



CRM Content Fails and How to Fix Them

By Dan Stewart, Founder of [Happy Grasshopper](#)

dan@happygrasshopper.com

<https://www.facebook.com/groups/whattosaynow>

Knowing how to build and nurture relationships is critical to your success, and yet, you've almost certainly struggled to nurture all the people you've served (or even met) during your career.

Customer Relationship Management (CRM) systems have promised to help, but nearly all of them fail to meet expectations. In fact, user adoption rates are among the lowest of all technology providers, as reported by [Harvard Business Review](#).

As a veteran of the CRM industry, and with a little over 10 years at the helm of [Happy Grasshopper](#), I set out to discover why. Here's what I found is preventing agents from adopting CRM and having the success they could:

1. **Organization** – Agents are challenged by gathering contacts, correcting them, and loading them into a new system. Those who can do this, are often impaired by added complications. For example, once an agent has added tags, categories, and groups, they've often sacrificed the simplicity they need to continue using the system regularly.

2. **Automation** – Technology has provided us with the means of easily and consistently delivering content. Unfortunately, poor organization, coupled with excellent automation, accelerates failure. Anyone who has sent a great message to the wrong audience has experienced this firsthand.

3. **Content** – In my opinion, agents have already been asked to be experts in too many things. Consistently creating compelling content to accomplish their goals is a bridge too far for most. For this reason, industry CRMs provide generalized “real estate” messaging. Sadly, writing for the masses produces content that often fails to separate the agent from their competition, or through boring copy, actively trains the reader to ignore future messages.

4. **Misunderstood Purpose** – I've seen many agents view messaging their database as nothing more than a box to tick on their to-do lists. The purpose of CRM is not to simply send messages and collect contact information– *it is to produce conversations that lead to sales.*

Of these issues, content and purpose are the most pervasive. Regardless of which technology



provider an agent chooses, these tips will help them produce better results:

Simplify Contact Organization – the most simple and elegant means of organizing any database is by the relationship between the sender and recipient. For example, I believe there are only two groups of people alive today on planet Earth. They know who you are, or they don't. Simple.

For example, your past clients and sphere know you. Your leads don't. Accordingly, they need different types of content. Messaging to your past clients and sphere should demonstrate you care more about your relationship with them than the potential commission they represent. If you send messages that do this (examples below), you'll be valued more highly and referred more consistently.

Messaging to your leads should position you appropriately according to your strengths, while also teaching the reader what your past clients and sphere appreciate about you. This may seem simple, however it's the art of a professional copywriter that makes it work. If you'd like to see how Happy Grasshopper can help you, [please click here to take a brief online assessment](#), and we'll be in touch.

Here are some general tips I use when training our writers:

- **One mission per message** – I'd like you to literally ask yourself, "what must this message accomplish" before you start writing. This clarity makes everything easier. I'll show you how I do this below.
- **Use the power of story** – people buy because of emotion. As Chekov said, "Don't tell me the moon is shining; show me the glint of light on broken glass."
- **Make it lose weight** – Ever notice that diet and edit are spelled with the same letters? Almost every message can be improved by brevity.
- **Don't "we, we, we" all over the place** – Make the message about THEM. Not us. Not you. Try to avoid the words "I" and "we." (for bonus points, don't use "that")
- **Read it aloud** – Our messages should always feel like the spoken word. Reading them aloud will help you find the places your copy needs improvement.
- **Iterate** – Don't be afraid to test your assumptions and kill your darlings. Trust results; not ego.
- **Take massive action** – Most of writing is editing. Don't feel bad if 99% of what you write needs improvement. Keep doing reps and you'll get the abs eventually.



The next time you're writing a message, copy and paste the words in blue above it:

What must this message accomplish?:

Have I put it on a diet?

Have I read it aloud?

Is it about them?

And then use it!

(See below. This is an example of how the writers at Happy Grasshopper create our messages.)

What must this message accomplish?: The reader completes our online assessment.

Have I put it on a diet? Yup

Have I read it aloud? Yup

Is it about them? Entirely

SUBJECT: Lose a listing lately?

Hello !first_name!–

You know the feeling... it creeps up and settles in your stomach every time another agent's sign goes up in *your neighborhood*.

