

HOW AND WHEN TO USE TEXT SCRIPTS

Text Scripts are great when you are establishing contact with a prospect, but you need the right approach to succeed. You can't come on too hard right away, and you need to show that you have something valuable to offer them. Read on as we explain the details about using text messages to establish contact with a prospect in three levels of escalating Text Scripts.



**FIRST
ATTEMPT:
PROVIDE
CONVENIENCE**

Begin your first attempt by demonstrating to the prospect that you have a valuable opportunity to offer, and it's easy for them to capitalize on it. They need to know that you believe in the value of what you're putting on the table. If you have any demographic data about your prospect, use that to fine-tune your value proposition for their needs. Are they elderly? Are they newly married? Offer them an opportunity that is perfect for their unique situation.



SCRIPT

“Hey, [Lead Name] this is [Agent Name] I’m getting back to you about your request for [Blank]. I’m the local field underwriter, and I’ll be out in your area on [Blank]. Should I drop this information off in the morning or in the afternoon?”



**SECOND
ATTEMPT**

Provide Opportunity

There are a lot of reasons the prospect might not bite at the first opportunity, so your second attempt should provide information that firms up the opportunity you pitched in your first attempt. We are building layer on top of layer here, so each attempt builds up the strength of the previous one. You should provide hints of a unique opportunity that you as a professional want to share with the prospect.

SCRIPT

“[Lead Name] I know you’re busy so I wanted to let you know we’re running an offer on [Blank]. We have some special rates that are really amazing. I’m going to be in [Blank] soon anyway, when is a good time to drop this information off, morning or afternoon?”

A grayscale photograph of a hand typing on a laptop keyboard. A large, white, semi-transparent number '3' is overlaid in the center of the image, partially obscuring the keyboard keys. The hand is positioned on the right side of the keyboard, with fingers resting on keys like 'T', 'Y', 'H', 'V', and 'B'. The background is dark, and the overall tone is monochromatic.

3

Third Attempt

Provide a Downside

At this point, the prospect is not responding to the opportunity to achieve a positive result. The carrot isn't working. So now it's time to give them the opportunity to avoid a negative result. Some people are more motivated by avoiding a bad outcome, rather than pursuing a positive outcome. In your third attempt, it's time to explain the downside. Now, this isn't about the downside of missing the positive opportunity; this is about a real downside that will have negative results above and beyond simply missing out on the positive.

SCRIPT

“These rates are great, and there's no guarantee they'll stay that way. But whether you act right now to lock in these rates or not, [Blank] will eliminate a big financial risk and protect your family. I'm always here to help, whenever you're ready.”