

# 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.
```

```
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
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## 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
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## 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?"

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## 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..."

## **Want to Automate This?**

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.

**Reply "AUTOMATE" to learn more**

PRESTYJ - AI-Powered Lead Response & Recovery