



CHAPTER 11

Voicemail Message CRO

Your voicemail message gives you another opportunity to convert leads.

Simply referencing an easy domain name with a strong call-to-action that takes callers to a website or landing page designed for lead conversion can bring in additional business.

Once again, telling people to “Apply Online” and directing them to a loan application is not a good call-to-action or lead generation strategy.

Instead of the generic, “I’m not here right now. Please leave a message and I’ll call you back,” give people immediate service and provide direction to move things forward.

You don’t want to leave potential clients sitting around and waiting for a call back (that’s IF they even leave a message and let you know how to get back to them), or worse, hanging up and calling another LO.

People want immediate gratification. They have countless options when shopping for a mortgage, so if they don’t get a hold of you, they’re likely to move on to the next person on their list, or business card they have from an agent that gave them 2 or 3 referrals.

Use this script to change your voicemail and get more potential clients in contact with you when you can't help with them right then and there:

"Hello and thank for calling _____."

"At the moment, I'm helping another client with a home purchase or refinance, but for IMMEDIATE service, go to—"

"(WWW.YOUR-DOMAIN-NAME.COM)"

"There, you can get a HASSLE-FREE, customized rate quote... fast & easy, 24/7!"

"It only takes about 60 seconds to submit the information online and I'll follow-up promptly to let you know exactly what I can do for you."

"Again, that web address is—"

"(WWW.YOUR-DOMAIN-NAME.COM)"

"For any other questions, please leave a message and I'll will get back to you as soon as I can."

"Thanks and I look forward to speaking with you soon."

Again, the domain name referenced should take users to a landing page or website that's optimized for lead conversion, otherwise it doesn't do you or the potential client any good.

The goal is to use your voicemail as a tool to grow your leads and referrals by offering an option for immediate service, not just a message promising to call people back.

Like your email signature, optimizing your voicemail is a simple, one-time fix that only takes a few minutes to setup, it's free, and it works.