🧠 Lead Strategy Tips

Quick Wins for Getting the Most from Every Lead

🔄 1. Warming Up Aged Leads

- Use re-engagement texts like:
  "Hey [Name], just wanted to make sure you got your quote request in — I've got it here for [coverage amount] on [address]. Still a good time to connect?"
- Mention the benefit they requested to reconnect relevance
- Keep tone casual — not salesy

📞 2. Best Time to Call

- **Mornings (8:30–10:00 AM)** and **Evenings (5:30–7:30 PM)** often get better results
- Call 2x back-to-back ("Double Tap") before leaving a voicemail
- Follow with a short, respectful text

💬 3. Re-Engagement Text Templates

- *"Hey [Name], just following up — are you still needing coverage for your mortgage? Happy to send some options."*
- *"Wasn't sure if this was still on your radar, but I can hold your quote a little longer if that helps."*
- *"If timing's not great, just reply STOP and I'll close this out — totally understand either way."*

🧲 4. Ethical Lead Sourcing

- Use **compliance-approved vendors** only
- If generating your own, clearly disclose purpose and follow TCPA rules
- Never cold-call without opt-in
- Respect DNC list and opt-outs

🔁 5. Best Practices for Follow-Up

- Mix up communication: phone, text, and email
- Space outreach over 10–14 days
- Use CRM or spreadsheet to track each lead
- Don’t take it personally — consistency wins

✅ Bonus: Mindset Check

- You're not bothering people — you're helping
- Leads aren’t magic — they’re *opportunities to connect*
- Your follow-up = their future protection