And then it gets worse, because you know the truth: you could have done a better job keeping in touch.

Ouch.

Well, what if instead of beating yourself up, you took a hot second to understand WHY your follow-up game needs work?

Quite simply, it's because **you don't know what to say, when to say it, or how frequently to keep on saying it.**

And that's not your fault. Your job is to be an amazing real estate professional– and nothing else.

My job is to create amazing content and my mission is to set it free. If you're still reading, you're going to love what I've put together for you at <https://happygrasshopper.com>. [Take our quick online assessment here](#), and I'll show you how to get better results from your messaging.

Need help? [Take our assessment](#) and book a free consultation.



All my best,
Dan

Following this process will feel a little strange at first. Once you've written a few messages, it will get easier. Here's a few sample messages for email, text, and social media, and even ringless voicemail drop. Feel free to try them and then share your results with me at dan@happygrasshopper.com.

[NOTE: This is a direct copy/paste from recent work done by our writing team at Happy Grasshopper. I've made some notes in *red italics* to clarify a few points below. Enjoy!]

KIT CONTENT | Email | Sphere/Past Clients - March 4th, 2021

(KIT is short for 'keep in touch')

Channel: KIT General *(These messages are for people who know you, like past clients and sphere. They are not intended for leads are are rarely about real estate.)*

Audience: Fun & Friendly

Dimples: *(a dimple is the angle from which we're telling the story)*

Heated rivalries vs friendly rivalries. Which do you prefer?

What's the greatest rivalry?

Could this catch on with other groups of fans in rivalries?

Have you ever been part of a little friendly rivalry? What was it like? I'd love to know!

Are you a good tipper?

Subject: Friendly rivalry

Link:

<https://www.goodnewsnetwork.org/two-colleges-in-ohio-see-how-much-they-can-out-tip-34000/>

Message (1): *(This message is crossed out because writing is hard! Our professionals will often write a message several times, so don't be afraid to start over! Notice how much better the final draft is.)*

~~Hello {first_name}!~~



I don't know about you, but I love a good heated rivalry. However, I love a friendly rivalry even more. That's why I have to share [this story](#) with you.

It started as two universities trying to 'out tip' each other at local restaurants and quickly turned into the "Tipoff Bowl," which raised nearly \$34,000 for local restaurant workers!

Have you ever been part of a little friendly rivalry? What was the outcome? I'd love to know!

All the best,
!signed!

SUBJECT: Quick question !first_name!

Hey !first_name!–

Are you a good tipper?

I just read this story about some friends trying to out-do each other and it led to \$34,000 in tips for local restaurant workers– which I'm sure they need right now.

Do you have any friends in the restaurant business? Maybe we could figure out how to start this kind of thing at their restaurant.

Let me know!
!signed!

Channel: KIT General

Audience: Fun & Friendly

Dimples:
Acts of kindness -> major health benefits?
"Helper's high"
What entails an act of kindness?
Will this get expensive? Is it worth it?
Giver's get. Thoughts?

Subject: ~~Let's try this together!~~

Link:

<https://www.yahoo.com/lifestyle/major-health-benefits-associated-completing-160815273.html>

Need help? [Take our assessment](#) and book a free consultation.

Message (2):

Hello !first_name!;

I just read an article that said that [performing acts of kindness can actually have major health benefits](#).

Whether it's buying a stranger a coffee, donating some used books, or simply giving someone a heartfelt compliment, it's shown that doing so can minimize stress, lower blood pressure, and even improve heart health.

Knowing this, are you up for the challenge? If so, let's try together! At the very least, we'll be putting some smiles on people's faces. 😊

Where should we start?

All the best,
!signed!

SUBJECT: Does this sound right?

Hey !first_name!–

Do you believe that 'giver's get?' I've heard that phrase before and sort of accepted it might be true.

Turns out the science says giving has major health benefits, so I wanted to share. You've got a giving heart, and who knows? Maybe this means you'll live forever! 😊

Anyway, I hope you're well. Let's chat soon!

All my best,
!signed!

Channel: KIT General

Audience: Fun & Friendly

Dimples: Have you been to Switzerland
Post-covid travel plans?

