

Goals Within Your First 10-21 Days of Signup

...continued once you've completed checklist items 6-10

- ☐ **11.** Review our “**Lead Follow Up Protocol**” and “**Lead Follow Up Script**” to get some best practices on following up with new leads you’ll be generating.
- ☐ **12.** **Update your VM message with a call-to-action (CTA)** to promote your website, and start utilizing text messaging as another way to drive new people to your Funnels.
- ☐ **13.** **Update your email signature with a call-to-action (CTA)** to promote your website, with a CTA button to drive people into your Pre-Approval Funnel.
- ☐ **14.** Home Search Leads—hook up your website’s “*Home Search Funnel*” to a preferred Realtor partner’s website/home search.
Email Us a link to the website of one of your partner agents and we’ll set it up for you.
- ☐ **15.** Send the **New Website Launch Announcement** email blast, ideally within 2-3 weeks of launching/going live. You can use your CRM to send this out.