

## Referral Request (Real Estate)

### Description

Use this sequence to welcome new customers, educate them on your service, offer support, build up your arsenal of testimonials, and ask for referrals

### Goal/Objective

To encourage new customers to fill out a customer survey, submit a testimonial, and give referrals

### Step 1 (Delayed 0 Days): Welcome to the Family

Dear First Name,

Welcome to the ABC Real Estate family! We appreciate your business and want you to know that we are here for one reason...to serve you. **1**

We like to keep the communication lines with our clients open - that way we can provide the best possible service at all times. We'll always be here to answer questions or address concerns. We will also send an occasional email to ask for your feedback. We have found that the more opinions we can gather, the more we can improve our services. **2**

If you have any questions, please give us a call at (555) 234-5678 or email us at [info@abcproperties.com](mailto:info@abcproperties.com). Again, welcome to the ABC family! **3**

Sincerely,  
ABC Real Estate

## Writing Tips

1. Thank the customer for their purchase
2. Set expectations for the relationship
3. Tell them how to get in touch you

## Step 2 (Delayed 1 Day): Product/Service Education

Dear First Name,

We hope you are finding ABC's all-in-one real estate management services to be very useful. Before long, you'll be in the full swing of managing multiple properties effortlessly. **1**

Sometimes, we see that our clients get overwhelmed with everything that is involved with managing a property. Don't worry, that's why we're here. If we could give you one piece of advice, it would be this: Trust us! Little by little, you'll discover that our services will take care of everything for you, so that you can enjoy other things. **2**

So be sure to let us know if there's anything you need from us. As you become more familiar with the service, you'll be able to customize the services to fit your situation. You'll be able to add/delete services such as landscaping and cleaning, as an example. **3**

And if you ever run into one of those "head-scratcher" moments where you don't quite know what to do, you have a few options. Visit our helpcenter at [help.abcproperties.com](http://help.abcproperties.com). You'll find a bunch of videos, articles, and other resources with answers to your questions. If you still need help, you can always call us directly at 1-800-HELP-ABC. Best of luck! **4**

Sincerely,  
ABC Real Estate

## Writing Tips

1. Let the customer know that you care about their satisfaction/ success
2. Reassure the customer that your service is the answer (re-sell them)
3. Encourage the customer to use the service
4. Tell the customer how to get help or extra education

### Step 3 (Delayed 3 Days): How Was the Experience?

Dear First Name,

We sure appreciate your business...and we hope you're loving the results that come with a complete real estate management service. **1**

Our goal is your success. If you're not experiencing amazing results from our service, we want to know! (We also want to know if you are spending less time managing properties and more time on the golf course or Mexican Riviera cruises). **2** You see, when you join the ABC family, we take care of you. We are always looking for ways to improve our services to make our clients even more successful. **3**

With that in mind, we'd like to know how things are going. We've created a simple, 5 minute survey about your ABC experience. This will help us identify ways we can serve you and future clients even better. Please take a few minutes to fill out this survey. Simply [click here](#) to begin. **4**

And because you'll be helping us out, we want to return the favor. If you take this easy survey in the next 5 days, we'll send you a couple of free movie tickets. That's right, you'll be able to spend a little of that new found free time doing something fun - on us! **5** To take your survey and get your free movie tickets, just click on this link. If you have any issues you can also feel free to call us at (555)234-5678. Can't wait to hear from you! **6**

Sincerely,  
ABC Real Estate

## Writing Tips

- 1.** Let the customer know that you appreciate their business
- 2.** Let the customer know you want their success
- 3.** Show customer that you are always trying to improve
- 4.** Ask the customer to take a brief survey about their experience
- 5.** Offer something in exchange for the survey (e.g. coupon, free stuff, etc.)
- 6.** Ask for the response, and include clear instructions for how to respond.

## Step 4 (Delayed 7 Days): Survey Follow-Up

Dear First Name,

A few days ago we sent you a link to complete a survey. This survey may seem of little importance to you...but it means everything to us! **1**

We use the feedback we get from valued clients to improve our processes, offer complementary products, and make the entire customer experience better. **2**

We'd really like to know how things are going for you. We've created a simple, 5 minute survey about your ABC experience. This will help us identify ways we can serve you and future clients even better. Please take a few minutes to fill out this survey. Simply click here to begin. **3**

And remember, if you take this easy survey before tomorrow, we'll send you a couple of free movie tickets. Doesn't that sound like a win-win to you? **4** To take your survey and get your free movie tickets, just click on this link. If you have any issues you can also feel free to call us at (555)234-5678. Can't wait to hear from you! **5**

Sincerely,  
ABC Real Estate

## Writing Tips

- 1.** Remind customer of survey
- 2.** Tell the customer why the survey is important
- 3.** Ask the customer to take a brief survey about their experience
- 4.** Offer something in exchange for the survey (e.g. coupon, free stuff, etc.)
- 5.** Ask for the response, and include clear instructions for how to respond.

