

THE ICONIC AGENT:

New & Pre-Construction Sales Master Class Training.

Week 3.2 Extended



House Rules:

- Shut Down Facebook & Social Media
- Get to a Silent Place With No Distractions
- Put Your Phone On Mute
- Grab A Pen And Pad To Take Notes



How These Sessions Work...

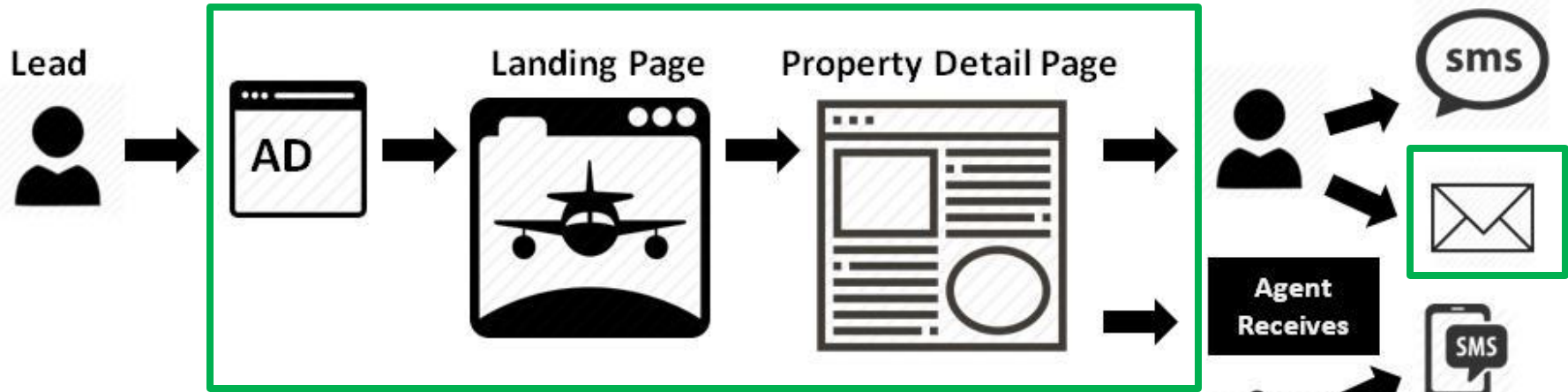
- Today's Master Class Training Will Be Training & Q/A (if time allows).
- Any questions should be emailed to support@theiconicagent.com or put in the chat
- All Questions Will Collected and Answered on Monday Thursday's Coaching Sessions. If you are unable to attend they will be recorded. So be sure to get questions sent in prior.



Recap of Last Training

1. We Setup Email Followup
2. Setup Lead Capture Engine
3. Setup Ads
4. Walked through what a running campaign looks like





The Process

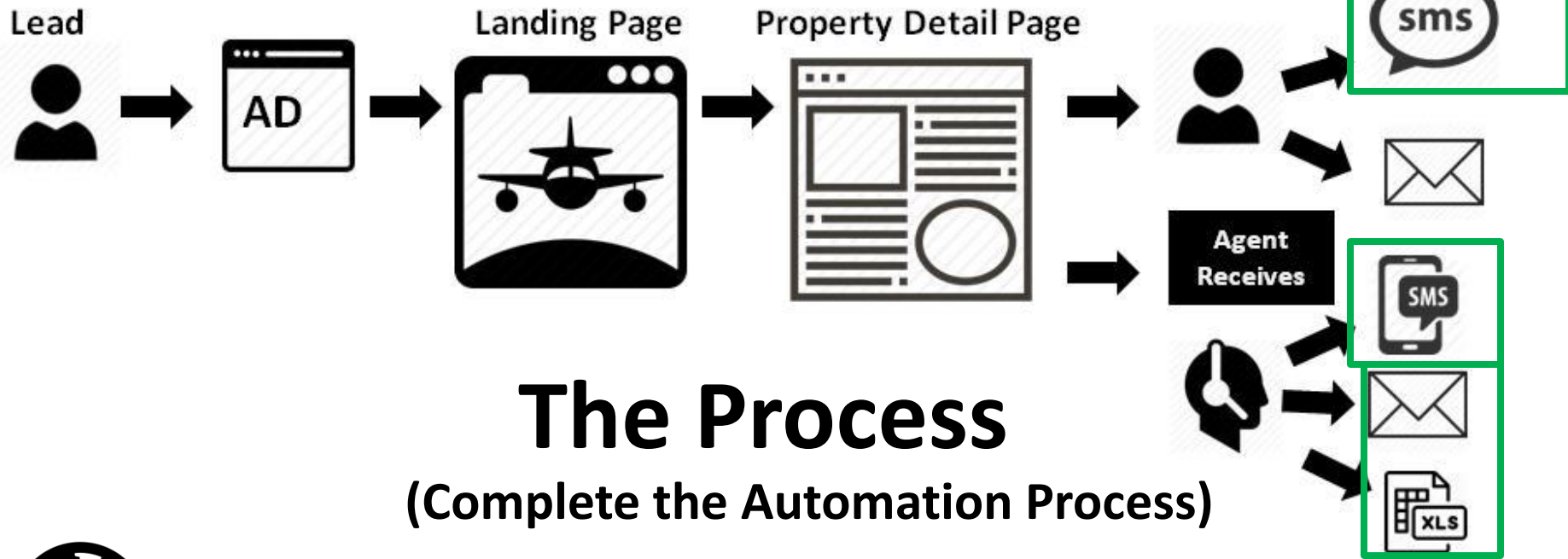
(What we setup last training)



