

# 07 SERHANT SECRETS TO *Generate Leads*

YOUR JOB IS NOT TO BE A SALESPERSON—IT IS  
TO GENERATE LEADS. THAT IS YOUR ONLY JOB.

SELL IT LIKE  
**SERHANT**  
THE COURSE

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## Let's Get Back To Basics

### 01 KNOW YOUR SPHERE OF INFLUENCE

What do you like to do?  
What do the people you want as clients to like to do?

- Do those things. Find people with things in common and connect with them.
- The more people you can relate with, the more people you will make clients.

Everyone you meet is a potential client. To turn that potential to a real client is as easy as finding something you both relate too. I say it all the time, and I'll say it again—People hate being sold, but they love shopping with friends.

### 02 EMAIL ONCE PER MONTH

There is ALWAYS a reason to reach out. Even if it is not apparent. This is similar to cold emails. Email about an event going on in the area, a new listing that just hit the market (even if it has nothing to do with their search, maybe it has an insane pool that you think they would think is awesome). ANY reason to reach out that adds some type of value is a reason to email.

### 03 CREATE A CLIENT DINNER ONCE PER MONTH

This does not have to be expensive. For example, a small group of brokers I know form a monthly dinner and take turns hosting at their house. Everyone brings food and has the chance to invite their clients. This is a great way to network for everyone. Or you can partner with a small, local restaurant and bring new clients there monthly (win/win for both businesses).

No matter what, it is a REASON to be in the forefront of your clients' (new and old) mind.



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## 04 CREATE A CLIENT EVENT ONCE PER MONTH

This can be as simple as a happy hour or elaborate as a catered dinner you host. Or, you could find events the neighborhood is already hosting and invite clients to that event. People love events, and it will keep them talking about you. If they are thinking or talking about you, then you already will be their GO-TO person for all things real estate.

## 05 CALL, TEXT, DM CLIENTS

Yes, email as well. BUT don't be afraid to pick up the phone and TALK. This is so important and goes such a long way. It's a work day? Text them! At the end of the day, we are all in the same world and evolving with technology. Not everyone checks emails, answers calls, or listens to voicemail. I almost feel embarrassed by making this a step—but more and more people ask me if it is OK to text clients. YES. It is OK. If they are always on Instagram, then DM them. You want to communicate the way they LIKE to communicate. Understand their behaviors and adapt.

## 06 GO DOOR KNOCKING

What is the worst that can happen? They close the door? Are you too nervous to say 'hi' to someone standing in line next to you? You shouldn't be. Why not just go a little out of your way and make yourself KNOWN. If you get one sale this way and 89 rejections, it is still worth it.

## 07 COLD CALLING = COLD MESSAGING

Everyone hates cold calling. Trust me—no one likes it initially. Good thing DMing or sending a message on LinkedIn has become the new NORMAL. And the beauty of this is once they actually see your message—they can see your PROFILE (which should lay out exactly HOW you want to PROMOTE yourself). I bet if you ask anyone, they will respond to a DM / or message through social media with a positive response before they answer to a cold call. Use the resources you use every day for BUSINESS.



# 07 SERHANT

## SECRETS TO *Generate Leads*

### *Always Remember*

Your **MINDSET** is the most important aspect to your business - to the life you want to build. The glass is never half empty or half full. It's just waiting for water. Every day you need to actively find new ways to **FILL YOUR GLASS.**

You should be **STRUCTURING** your day by going back to basics. This needs to become a part of your daily routine. The more leads you generate, the more balls you have in the air, and the more volume you have. The more balls you have, the more you will get. Some may fall, but you will never stop getting more because your **ROUTINE** will not allow it.

**SOCIAL MEDIA** has become your own personal **EXPOSURE.** Not only are social promotion ads cheaper than Google, but you can **TARGET** certain demographics. You can post stories and add a call to action. You have the ability to run ads against other properties. And the beauty is you don't have to spend any money if you don't want to. Use the thing you have in your hand at every minute of the day to **PROMOTE YOURSELF.**

My course, Sell It Like Serhant, expands on all of this. It contains my entire sales system I used to become the #1 real estate agent in New York City and #3 in the United States. The course will help you learn, develop, and master my exact blueprint.

Go to **RYANSERHANT.COM/JOIN** to join the THOUSANDS of agents in 32 countries who have become part of the global Sell It Like Serhant movement.

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