

# TEXTING STYLE

## MINI-GUIDE



# YOU GOT A RESPONSE!

You've got a lead on the hook! Now it's time to flex your closing skills and get that person on a phone call if they're a good fit for your business!

This is where your closing skills come in.

When you do get a response via text, make sure to:

- Respond right away! If you don't, someone else might close that deal!
- Mirror the main texter's writing style and attitude! We are social beings so it's natural for us to gravitate toward those who are like ourselves.
- Cut out the stiff formality and let them see your personality. Pick up that phone and charm 'em with all they need to know - an emotional connection!

If you have a cell phone you probably noticed that people have really different texting styles. Some of the main ones are:

- > The English Teacher
- > Short Series Response
- > Paragraph Responder
- > One Word Responder
- > Emoji galore

Figuring out how people text can help make conversations go smoother and increase your chances of success. Try to match their vibe to make things flow better.

## Text Style

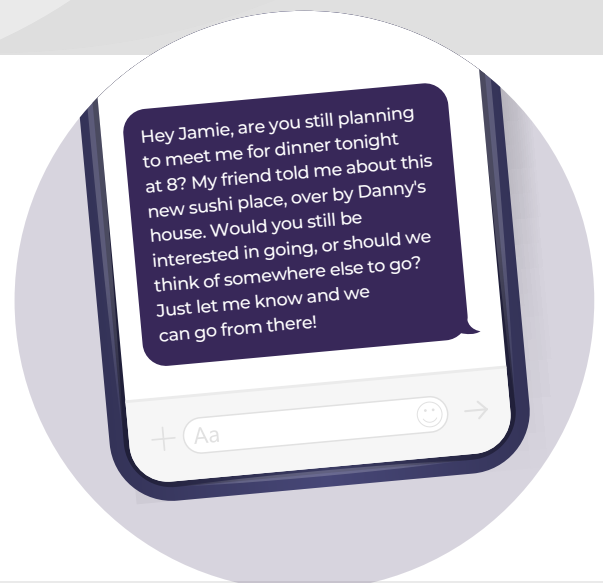
### ENGLISH TEACHER

#### How To Recognize

The "English Teacher Texter" is concerned with being understood correctly and communicating clearly. They like to text out full words instead of abbreviating them. Proper punctuation and grammar are important to them.

#### To Mirror This Style

Use proper grammar and punctuation. Write in complete sentences. Don't use abbreviations or text speak (like brb, gtg, lmfao)



## Text Style

# SHORT TEXT SERIES

## How To Recognize

This style likes to tell a story in pieces, using the timing between messages to communicate emotions like suspense and shock. This style allows for dramatic pauses, emphasizing certain points, and delivering information in a more conversational manner. They will sometimes bury-the-lead so they can take their conversation partner through the same emotional journey that they went through.

## To Mirror This Style

Use a series of short texts to convey urgency and communicate the most important details and emotions, while saving additional details for a different time. It can be exhausting to receive string after string of texts, so vary your sentence length and text style by mixing in more succinct messages like the Paragraph Responder uses.



## Text Style

# PARAGRAPH RESPONDER

## How To Recognize

Sends one long chunk of text with lots of relevant information. Rarely follows up with an additional text until you've responded. This style values efficiency and clear communication. They take time to craft one message but don't have time for a series of short texts from you.

## To Mirror This Style

Be straight to the point, concise, and communicate pertinent information in one text that flows like how you might write an email or talk to someone at the office.

## Text Style

# ONE WORD RESPONSE

## How To Recognize

The minimum number of characters needed to communicate their question/statement. This can range from single letter responses, to a few words.

## To Mirror This Style

Be succinct to match their level but be careful not to seem rude or curt. More words in general are seen as more polite, so while your texting partner responds with one word, try to pad your response with a few more words to show your good intentions. DO NOT send a short text with a "." at the end, this comes off as aggressive and unfriendly.



## Text Style

# EMOJI GALORE

## How To Recognize

Lots of emojis! 😊 😊 😊

## To Mirror This Style

Use one or two emojis per text to indicate emotion, emphasize your points, and give your message the correct tone

# ABOUT EMPOWER LO

At Empower LO, we're here to change the way the mortgage game is played.

We're a hands-on, innovation-focused mortgage lead generation company. And we're quite literally changing the game by bringing you, the individual loan officer, the lead secrets the big guys have been hiding for years.

Why should you work with us? Good question.

## Here's how we're different:

Transparency and Value-based on measurable ROI.

We don't charge for information, in fact, we share most of our research right in our blog. We bring value based on measurable ROI to our clients with our best in class implementation and management of your search network funnel.

For starters, we use search networks instead of social media advertising to generate mortgage leads because we know that social leads generally do not have high intent. You need business now, not years from now.

Next, we help you convert that traffic into leads through highly-effective landing pages and lead forms.

In order to help you scale your business with all these new leads, we setup proven automated follow-up campaigns for you so so you only spend time talking with the people who are most serious about actually getting a mortgage.

Lastly, we provide monthly coaching and strategy sessions with our in-house lead-gen specialists who will help you maximize your leads to close more deals!

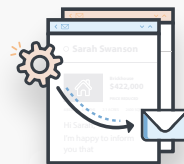
We're your mortgage lead generation partner from start to finish and we GUARANTEE you'll generate intentional leads at a reasonable cost. It's a win-win.



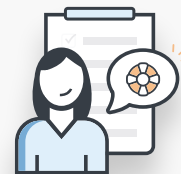
**PROVEN LANDING PAGES**



**LEAD GENERATION**



**AUTOMATED FOLLOW-UP**



**CONVERSION COACHING**

To learn more about Empower LO and how we can help you drive your business, visit [www.empowerlo.com](http://www.empowerlo.com).