

The Agent Attraction Scripts Book

Scripts to attract agents...

... at the **closing table**,
those you know **personally**,
and those you've **never met!**

created by

Beatty Carmichael



Introduction

For those who don't know me, I'm Beatty Carmichael. I've been in attraction marketing since the early 1990's and have created tools and scripts that have successfully attracted over 103,000 agents in a single year.

If you want to attract agents and grow your eXp revenue share organization, it starts with what you say to prospective agents at the beginning of your phone call that determines your success or not. So let me show you the most effective way to do it and the scripts to use.

Before I get into the scripts, I must set the stage on how these scripts are to be used...

First, most people do the process wrong when trying to attract agents to eXp. You have to understand there's a process -- you have a cold agent and you're trying to turn him into a hot agent. The "cold" or "hot" status has nothing to do with how well you know him. It has everything to do with their interest level in eXp -- are they cold or are they hot? If you haven't spoken to them before and this is your first time to try to attract them to be eXp, they are a cold agent.

And what most people do that's wrong is they call and immediately try to get them hot by talking to them. They try to sell and persuade them that eXp is a great brokerage and convince them they have to take a look at it.

In other words, most people, when they make that initial phone call, turn it into a "hype" call -- "let me tell you all the great things about eXp and why you need to get involved! We need to set a time and let me show it to you because you can earn more money, get recurring income, get publicly traded stock and all kinds of great things!"

And what happens when you turn it into a "hype" call is you turn most people off and they simply say, "I'm not interested."

With that said, let me share the *right* way of doing it. And if you do it right, it's a LOT easier and you'll attract a lot more agents.

The key to doing it “right” is to stop trying to persuade them. No-one wants to be sold. So what I’ve found that works best is to create an intermediary step -- something that’s easy for them to do, and gets them interested in learning more.

What I’ve learned works best is a short overview video. I call it an attraction video. The purpose of the attraction video is to create immense interest in your prospect. Once they are excited about what’s going on, then they’ll want to talk with you more.

How do you do that? You sell the “sizzle,” not the “steak.” Design the video so it has a short, high-level overview of what eXp is all about, then several short but powerful testimonials from other agents on what they’ve achieved with eXp.

Once a prospect watches it ... the vast majority become interested. They go from “cold” to “hot” prospects. And all *you* had to do to get them hot is to “invite” them to watch the video.

“Inviting” is a completely different approach that “persuading.” No longer do you have to be great on the phone. You don’t have to feel like you’re trying to “sell” someone. And ... you don’t get rejected! All you do is invite.

If you’d like to see what an attraction video looks like, click the link below to learn about **Attraction Dominator™**, and directly under the videos are “toggle” boxes (click on the box and it expands). Click the “toggle” box that says “**Review the Attraction Video**”

Enjoy these scripts and I pray you find great success using them!

Beatty Carmichael
CEO Agent Dominator™

Learn about Attraction Dominator™

The only agent attraction service that *guarantees* your attraction

>> [Click Here Now](#) <<

6 Keys to Successful Attraction Calls

1. Relationship

The first thing you have to understand about making the attraction phone call is it's all about the relationship. What makes an agent want to join your business is they like you and feel they can trust you. So, when you get on the phone with them, especially if you don't know the agent well, a key part to focus on is just building a relationship and getting them to warm up to you as a person.

2. Questions and Control

One of the more important things to understand is whoever asks the questions is the one who is in control. Let me walk you through a picture of how this works...

Let's say you are driving a car with your prospect and you want to arrive at a specific location. As long as *you* control the steering wheel you'll get to where you want to go. However, if you give the steering wheel to your prospect, he'll drive the car somewhere else and you'll never make it where *you* want to go.

That's what it's like when you let the prospect start asking questions and take control of the conversation. Once he starts asking questions like, "you mean I can make some money with this? How do I do that?" ... and you start to answer those questions, you'll get into a question-and-answer session. When that happens, *he* is controlling the conversation. And if you let him control the conversation you'll end up in a ditch and never get him to the video.

3. Curiosity

Curiosity is what gets your prospect to go the next step – in this case, to watch the attraction video. If you answer their questions up front, you kill their curiosity ... and you'll hurt your chance of attracting them.

4. Blind

When it comes to attraction calls, "blind is better than sight."

What I mean by that is you need to keep the phone call "blind" in terms up the name eXp. Don't tell them it's eXp up front. Create curiosity so they want to learn more.

For example, don't say, "Hey, John, I want to talk to you about eXp and how great this thing is and how much money you can make." Why? Because if they have already heard of eXp and they're not in, it's probably because they have formed a wrong opinion about it. Telling them it's eXp at the beginning of the call runs the risk of turning them off. So keep it blind.

What you want to do is create a lot of interest and curiosity at the top of the call, bring their interest level down bit by bit into more information, and then only at the bottom of the call mention this has something to do with eXp as you invite them to watch the video. You'll see how this is done in the scripts below.

5. Don't persuade, just invite

Again, the phone call is not to persuade, it's only to invite. This is an invitation phone call to get them to watch a short video. And that's why these scripts work so well – *anyone* can invite, but only a few are good at persuading.

6. Don't answer questions

Finally, don't start answering a lot of questions. Even if your prospect sounds really excited, be disciplined. Your initial phone call is *only* to get him to watch the attraction video. After he has watched it, you can start answering questions, but not before.

And why not?

Because once you go back and forth in the question-and-answer mode, they get all their questions answered and no longer have curiosity. And what usually happens is when you answer their questions they never really understand the big picture of eXp. All they understand is what they *think* you said to their questions. From that they form an opinion, and for most agents, they think, "Okay, I think I understand now. No ... I'm not interested in this." And you've lost another prospect.