Agenda

1. Finding your winning campaigns+ optimizing + scaling
2. Setting up complete automation





Finding Your Winning Campaigns + Scaling & Optimizing

1



WHY

- Initially we just want to find out demand.
- When we know the demand and what's working we scale up with ALPHA campaigns
- Once you know your numbers and optimize you can literally print money!

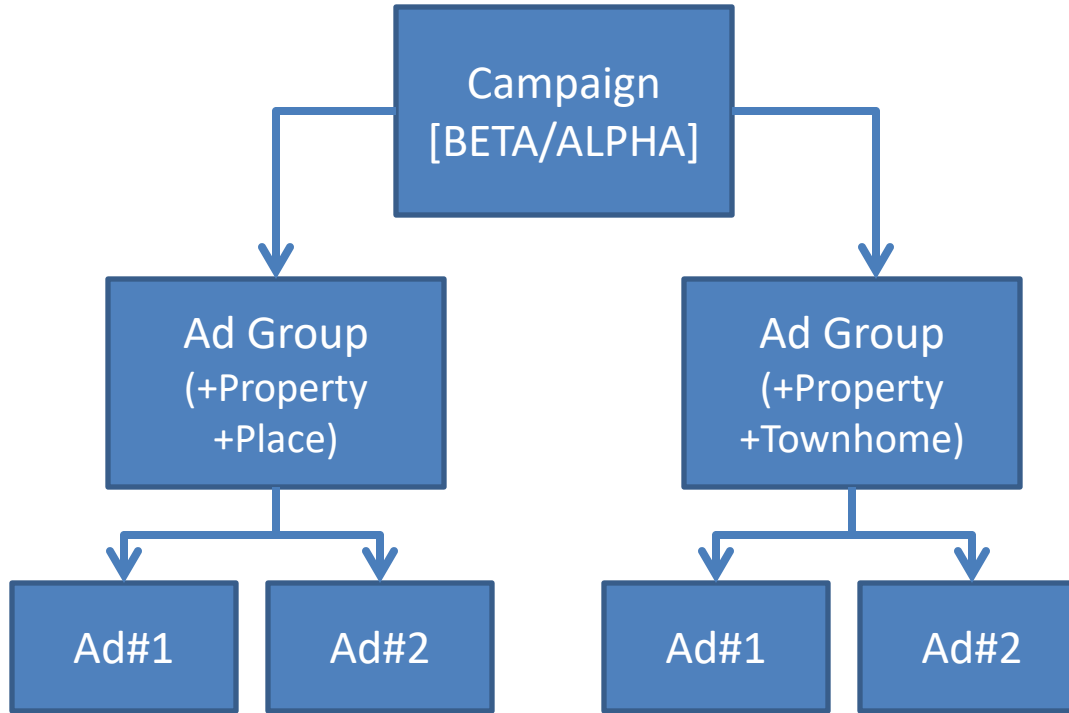


Important to know

- Conversion rate = How many leads you're getting
- Conversion Value = Cost per lead
- CPC = Cost per click (Want Lower #'s)
- Click through Rate = Percentage of visitors clicking on your ad (Want high #2)



Basic Campaign Structure Diagram



What You'll Need

- You'll need your campaigns running for at least 2 weeks (checking daily)
- You'll need a large number of impressions (over 500) or noticeable conversions (Best indicator)



DEMO



2

Finalizing: Setting up SMS followup, Agent CRM & Agent Lead Notifications



WHY

- Follow-up is Key! This is where the bulk of sales will be made
- We're going to finalize so the leads get an immediate SMS and Voicemail (optional) and the Agents get SMS alerts and emails instantly for follow-up
- Set up once and it works for you 24/7



What You'll Need

- Templates to copy/paste are on the membership site
- Zapier
- Google Drive
- Callfire
- Slide Broadcast



DEMO



Next Week

- Bonus days (Week 4) will be 100% Coaching



Last Bit Of Homework

- Send questions to me at support@theiconicagent.com
- Setup Your Campaigns to discuss on the coaching calls.

