

Dead Lead Reactivation Scripts

7 Proven Scripts to Wake Up Your Database

Combining the best of:

NEPQ (Jeremy Miner) + Value-First (Alex Hormozi) + Reverse Selling (Brandon Mulrenin)

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Why These Scripts Work

Most agents blast their old leads with desperate messages like:

- "Just checking in!"
- "Still looking to buy/sell?"
- "I have a great listing for you!"

These get ignored because they're seller-focused and predictable.

The scripts below use three psychological principles:

1. NEPQ (Miner): Ask questions that make THEM realize their own need
 2. Value-First (Hormozi): Lead with something genuinely useful
 3. Reverse Selling (Mulrenin): Take away the sale to create desire
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Script #1: The Database Cleanup

Methodology: Brandon Mulrenin's Reverse Selling

Psychology: People fear loss more than they desire gain. By suggesting you're removing them, you trigger loss aversion.

```
Hey {first_name}, I'm cleaning up my database and noticed  
we never connected after we first spoke.
```

```
Not sure if buying/selling is even on your radar anymore -  
totally fine if it's not.
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```
Should I keep you on my list or go ahead and close out your file?
```

Why it works:

- * Pattern interrupt (they expect you to CHASE, not remove)
 - * No pressure (disarms their defenses)
 - * Forces a response (they don't want to be "closed out")
 - * Qualifies them (serious people identify themselves)
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Script #2: The Curiosity Question

Methodology: Jeremy Miner's NEPQ

Psychology: Questions create engagement. This gets them talking about their situation without feeling sold to.

Hey {first_name}, random question for you -

When we talked a while back, you mentioned wanting to {buy/sell/move}. Just curious, has anything changed with that, or is it still something you're thinking about?

Why it works:

- * Opens with curiosity (non-threatening)
- * References past conversation (shows you remember)
- * Neutral question (not pushing for a yes)
- * "Still thinking about" acknowledges life happens

Script #3: The Valuable Intel

Methodology: Alex Hormozi's Value-First

Psychology: Lead with something genuinely useful. No ask, just value. Builds reciprocity and positions you as expert.

Hey {first_name}, thought of you -

Just saw {neighborhood} home values jumped 12% this quarter.

A few homes near {their area} sold above asking in under a week.

Not sure if that changes anything for you, but figured you'd want to know.

Why it works:

- * Specific data (not vague "market is hot")
- * Personalized to their area (shows you did homework)
- * No ask (pure value, no pressure)
- * "Not sure if that changes anything" is Mulrenin's takeaway

Script #4: The Honest Question

Methodology: Jeremy Miner's Problem-Awareness

Psychology: Gets them to verbalize what's stopping them - saying it out loud often makes them realize it's not a real blocker.

Hey {first_name}, honest question -

When we first connected, you seemed pretty interested in {buying/selling}. What ended up happening with that?

No pressure either way, just curious.

Why it works:

- * "Honest question" signals authenticity
- * Asks what happened (not "are you still interested")
- * "No pressure" disarms (Mulrenin technique)
- * They often talk themselves back into it

Script #5: The "Found Something" Tease

Methodology: Hormozi Value + Mulrenin Takeaway

Psychology: Specificity creates curiosity. The takeaway prevents it from feeling salesy.

Hey {first_name}, this might be a long shot, but...

I came across a {property type} in {area} that reminded me of what you were looking for. {One detail - big backyard, under \$X, quiet street}.

Probably not what you're looking for anymore, but figured I'd mention it just in case.

Why it works:

- * "Long shot" and "probably not" = reverse selling
- * Specific detail proves you remember their criteria
- * Creates FOMO (what if it IS perfect?)
- * Low pressure response

Script #6: The Permission Close

Methodology: All Three Combined

Psychology: For warmer leads. Combines Miner's commitment questions, Hormozi's specificity, and Mulrenin's takeaway.

Hey {first_name}, I know we've been talking on and off for a while.

I don't want to keep bothering you if the timing isn't right.

At the same time, I don't want you to miss out if it is.

Real quick - on a scale of 1-10, how serious are you about {buying/selling} in the next 6 months?

Why it works:

- * Acknowledges the long timeline (validates them)
- * "Don't want to bother you" = permission to leave (Mulrenin)
- * "Don't want you to miss out" = subtle FOMO (Hormozi)
- * Scale question = commitment question (Miner)

Follow-up based on their number:

1-3: "Got it, I'll check back in a few months."

4-6: "What would need to happen to move that to a 7 or 8?"

7-10: "Love it. What's been stopping us from getting started?"

Script #7: The Straight Shooter

Methodology: Brandon Mulrenin's Radical Honesty

Psychology: Brutal honesty is the ultimate pattern interrupt. Works when you've followed up multiple times with no response.

Hey {first_name}, I'm just gonna be real with you.

I've reached out a few times and haven't heard back.

Totally fine if you're not interested - I'd rather know so I'm not bugging you.

Are you still thinking about {buying/selling}, or should I stop reaching out?

Why it works:

- * Radical honesty (unexpected from a salesperson)
- * Gives them permission to say no (reduces pressure)
- * Binary choice forces a decision
- * Respectful of their time

The Follow-Up Framework

No matter which script gets a response, use this NEPQ sequence:

Step 1: Acknowledge + Question

"That makes sense. What's been the main thing holding you back?"

Step 2: Go Deeper

"And what happens if that doesn't change in 6-12 months?"

Step 3: Solution Awareness

"If we could solve {their problem}, would that change things?"

Step 4: Soft Close

"Want to hop on a quick call and see if it makes sense?"

Quick Reference Card

Script	Best For	Opening Line
#1	Cold/old leads	"I'm cleaning up my database..."
#2	Anyone	"Has anything changed with..."
#3	Warm leads	"Just saw {market data}..."
#4	Engaged then quiet	"What ended up happening..."
#5	Specific criteria	"Came across something..."
#6	Warm, ready to close	"Scale of 1-10..."
#7	Multiple no-responses	"I'm just gonna be real..."

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Our AI can send these scripts to your entire database,
handle all the responses, qualify the leads,
and book appointments on your calendar -
all while you focus on closings.

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