Scripts and Dialogues

The scripts below are suggested talking dialogues. Modify them as needed to make them fit your personality. Also, don't read the scripts word-for-word. Get the flow of what they say, then have a natural conversation with your prospect and talk them through the main outline. All scripts are designed as "invite" scripts to be used with an attraction video.

Announcing an introductory postcard

One way to attract agents is through a special type of automated postcard marketing that directs agents to an Attraction Video (this is part of our Attraction Dominator™ service). This allows you to consistently stay in front of them, much like when agents market to a geographic farm, so when they are ready to change brokers you are there.

PHONE Script

[John], this is _____. I'm an agent here in _____. Do you have a quick moment?...

I'm in a mastermind group with agents across the country, and we are expanding in (agent's city). I wanted to invite you to take a look at what we do and consider possibly joining our group. Can I give you the 45 second overview?... (yes)

Great! We do a lot of things, but one thing we do is we have a number of top producers -- agents who do \$20M to \$40M a year in volume -- who do free coaching and mentoring with our members and are always available to help with deals we're working on. And for those who plug into the mentoring we frequently see them double their volume usually within a year. Also, a great part about it is there's no cost to join. I'm sending you a postcard about us to share more of what we do... and I just wanted you to be on the lookout so when it arrives you'll take notice of it. Can you do that?

Also, I *think* I have the right home address for you -- it's sometimes hard to find it online. What I've got is _____. Is that correct?

Perfect! I'm getting it processed and it should be arriving in the next couple of weeks.

By the way, if you'd like, I could go on and text you a link to a 4.5 minute video right now that shares what we are doing. Would you have interest in watching it now? (yes)

Okay, I'll text it right now. One caveat -- it is part of what we do with our brokerage at eXp, but this personal coaching and mentoring is really huge. So, let me text you the video, and if you like it we can talk more about our group. Will you have a chance to watch it today?

VOICEMAIL Script

[John], this is _____. I'm an agent here in _____. I'm in a mastermind group with agents across the country, and we are expanding in _(agent's city)_. One of the things we do is free coaching and mentoring with our members. And for those who plug into it we frequently see them double their volume usually within a year. Anyway, I wasn't sure if you'd have interest or not, and there's no cost to join, but I've got a postcard coming that shares what we do and I wanted you to be on the lookout for it.

Also, I *think* I have the right home address for you -- it's sometimes hard to find it online. I've got _____. Can you let me know if that's a correct address? I'll text you so you can text me back if I need to change it. Have a great day.

TEXT Message 1

[John], this is _____. I just left a vm about a mastermind group we're expanding and a postcard I'm sending you about it. Can you confirm I have the right address for you?

TEXT Message 2 (send after they respond to Text Message 1 with their address)

Got it. Thanks! Also, I've got a 4.5 minute video on what we do. Would you like me to text it to you now, or just wait until the postcard arrives?

NOTE: do *not* text the video link unless they ask you to. The key is to stay in control and know who may be interested. If they ask you to text it, you can follow up to see if they watched it. If you send it without them asking it's hard to follow up without them feeling you are chasing them.

Postcard Follow Up

PHONE Script

[John], this is _____. I mailed you that postcard and I think it should have arrived by now. I wanted to see if you got it?

- **If no or don't recall:** confirm the mailing address before anything else
- **If yes:** engage in friendly conversation. The **two objectives** of the call are (1) be friendly, non-pushy, and get them to like you, and (2) do your best to get them to scan the QR code to watch the video

VOICEMAIL Script

[John], this is _____. We spoke a couple weeks ago. Just wanted to see if you got my postcard yet? Can you call or text and let me know?

TEXT Message

This is _____. We spoke a couple weeks ago. Did you get my postcard?

Attracting agents you know (friends, agents you've closed transactions with, etc.)

(Intro if calling by phone) Hey, [John], it's _____. How's it going? (*great*) Got a quick moment? (*Yes*)

I'm involved with a mastermind group. I don't know if you'd have interest, but I'd like to invite you to look at it if you do.

We've got a group of top producers who do \$20M to \$40M a year. And as part of this group they not only coach and mentor us, but are usually always available by phone to help with issues on any deals. Many of the agents who plug into it often double their volume within a year or so. And what's cool is there's no fee to be a part of it.

And I wanted to see if you'd have interest in taking a look at what we do and possibly joining our group? (*yes*)

Great! I've got a 4.5 minute video that shares a little more about us. One caveat -- it is part of what we do with our brokerage at eXp, but this personal coaching and mentoring is really huge. Let me text you the video, and if you like it I'd love to talk with you more about joining our group. Will you have a chance to watch it today?

Attracting an agent you don't know (such as cold calling agents in another city)

PHONE Script

[John], this is _____. I'm an agent here in _____. Do you have a quick moment? (yes)

I'm in a mastermind group with agents across the country, and we are expanding in (agent's city). I wanted to invite you to take a look at what we do and consider possibly joining our group. Can I give you the 45 second overview?... (yes)

Great! We do a lot of things, but one thing we do is we have a number of top producers -- agents who do \$20M to \$40M a year in volume -- who do free coaching and mentoring with our members and are always available to help with deals we're working on. And for those who plug into the mentoring we frequently see them double their volume usually within a year. Also, a great part about it is there's no cost to join.

And I wanted to see if you'd have interest in taking a look at what we do and possibly joining our group? (yes)

Great! I've got a 4.5 minute video that shares a little more about us. One caveat -- it is part of what we do with our brokerage here at eXp, but this personal coaching and mentoring is really huge. So, let me text you the video, and if you like it we can talk more about our group. Will you have a chance to watch it today?

VOICEMAIL Script

[John], this is _____. I'm an agent over here in _____. Can you call me back with you have a moment?

NOTE: don't explain why you are calling. Create curiosity so he calls you back.