

- Making Small Talk
- Script Examples

Use these scripts as practice to build your confidence and to get you in the habit of bringing up Real Estate in your normal daily interactions. Use these examples to inspire your own creative ways of bringing up that you are a Real Estate Investor in an interesting natural way that fits your style.

I remember when I started out it took me a long while before I would verbally state to others that I was a Real Estate Investor. I was like I was waiting for an someone else to say ... “Yes, based on what I see you are now a Real Estate Investor”. The thing is YOU need to start believing and acting like you are. So start now. Start dropping it into conversations and introductions.

**IMPORTANT:** This isn't about nailing leads each and every time you enter a conversation with someone. It is about planting seeds. Many times a conversation I had months or even years ago, prompted someone to think of me and call me for help with a property. And of course there are the times where the synchronicity of meeting is to enter into action right away. Just keep putting yourself out there you will be amazed of the synchronicity that will start to occur right in front of you.

I'll give you a perfect example: My husband and I went to our Daughter's teacher interviews early in the school year. The teacher was super nice and friendly and took us through how brilliant our daughter is. She then asked us, “So what do you do for a living?”. And I said, “Well, you know how sometimes people have a tough time selling their house? I am a real estate investor... I help people with that.”

And she said right away, “My husband has had a house in Fintry for over a year and it's STILL vacant!” He doesn't know what to do with it.

And I said “Well, I would be happy to talk to him.” And I changed the subject.

About a month later we saw each other and she said, “Hi, Mrs. Hoffman! How are you?” And I said, “Great! I'm super busy putting together my Next Online Real Estate Training Course.” And she said “That's right! I need to have my husband call you.”

She knows where to find me when she and her husband are ready. In the meantime, we have a nice, easy, comfortable relationship. It's great.

Remember we are all connected: SOMEONE IS IN A SITUATION.....ABOUT TO BE IN A SITUATION ..... OR ..... IS A PERSON OR TWO AWAY FROM SOMEONE WHO NEEDS A SOLUTION. Think about it... Today right in your community... someone died, someone was born, someone broke up with another, someone got divorced, someone got transferred in their

- Making Small Talk
- Script Examples

job, someone got laid off, someone was left an inheritance, someone graduated.....you get my point. Everything is in constant change...and because of that, Real Estate is in constant change as well.

The following information or “scripts” (yes, just like in a play) need to be PRACTICED. I recommend you say each line out loud 20 times ONE line at a time. Then 20 times at HYPER speed, then another 20 times. This WILL Take you a little while every day. But the more you practice, the easier it will be to say these scripts (or “lines” as I like to call them) and the more CONFIDENT you will be.

### **STEP 1: Initial Prompts**

When asked these usual niceties:

*How is it going? What are you up to? What is new?*

Reply: (These are “lines”- just like as if you are in a theatrical performance. Have some fun!)

Great! I am starting a new career that I am very excited about.

Great! I recently started some courses on real estate investment.

Great! I'm on my way to look at some prospective rental properties for sale.

Great! I am helping some people sell their home creatively.

Great! I am learning ways to create extra income through real estate investment.

Great! I have some new “irons in the fire” I am really excited about.

Great! I finally feel like I am learning some ways to create financial freedom for myself.

Great! I am on my way home to attend an online course on real estate investment.

Great! I am on my way to view a few properties that are for sale.

Great! I can actually say I have some new things going on recently.

Great! I am enrolled in this new program I am excited about.

Great! I've been really busy learning about real estate investment...

Great! I just found a way to help people sell their house even when a realtor can't!

Great! I have just entered the world of real estate investment ....I'm so excited.

Wait 2 seconds... AND CHANGE THE SUBJECT OR Ask them a question:

So what are you doing this weekend?

- Making Small Talk
- Script Examples

Did you see the game last night?

I ready the funniest thing on Facebook yesterday!!

**Now, you need to be ready with these topics to change the subject. You need to PRACTICE the same way you practice the other “lines”.**

One of two things will happen:

1. You will have interest from the other party to explore the topic more.
2. You will not have interest and you will BOTH be glad you changed the subject.

### **STEP 3: Determine Interest and Call for Action**

At this point you should be able to determine if there is a genuine interest that will lead to further discussions, a follow-up call, exchanging information, handing them a card, etc. You may also determine that there “seems” to be no interest and that is fine. Remember... You are planting seeds. You are at least letting them know what you do and how you can help them. It may not be today that they are interested, but possibly sometime in the future. That is when you will come into their mind because of that seed you planted months ago.

To best determine the level of interest you must talk then pause and listen. Don't do all the talking.

Wait 2 seconds... AND CHANGE THE SUBJECT....

Ask them a question:

So what are you doing this weekend?

Did you see the game last night?

I ready the funniest thing on Facebook yesterday!!

One of two things will happen:

3. You will have interest from the other party about Real Estate to explore the topic more.
4. You will not have interest and you will BOTH be glad you changed the subject.

If someone wants to know more, DON'T PANIC!!! Simply say:

“Well, I really don't have a lot of time to go into detail right now. But I can certainly get in touch with you later.... OK if I text you to set something up?”

Get their number and move on to another subject.

- Making Small Talk
- Script Examples

Then contact me if they are interested.... We'll set up a conference call and you can watch me "Sort" the "Suspects" from the "Prospects". You'll be learning by observing.

### WHAT to Listen for:

The kinds of statements you may hear someone who is a fit go something like:

"You know my uncle is having trouble selling his property and would really like to move."

"I went through a divorce about 2 years ago and it affected my credit...but I'm tired of renting"

"My landlord wants to sell his place and we have lived there 5 years...I wish there was a way we could buy it"

Cont'd...

"I would really like to get started with a rental property but I don't know how"

"You know...there is a vacant house down the block and I bet it would sell for cheap"

"I was left a house as an inheritance and I don't know what to do with it- I'm scared of renters"

"I need a house with more bedrooms but I can't move until my current house sells"

So here is the thing. You are a Real Estate Investor now. All the statements above should sound like the beautiful sound of opportunity ringing. BUT they may also sound scary because you don't know exactly what to say and do about them yet. And I say YET because that is why you are here. You **will** learn how to do this. To start out maybe you do need some support and help to really understand the inner workings of a deal. ...GET A HOLD of ME .....Often there is a way to bring me in and guide you through the deal and we can share the abundance created. I have done this with several of my students and it allows you to take advantage of an opportunity where you can learn by doing. Soon enough you will be doing more and more complicated deals on your own and you won't need my help. That is my goal for you.