



# Use Text Messages to Convert Leads

## Best Practices for Texting Leads

- Only text customers who know you.
- Identify yourself and how you are connected.
- Offer value.
- Be brief.
- Use open ended questions to keep the conversation going.
- Provide a call to action.

## Ways to Improve Engagement

1. Personalize your message.
2. When appropriate, create a sense of urgency.
3. Proofread
4. Be considerate with timing.
5. Don't overdo it.