teach you all that I know about generating seller and buyer leads using email marketing.

As a BETA Tester for our Academy there is two things I need for you to do right now.

1. Register for the 1st Academy Class by [CLICKING HERE](#)
2. Read EVERY word on this page and do your first assignment (which is to send emails).

Can you agree to do the two things above? Perfect.

As promised, this is your first assignment.

These two email swipe files ([if you don't know what swipe file means, click here](#)) has been used by thousands of agents all across the nation to re-engage "dead leads" to resuscitate them back to life. This strategy alone has helped my students move millions in real estate all across the nation.

How Was Lead Resuscitation Created?

The funny thing is... I kinda discovered this strategy by *accident*. This strategy was created years and years ago when I just discovered how to generate and convert massive amount of seller and buyer leads to commission checks. The exact same strategy I covered in the webinar training.

One day I was sitting at my computer asking myself how I can generate more revenue to my real estate business. Keep in mind this was before I figured out the rest of the systems I cover in Inbox Real Estate Academy. I was doing *VERY* well because I had sooooo many leads. When you have tens of thousands of leads, you can make more mistakes because you can just work on the next *hot lead*.

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I'm a firm believer that EVERY business should self-reflect on how to generate more revenue. When I sat down at my computer I was convinced every business had only 3 ways to increase the bottom line.

1. Increase more sales
2. Cut expenses
3. Increase frequency of the sales

As I went deeper into my "How do I scale my business to the next level" Zen mode – I realized a HUGE mistake I was doing... *this* is when the Lead Resuscitation strategy was born.

What *IS* The Lead Resuscitation Strategy?

The Lead Resuscitation Strategy is very simple...

It's a strategy to resuscitate your old leads. You simply send these two VERY simple emails and like magic, you'll start getting responses.

DO NOT let the *simplicity* fool you. I've tested countless emails and spent thousands of hours [split testing](#) – ONLY to come to a conclusion that... SIMPLE is Best. This FREE gift and FB Real Estate Academy was built on that principal of simplicity.



"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains." – Steve Jobs

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How Do I Use These 2 Magical Emails?

Please do not complicate things and “change things up”. Just take the email swipe file and follow the simple instructions below on the next page.

Here’s The 4 Step Process to Lead Resuscitation:

1. Gather all of the emails from you old list
2. Send Email #1 via Blind Carbon Copy (BCC) email.
 - a. If you have your leads in an email marketing software (ie. Aweber, Mailchimp, Top Producer, Sales Force, etc) you can use those as well.
3. Wait for responses
4. Reply back to the responses you get.

Really it’s that simple.

IMPORTANT NOTES:

- DO NOT send out both of the emails at the same time or day. Try to send them out with at least 7 to 10 days in between.
- ADD this Lead Resuscitation Strategy to your quarterly marketing campaign. This will allow you to re-engage your email list and remove leads that would have never converted anyways.
- For Gmail owners, use the “canned response” to mass reply to your leads that reply back.
 - Canned Responses = Loading up “common email” responses so you do not have to type every reply. [Click Here On How to Set It Up](#)

One last IMPORTANT thing I want you to do. After you send out those emails, you’ll start to get responses from the old leads, please email me at support@reinboxacademy.com with your feedback and success stories. The success stories are what really matters to me, so please email me back.

To Your Success,

William

William Ripley

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LEAD RESUSCITATION EMAIL SWIPE FILE #1

subject: HEY

Just curious are you still interested in (whatever they requested)?

Please hit reply & let me know either way.

Thanks,

SIGNATURE

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LEAD RESUSCITATION EMAIL SWIPE FILE #2

SUBJECT: Taking You Off The List?

Hi, just checking in... I realize I've been sending you emails for a while and we've never really talked, etc.

And I don't want to be seen as one of these "spammers" who are sending stuff you're not interested in.

So, would you like me to take you off our email list?

Or are you ok with getting our updates until you decide you need our services?

Just let me know either way...

Thanks,

SIGNATURE

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