

Small Steps, Big Results

Wk VII - Lead Capture & F.A.S.T. Follow-up

- **Focus on Lead Capture and Fast Follow-up** Brian St. Clair transitioned to Week Seven of the "Small Steps Big Results" training, focusing on "Lead Capture and Fast Follow-up" to convert attention into appointments. He emphasized that 78% of leads choose the first agent who responds, and speed builds trust. The goal is to avoid mistakes by using a simple, consistent system.
- **Lead Management System** Action step one is to capture every lead (from conversations, online, open houses, etc.) in a CRM, using tags to track the source and measure what's working. Brian St. Clair noted that if a person isn't in the CRM, they "doesn't exist" for business building. The "fast playbook" emphasizes immediate CRM entry, a quick touch, notes, and scheduling the next step, like setting the next appointment before ending a conversation.
- **Fast Response and Value** Brian St. Clair stressed the need to respond immediately to client interest, even if it's just to set an expectation of when a call back will occur. The follow-up must be done the same day and include value such as links, stats, or next steps. Responding quickly demonstrates reliability and professionalism.
- **Power Hour and Pitfalls** The "Power Hour" review involves updating CRM tags (new, hot, warm, nurture) and scheduling 30 minutes weekly to review all leads. Key pitfalls to avoid include letting leads sit overnight, sending generic messages, and not setting reminders, as consistency beats intensity. Brian St. Clair encouraged using Slack for problem-solving to allow others to learn from solutions.
- **Vision Casting and Agent Tracker** Brian St. Clair cast a vision for agents to be known for speed, clarity, and genuine follow-up, ensuring their pipeline is organized and predictable. He announced that next week they would be introducing the "agent tracker," which is designed to bring together all the tools and data built over the previous weeks. The training is structured to build momentum into the first quarter of 2026.