

## Lead Generation Plan Template

Select at least three strategies—but no more than four—for your Real Estate Lead Generation Plan. Like the legs of a table, your business can't stand on just one or two strategies. A table is stable with three legs, but is stronger with four.

Of the strategies you select, at least one should be an active strategy. This ensures that you work on the skills that help you generate leads when times get slow. This is what we call your Pillar Strategy. The Pillar Strategy is the lead generation activity you hold yourself accountable to weekly or monthly.

Want ideas for your lead generation strategies? Check out our [free e-book with 61 Innovative Lead Generation Ideas](#) you can use to build your plan.

### **Start your plan by setting concrete goals:**

What do I want to achieve? Be specific.

When do I want to achieve it?

How long do I have before I must produce income?

What am I willing to spend?

**Identify your resources:**

Who do I know who can help me reach my goal faster?

Specifically, what can they provide or teach me?

What lead generation systems does my company provide?

What lead generation education is available to me?

What other resources can provide me with lead generation systems, tools, and education?

What lead generation strategies are available at low or no cost to me?

What lead generation strategies do I already have experience with?

What lead generation strategies excite me?

What lead generation strategies have I already tried?

What did I enjoy?

What did I despise?

Now that you have your concrete goals, know what resources are available to you, and have a deeper understanding of what kind of lead generation strategies fit your personality, use this worksheet to define your strategy.

| Title            | Activity            | Active or Passive | Return on Investment |
|------------------|---------------------|-------------------|----------------------|
| Pillar Strategy  |                     | Active            | Fast                 |
| Support Strategy |                     |                   |                      |
| Support Strategy |                     |                   |                      |
| SOI Database     | Email, Mail, Events | Passive / Active  | Slow & Steady        |