MARKETING ROADMAP ZOOM

THURSDAYS · 10:30 AM CST

An easy, low-pressure way to show agents everything we offer, with a meeting ask. Use these scripts any week to invite realtors to our Marketing Roadmap Zoom.

FOR LOAN OFFICERS ONLY

Cadence: Email → Call (voicemail if no answer) → Text → Follow-up text

Mindset: The call is the ask, not the services. Just get them to the Thursday Marketing Roadmap Zoom or a one-on-one. They pick what fits from there. It's recurring, so there's no urgency pressure.

YOUR STEPS

1. **Email:** Send the invite with the Zoom link.
2. **Call:** Follow up a day or two later. If you get voicemail, use the voicemail script.
3. **Text 1:** Send the invite text after your call or voicemail.
4. **Text 2:** No reply after a few days? Send the follow-up text.
5. Log your activity.

WHAT SUCCESS LOOKS LIKE

The agent books a Thursday Marketing Roadmap Zoom or a one-on-one. Either one is a real growth conversation.

Before you send anything, replace every highlighted **[bracket]**.

1 · EMAIL

Send first. Add your Zoom link before sending.

ALL TIERS **Marketing Roadmap Zoom invite**

SUBJECT

You're invited: Marketing Roadmap Zoom, Thursdays at 10:30 AM CST

EMAIL BODY

Hi **[First name]**,

I'd love to have you join my Marketing Roadmap Zoom, Thursdays at 10:30 AM CST. It's a casual call where you can see all the marketing support I offer agents and pick what fits your business:

- Social media audits
- Brand discovery
- AI and tech audits
- The GAP report on how you rank online

No pressure, no pitch. It runs every Thursday, so join whichever week works for you: **[Zoom link]**

Prefer one-on-one? Just reply, and I'll grab 30 minutes to walk you through it all.

[Your name]

2 · CALL

The call is the ask. Keep it quick.

ALL TIERS Marketing Roadmap Zoom call

CALL SCRIPT

Hi **[First name]**, it's **[Your name]** with Fairway. Quick one! I'd love to have you on my Marketing Roadmap Zoom, Thursdays at 10:30 AM CST. It's a casual call where you can see everything I offer agents, like social audits, brand discovery, AI and tech audits and the GAP report, and set up whatever fits your business. No pressure, no pitch. It runs every Thursday, so we'll find a week that works.

The ask: Want me to save you a spot on an upcoming Thursday? Or if a group call isn't your thing, I'd be happy to grab 30 minutes one-on-one and walk you through it all. Whichever's easier.

IF YES TO THE ZOOM Great! I'll text you the link.

IF ONE-ON-ONE Perfect. What day works best for you this week or next?

VOICEMAIL

Hi **[First name]**, it's **[Your name]** with Fairway. I host a Marketing Roadmap Zoom on Thursdays at 10:30 AM CST where agents can explore all the marketing support I offer and set up whatever fits. No pressure. I'll text you the details, or I'm happy to do 30 minutes one-on-one, whichever you'd prefer.

3 · TEXTS

Text 1 after your call or voicemail. Text 2 only if there's no reply.

ALL TIERS Invite texts

TEXT 1: THE INVITE

Hi **[First name]**, it's **[Your name]** with Fairway. My Marketing Roadmap Zoom is a quick call Thursdays at 10:30 AM CST on all the marketing support I offer agents: audits, branding, AI and the GAP report on how you rank online. Want me to save you a spot? Or 30 min one-on-one if that's easier.

TEXT 2: FOLLOW-UP IF NO REPLY

No pressure at all on the Marketing Roadmap Zoom. It runs every Thursday at 10:30 AM CST, so there's always a next one. Just say the word whenever the timing's right and I'll get you set up.