## Step 5 (Delayed 21 Days): Referral Request

Dear First Name,

So how is everything? Hopefully you are seeing lots of benefits from your new real estate management services. We just wanted to check in and see if you had any questions or concerns. **1** If you have any questions, feel free to give us a call at (555) 345-6789. You can also reply to this email and we'll get you the help that you need. **2**

As you see the power of ABC property management, we're sure you'll want to help spread the word. You probably have colleagues that could use this same type of all-in-one service, but may not know where to go. **3**

We want to recruit you to help us tell the world about ABC Real Estate Solutions. And we're not expecting you to work for free, either! **4** If you refer a friend to us who ends up purchasing, we'll give you \$250! And just to make sure you are the one who is seen as the hero, we'll give your friend \$250, too. Everyone wins! **5**

To refer a friend, simply click on this link to fill out a brief web form. If you have any questions, just let us know! Thanks for being an important part of the ABC family! **6**

Sincerely,  
ABC Real Estate

## Writing Tips

- 1.** Find out if everything is going well
- 2.** Clarify how the client can get help
- 3.** Remind the client of the great deal they're getting
- 4.** Ask for the referral
- 5.** Give incentives for referring friends
- 6.** Show them how to give a referral

## Webinar Follow-Up, Attempt To Convert (Coaching)

### Description

This is a sequence of follow-up to send after someone has participated in an event or demonstration of your product or service. In the follow-up, we will identify pains or opportunities that are important to the reader.

### Goal/Objective

Get the prospect to purchase the product or service.

### Step 1 (Immediate): Get Feedback

Dear First Name,

Thank you so much for attending our recent webinar. At ABC Family Health Consulting, we are dedicated to serving our clients, and we're always looking to improve our processes. **1**

We'd like to know if the webinar was helpful. Will you please hit 'Reply' on this email and let me know what you thought? What tip did you find most helpful? Do you have any follow-up questions for me? Or if you'd like, you can simply fill out a survey here. **2**

Please feel free to give us a call at 555-5678 or email us at [info@abchealthconsulting.com](mailto:info@abchealthconsulting.com). Best of luck! **3**

**4**  
Sincerely,  
ABC Family Health Consulting

## Writing Tips

- 1.** Remind the reader of the Email Series
- 2.** Ask the reader what she thought of your email series. The goal is to get specific feedback from readers. You can use positive feedback as testimonials to promote your email series, or as a way to engage in a sales dialog.
- 3.** Give them a way to get in touch with you
- 4.** Skip this step if you do not want individual replies from readers.

## Step 2 (Delayed 1 Day): Remind Reader of Webinar

Dear First Name,

Thank you for attending our webinar last week. We had a great time and hope you did, too! We think that wellness parenting is more important than ever, and that's why we wanted to share a few thoughts with you. **1**

Many of us have given up trying to sort through the research, the ideas, and the parenting techniques that will make a difference in the health of our kids. Why? Not because we don't care about our kids...just the opposite! It seems like we spend more time sifting through the pile of data instead of actually spending time with our kids, and that's not acceptable. We choose to go on without making any changes at all, just so we can quality time with our family. **2** And truthfully, that's a good choice. But there has to be a way we can get practical, usable advice that will allow us to give our kids the attention they deserve and the healthy habits they need. There's got to be a better way. **3**

Chances are, you're among the thousands of parents owners who are searching for a better way to raise a healthy family. There is hope! Our 12 week coaching program is the perfect way to learn all you need to know to raise healthy kids, and still have time to help with homework, take a bike ride, or even go on a vacation. Our webinar series are just 2 hours a week, and they can be modified to fit your schedule. You already know the power of wellness parenting - you attended the webinar, after all. But now you can really dig in and start making a difference in your family's health. **4**

And since you already have a head start on the program, we would love to give you a discount on the coaching course. For a limited time, you can get the 12 week course for \$299 (normally \$399). You'll save \$100 -- and maybe you can use that extra cash to go to the zoo, a couple of movies, and maybe a ball game. **5**

To take advantage of this special offer, just click on this link and fill out the form. If you prefer, you can always give us a call at (555) 234-5678. We look forward to hearing from you! **6**

Sincerely,  
ABC Family Health Consulting

## Writing Tips

1. Thanks for attending our webinar
2. Connect the event to a pain or struggle.
3. Make the pain or missed opportunity as real as possible for the reader.
4. Help the customer see how your solution has already helped them
5. Tell them about a special offer
6. Give them a way to contact you with feedback

