



LEAD GENERATION SNIPPETS

CIG CORP

CHOOSE YOUR WEAPON: AK-47 OR RIFLE

There is no silver bullet to get leads. Clever Rifle shots or sweat equity through AK-47 are the choices

❑ The AK-47 or the Rifle

- AK-47 approaches massive cold calling, direct mail or door to door.
 - Blind hit rate is 0.1% to ½% or 1 to 5 in 1000. We will show you how to target to improve this hit rate.
- Rifle approaches focus more on sphere of influence and networking and indirectly finding people through gatekeepers. *It can be much more fun!*

❑ 2 steps: Collecting leads and communication with leads.

- Channel: phone, mail or in person.

❑ The process is similar with loans and real estate, with some variations

AK-47 • Loan Leads

*Telemarketing is more effective than direct mail.
Lead Vendors are tricky to deal with*

<i>Lead Type</i>	<i>Hit Rate</i>	<i>Cost</i>	<i>Tips</i>
Title Farm Lists	<1/100 for telemarketing, 1/5000 for direct mail	Free	<ul style="list-style-type: none"> - Do Not Call Registry - <i>A well targeted free List gets the same results as list vendors</i>
Haines and Company	Slightly better than Title	Near Free	Very helpful interface to target lists
List Vendors	Slightly better than Title	6 to 30 cents	<ul style="list-style-type: none"> - They scrub for Do Not Call Registry - Crossed with FICO...poorly - 10% wrong data/10% outdated data - Best lists have real FICO data; others have "modeled" FICO based on socioeconomic factors, not as good. - Credit agencies sell leads at 30 cents each, can cross these with title farms
Telemarketing Leads	4 to 7%	\$25 to \$85 Some are for 1 dollar	<ul style="list-style-type: none"> - The most effective - Make sure they use their own lists so they don't blame your for yours - guarantee leads, but execute poorly on the guarantee
Internet Leads	4 to 7? Don't use	\$10 to \$80, avg \$30	<ul style="list-style-type: none"> - Very Shady - Attract Quote Shoppers

RIFLE • Sphere of Influence

Push your own sphere of influence; find gatekeepers; join organizations. Works for Loans and Real Estate

<i>Sphere of Influence</i>	<i>Friends and Family</i> Accountants Lawyers Boy Scouts leader Tax Accountants Divorce Lawyer (loans) Insurance Agents Doctors Teachers Financial Planners
<i>Organizations</i>	Church Country Club Golf (play Golf as a single) PTA Rotary Club/Mason JCC Chamber of Commerce (Cultural or City) Business Clubs Le Tip Welcoming Committee Your day job if you have one