

**HATCH COACHING**



***OF THE DAY***

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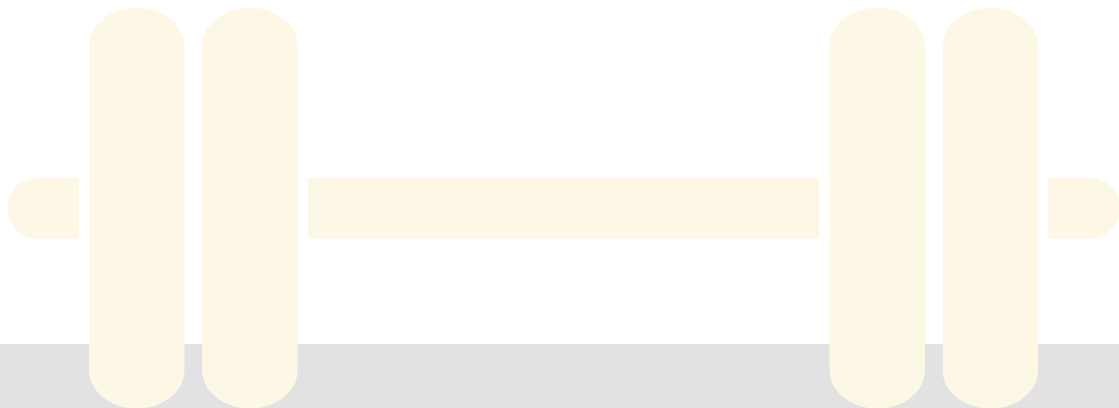


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# **A REALTOR WORKOUTS OF THE DAY**

## **How to set up a great RWOD:**

1. Have a specific time each day that you and your team members will be doing this lead gen activity. Have it scheduled.
2. Don't assume they know what to say and what to do. ROLE PLAY and practice before you do this!
3. When you're done, gather again to establish what you learned - what worked/what didn't - and what success people had.
4. A great RWOD has 3 elements: Who, What, & Why.



# 1. **START WITH THE WHO**

## Who are you going to contact?

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- College friends
- Past Clients
- Current close relationships
- Industry professionals
- Parent's friends
- Relatives
- Hobby buddies
- Local business owners
- Open house leads
- Church friends
- Kids' friends parents
- Spouse/significant other's friends
- Neighbors
- People you run into frequently
- Past co-workers
- Club/organization buddies
- High school friends
- Out of town friends
- Social media friends
- Business owners/staff of places you frequent
- Asking all these people for referrals
- Chamber of commerce events
- Chat Roulette
- Coffee shops
- Neighborhood farm
- Joining extra-curricular groups (service, sports, etc)
- Volunteering at an organization
- Online groups
- Service providers
- Referral groups
- Nudging spouse/significant other lead gen on your behalf
- SOI
- Farm
- Expireds
- FSBO
- Circle prospecting
- Online leads
- Old leads in your database
- Funnel leads
- ISA leads
- Open house
- Networking groups
- Friends
- Referrals
- Social media
- Past clients
- Investors
- Previous co-workers
- Neighbors
- Friends at the gym
- Church friends
- Renters
- Family
- Kid's friends' parents
- Business owners
- Dating apps
- Builders
- Lenders
- Insurance agents
- Title companies
- Probate attorneys
- Financial advisors
- Door knocking
- Accountants
- Extended stay management
- Niche
- Funeral homes
- Sports/clubs/volunteering

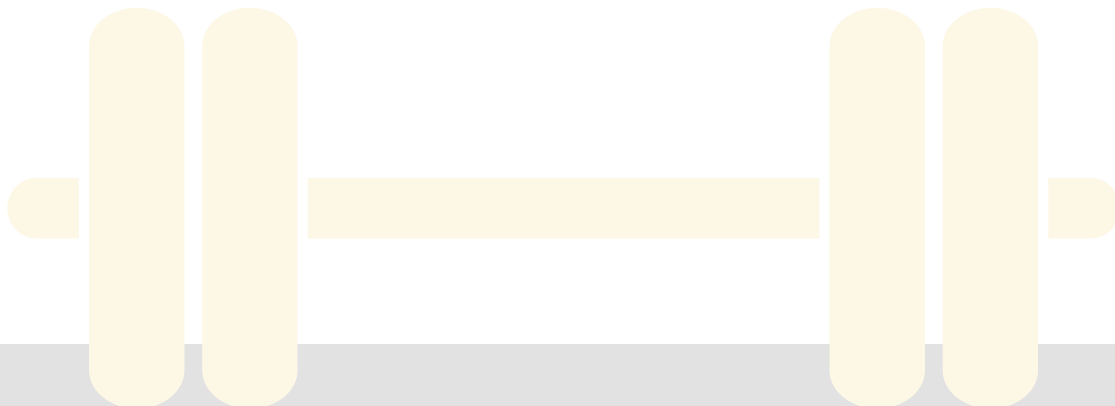
## 2. NEXT IS THE WHAT

### What way will you communicate?

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- Phone calls
- Texts
- Emails
- DM's
- Videos
- Handwritten Notes
- Face to face
- Social media posts
- Hosting an event
- Mailer/flyer
- Meet for coffee/dinner/lunch/happy hour
- Door knock
- Cold Call
- Situate at a coffee shop
- Leaving business card places
- Engage in other's social media
- Advertise in small towns
- Home buyer class
- Home seller class
- Involvement in a group
- Client event
- Branded products/gifts
- Pop by's
- Lean into your brand
- Door knocking
- Phone calls
- Texts
- Email
- DM
- Handwritten notes
- FB posts
- pop-by
- Going live on FB
- happy hour
- radio
- Comment on their social media
- Invite to events
- Billboards
- Take to lunch/dinner/happy hour/coffee
- Video texting
- Attend events
- Blogs
- Vlogs
- Retargeting
- Direct mail
- Automated plans
- AI interaction

\*Determine the amount of time you'll focus on this ONE thing.



# **3. KNOW THE WHY**

## **Why you are connecting with them?**

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- Ask for business
- Baby
- Graduation
- Congratulate them
- Engaged
- New job
- Birthday
- Celebrate significant other
- Death in the family
- Taking social media offline
- Reconnecting
- Catching up
- Learning something
- Teaching something
- Asking for advice
- Offering advice
- Supporting them/their business
- Giving value
- Invite to anything
- Celebrating commonalities or differences
- Laughing together
- Starting something
- Common interests
- Strategizing
- Say thanks
- Market update
- Ask for referrals
- Checking in on family
- Life events
- Invitations
- Connecting on hobbies
- Get to know them better
- Ask about their business
- Bring value. Ask how you can help.
- Follow up since they bought/sold
- Inquire about your marketing
- Birthdays/Anniversaries/Houseavers aries
- Shared experience
- Reminiscing
- Share the good you see/think
- Gifting
- Giveaways
- Community events