### Step 3 (Delayed 3 Days): Re-introduce Offer

Dear First Name,

By now you've hopefully had a chance to put into practice some of the parenting tips we went over in the Family Wellness Webinar. **1** Many people who have experienced the benefits of the webinar have also taken us up on our special offer. **2**

This special offer includes access to our 12 week coaching series for \$100 off the regular cost! Because you so willingly participated in our webinar, we want to say thank you with this special deal. **3**

You may not think 12 week course can change your life. But in this seminar series, we'll go in depth into the things you need to really make your family healthy and happy. Just think of how a complete family wellness strategy (that you'll develop at our seminar) can affect your life! You'll have more energy, more time together, and more happiness as a family...all because you finally found the right way to learn critical parenting techniques. And for the same price you pay for a couple of trips to a fancy restaurant, you can have the family happiness you've always wanted. **4**

Here are some comments from folks (just like you) who experienced a difference in their families after completing the 12 week course: "I never thought we were an unhappy family, but I never realized how our wellness (or lack thereof) was holding us back. Our kids have more desire to do homework, they never have to stay home from school, and they love to do wholesome activities that challenge their bodies and minds. Within 2 weeks of using ABC's parenting methods, I was noticing amazing changes in my family. I'll never look back!" - Jamie T. Seattle. **5**

To sign up for the webinar series for the discounted price of \$299, simply click this link and fill out the order form. **6** But remember, this special offer is only available to folks like you who completed our Wellness Webinar, and it's only available for the next 2 weeks. Don't wait! **7**

So what do you say? How would you like to change the way your family works, plays, and lives? We look forward to hearing from you soon! **8**

Sincerely,  
ABC Family Health Consulting

## Writing Tips

1. Remind them of the Event
2. Connect the event with your special offer
3. Describe the benefits of your offer
4. Identify and overcome objections
5. Provide social proof of people who took you up on this offer, along with specific results they received.
6. How should someone respond, should they decide to (provide Automation Links, phone numbers, etc.)
7. Use deadlines, limited quantity or special bonuses to give your reader a reason to respond today.
7. Ask for response

## Step 4 (Delayed 10 Days): Offer Countdown

Dear First Name,

A couple of weeks ago you went through our Family Wellness Webinar and we told you about a special offer for a \$100 discount on our coaching program. We noticed you haven't had a chance to get in on the special deal yet, and we couldn't bear to let time run out without reminding you. **1**

Now, there could be plenty of reasons why you haven't taken us up on the offer yet. (Hopefully it's because you've been on a nice relaxing cruise somewhere!) You may think that the price is too high. I can understand that. But if you look at the value you get - you'll see that this is more than just paying for some "rah-rah" convention. You'll be changing the entire way your family lives! And when you think of it that way, you'll see that paying less than a few nice dinners out with friends would cost is well worth the price. Think of it as an investment in your family! **2**

The special offer is ending really soon - in 5 days, actually! After that, the price of the 12 week course will go back up to \$399.00. It's still a great deal, but think of what you could do with that extra \$100.00! (If you can't think of anything, we're sure your kids can) **3**

To get started, simply click on this link. You'll be directed to our shopping cart where you can complete the purchase. If you'd prefer, you could always give us a call at (555) 234-5678. **4**

It's time your family started living healthy and happy! This coaching series is just the thing to get you on track. **5**

Sincerely,  
ABC Family Health Consulting

## Writing Tips

1. Let the prospect know that you've noticed their lack of action. Take the approach that you don't want them to miss out (like a friend would do)
2. Let the prospect know that you understand why they may not have purchased yet, and answer those objections
3. Remind the prospect of the offer and its looming deadline
4. Eliminate barriers of communication and give a clear call to action
5. Close your email with a call to action/ response

## Step 5 (Delayed 13 Days): Final Notice

Dear First Name,

Just wanted to remind you one more time about our 12 week coaching series special. There are only 2 days left to get in on the buy one get one free offer. After that, a ticket will go back up to \$299.00 It will still be a great deal, but we thought you'd appreciate a little extra spending money! **1**

All you need to do to get set up is click on this link. You'll be directed to our shopping cart where you can complete the purchase. If you'd prefer, you could always give us a call at (555) 234-5678 or email us at info@abchealthconsulting.com. **2**

Remember that if you are not completely satisfied with your coaching experience, you can receive a full refund. **3**

Contact us today to get in on this great deal! **4**

Sincerely,  
ABC Family Health Consulting

## Writing Tips

1. Let them know that this is their last chance to get in on the special offer.
2. Eliminate barriers of communication and give a clear call to action
3. Use a guarantee to help minimize the risk for those not responding to your offer.
4. Close your email with a call to action/ response