



10 STEPS FOR MARKETING AND PROSPECTING LEADS

Day 1

1. Send intro email
2. Make intro call
3. If you don't connect, send intro text
4. Send intro video message through email or text message
5. Make another intro call

Day 3

1. Follow-up call
2. Search for lead on Facebook or Instagram and send message
3. Send Day 2 text message

Day 6

1. Follow-up call
2. Send Day 3 video message through email or text

Day 9

1. Follow-up call
2. Send Day 4 email

Day 12

1. Follow-up call
2. Send Day 5 text

Day 15

1. Follow-up call
2. Send Day 6 video message through email or text

Day 20

1. Follow-up call
2. Send Day 7 email

Day 30

1. Follow-up call
2. Send Day 8 text message
3. Search other social media platforms, like send Day 8 social media message

Day 45

1. Follow-up call
2. Send Day 9 email

Day 60

1. Follow-up call
2. Send Day 10 email
3. If contact still isn't made, move into dead email or email campaign

