

# THE 90-DAY LEAD MACHINE

HOW TO FILL YOUR SALES PIPELINE

## **Build a Business That Attracts Clients**

You don't need to spend your mornings cold calling or door knocking to generate leads. You need systems. The 90-Day Lead Machine gives you a fully loaded, plug-and-play content + conversion plan to attract, nurture, and convert leads without ever picking up the phone to dial a stranger.

This is lead gen that matches current behavior. High-value, low-resistance, and actually scalable.

## **The Foundations of Passive Prospecting**

Before you start posting and sending, lay the groundwork for a lead machine that runs without burnout.

### **Your Passive Prospecting Toolkit:**

- CRM with automation (FollowUpBoss, Chime, KVCore)
- Lead Magnet (Guide, Quiz, Checklist, Market Report)
- Email Marketing Tool (Mailchimp, ActiveCampaign)
- Scheduling Tool (Calendly, Acuity)
- Content Templates (Canva, ChatGPT)

*If you don't have systems, you become the system. That's not sustainable.*

## Your First 30 Days: Launch Plan

This structure builds interest, captures leads, and keeps you top of mind.

Monthly Funnel Format (Repeat Every 4 Weeks):

Each week is structured with:

- 1 lead magnet drop (PDF, checklist, quiz)
- 1 educational video prompt
- 2 story poll ideas for DMs & engagement
- 1 email to your list (template included)
- 1 content CTA to book consults

*Share your guide or checklist on social, stories, and via email.*

Example: "Download the 2026 Buyer Prep Checklist; So you don't miss a step."

## 12-Week Lead Gen Calendar

Each week includes:

- 1 Lead Magnet or Value Post
- 1 Email Nurture
- 2 Social Media Stories (with poll hooks)
- 1 Short Video (Reel/TikTok)

Month 1 Theme: Visibility + Value

- Week 1: Free Home Value Guide
- Week 2: First-Time Buyer Checklist
- Week 3: What \$500K Buys in [Your City]
- Week 4: "Is Now a Good Time to Sell?" Poll Campaign

## 12-Week Lead Gen Calendar (Continued)

### Month 2 Theme: Authority + Attraction

- Week 5: Market Myths Debunked Email Series
- Week 6: Buyer Mistakes Reels
- Week 7: Seller Prep Story Sequence
- Week 8: Testimonials & Case Studies Week

### Month 3 Theme: Community + Conversion

- Week 9: Local Business Spotlight Reels
- Week 10: "Ask Me Anything" Story Poll Week
- Week 11: Real Estate Quiz Funnel
- Week 12: Limited-Time Offer / Urgency Week

## Plug-and-Play Prompts

### 12 Email Templates

*Use these as weekly nurture emails with a call to action (CTA) in every send.*

1. Subject: "What Buyers Are Asking Me This Week": Share a trending question & your answer. CTA: "Thinking about making a move? Let's chat."
2. Subject: "3 Things You Should Know Before You Buy": Quick tips with CTA to book a free consult.
3. Subject: "What \$500K Gets You Right Now in Las Vegas": Showcase options in a price range with CTA to get pre-approved.
4. Subject: "Why [Area] Is Still a Hot Market": Use local data or recent activity. CTA: "Want the full market report?"
5. Subject: "The #1 Reason Sellers Are Winning Right Now": Educate your database on seller advantages.
6. Subject: "3 Upgrades That Buyers Are Obsessed With": CTA to request your staging checklist.
7. Subject: "Behind the Scenes of a Recent Sale": Story-style email. CTA: "Want help creating a win like this?"
8. Subject: "Thinking About Buying in 2026?": A forward-looking planning email. CTA: "Let's map it out."

## 12 Email Templates Cont.

9. Subject: "Don't Let This Rate Drop Go to Waste": Urgency-focused. Include lender link or contact info.
10. Subject: "The Truth About FSBOs & Zillow Homes": Break myths. Offer a free buyer/seller strategy session.
11. Subject: "Your Custom Home Value Report" - Include link to request CMA or AVM.
12. Subject: "Why I Love Real Estate Right Now (Yes, Really)": Personal perspective email. CTA: "Who do you know that needs guidance?"

## 12 Social Story Scripts (With Poll Hooks)

1. "If I could find you your dream home under market value... Would you move sooner than planned?" (Poll: Yes / Maybe)
2. "Which one matters most to you when buying: Price or Location?" (Poll)
3. "Do you think your current home would sell for more than \$500K?" (Poll)
4. "Curious what homes sold for in your neighborhood last month?" (Sticker: DM me your ZIP)
5. "What's one feature your dream home HAS to have?" (Question Box)
6. "Would you live next to a school if the house was a deal?" (Poll)
7. "Thinking of selling in 2026?" (Poll: Yes / Maybe / Not yet)
8. "Ever wonder what you could sell your house for?" (Poll)
9. "Want to know the 3 things that make homes sell faster?" (Tease + next slide)
10. "If I built a checklist to prep your home for sale... would you want it?" (Poll: Yes!)
11. "Want to tour this home with me today?" (Tease walkthrough)
12. "I'm working on something special for buyers... Want early access?" (Poll)

## 12 Short-Form Video Ideas (Reels/TikTok)

1. "Here's what you don't see when buying a home..." : BTS of showings, inspections, or prep.
2. "Don't make this mistake when picking your agent." : Red flags with CTA to book consult.
3. "3 things that kill home deals in 2026 (and how to avoid them)" : Fast-paced value vid.
4. "If I was buying a home today, I'd do THIS first." : Pre-approval tip or market research.
5. "What \$500K gets you in Las Vegas right now" : Slideshow or tour.
6. "Here's why this house sold in 3 days..." : Deconstruct a quick sale.

## 12 Short-Form Video Ideas (Reels/Tiktok) Cont.

7. "Let's talk about what buyers are skipping (and regretting)": Inspections, appraisals, etc.
8. "You don't need to post 3x/day to win listings...": Showcase your system instead.
9. "You asked if the market's going to crash. Here's my answer.": Educate calmly.
10. "Home tours I wish more buyers would watch...": Share one and explain why.
11. "What happens after an offer is accepted?": Quick journey breakdown.
12. "If I could promise you 3 new leads a week, would you do this?": Hook for your funnel.

## You now have:

- 90 days of proven, scalable lead attraction
- Built-in nurture systems
- High-converting prompts
- A funnel that does the hard work