

# 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. Insurance Leads—offer a “Featured Spot” to an insurance partner you can promote on your website. We will hook them up to your leadPops “Home Insurance Funnel,” which is already built into your website  
An insurance agent will happily pay you \$50-\$100/month (or more) for featuring them on your website and sending them all of your home insurance leads.  
Implementing this strategy will not only help your clients and insurance partner, it can basically pay for your leadPops account (and then some).  
**Email Us** your insurance partner’s website or LinkedIn profile and we’ll set this up for you.
- ☐ 16. Poor Credit Leads—if you need help better managing and monetizing your poor credit leads, **Email Us** and we’ll make an introduction to a trusted credit repair partner.
- ☐ 17. Send the **New Website Launch Announcement** email blast, ideally within 2-3 weeks of launching/going live.