

# Attract More Leads to Your Business

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ALYSSA GRANLUND'S  
**PERENNIAL SALES SYSTEM  
FOR REAL ESTATE AGENTS**



# Attract More Leads to Your Business

Identify your target market and bring in new leads

## Identify and attract your target market



**Who are my ideal customers?**

(use demographics and other details you have gathered)

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**What do they care about?**

(efficiency, ease of use, time, etc)

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**Where do they “hang out?”**

(social media, online, conferences, etc)

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**What would be attractive to them (what is the “apple” that they would enjoy)?**

(educational materials, coupons, contests, etc)

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**How can I make a “corral” for potential customers who are interested in the attractive offer?** (database, spreadsheet, CRM, etc)

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