Subject: Take a look at this! 🙄

Link: <https://gfycat.com/paltryunlawfularawana>

Message (3):

Hello !first_name!,

Have you been to Switzerland?

I just saw they have these wood stove-powered mini jacuzzi boats and now I need to go!



This might be the coolest combo since the peanut butter and jelly sandwich. 😄



Once we're able to travel and vacation freely again, where is the first place you'd like to visit?

All the best,
!signed!

Channel: KIT General

Audience: Fun & Friendly

Dimples:

How long until you buy an electric vehicle? Next year? 5? 10?

In their current state, are EVs worth it to you?

What would need to change/improve?

70% in the next decade, 62% in the next 1 to 5 years 😊 that's a lot of people

Subject: Can you help me out?

Link:

<https://techbomb.ca/sustainability/nearly-70-per-cent-of-canadians-say-next-vehicle-purchase-will-be-electric/>

Message (4):

Hello !first_name!,

What are your thoughts on electric vehicles?

I saw a recent survey that stated 7 in 10 Canadians plan to buy an electric vehicle with their next car purchase. Are you one of them? If so, how'd you get past your range anxiety?

Let me know! I'd love to hear your thoughts. 😊

All the best,
!signed!

Real Estate Related: 1

Channel: KIT General

Need help? [Take our assessment](#) and book a free consultation.

Audience: Sphere

Subject: Nostalgia meets the future

Link:

<https://magazine.realtor/daily-news/2021/02/18/nostalgia-meets-the-future-in-new-kitchen-designs>

Message (1):

Hey {first_name}!,

Are you a fan of your kitchen? Are you perhaps looking to do a remodel this year?

According to top interior designers nationwide, the 70s are making a bit of a comeback in the kitchen with some emerging (or, rather, re-emerging) trends, including supersized kitchen islands, wood grain finishes, and handleless cabinets. What are your thoughts?



Are they here to stay or are you going to just wait these trends out?

Anyway, I hope you're well, and I'd love to chat soon!

All the best,
Signed!

KIT CONTENT | Email | Leads - March 4th, 2021 *(KIT is short for 'keep in touch')*

Channel: KIT Leads



Audience: General

Subject: If you ever need help...

Link: <https://magazine.realtor/daily-news/2021/02/23/top-home-inspection-issues-revealed>

Message (1):

Hello, !first_name!-

Did you know that around 86% of home inspections find something that needs to be fixed? No home is truly perfect. In fact, a home inspection can save a buyer an average of \$14,000 in the long run.

However, finding a good home inspector can be difficult. I've been in real estate a long time and know some truly great inspectors and other contractors who can help. If you ever need someone, please let me know! 😊

All my best,
!signed!

Channel: KIT Leads

Audience: General

Subject: You might surprise yourself!

Link:

<https://magazine.realtor/daily-news/2021/02/22/first-timers-shocked-by-how-much-home-they-can-afford>

Message (2):

Hello, !first_name!-

In a recent survey of first-time homebuyers, more than two-thirds of respondents were surprised at what they could afford and nearly 50% say their budget is larger than they thought it would be, thanks, in large part, to the low mortgage rates.

I love working with first-time buyers, so I can really walk them through the whole process and prepare them for any and all obstacles.

If you or anyone you know is thinking about buying their first home, please let me know. I'm here to help!

Need help? [Take our assessment](#) and book a free consultation.



All my best,
!signed!

Channel: KIT Leads

Audience: General

Subject: How've you been? 😊

Link: N/A

Message (3):

Hey, !first_name!-

How have you and your family been? It's been far too long since we last spoke.

I'd love to catch up and grab a coffee if you'd like. My treat!

Let me know what day this week or next works best for you.

All my best,
!signed!

Channel: KIT Leads

Audience: General

Subject: Avoiding the closing day hurdles

Link: <https://magazine.realtor/daily-news/2021/03/01/the-biggest-hurdles-causing-closing-delays>

Message (4):

Hello, !first_name!-

As I'm sure you know, mortgage rates are still around historic low levels, which has boosted buyers' spending power considerably. However, obtaining financing was still the biggest reason 35% of sale contracts last month were either terminated or prompted a delay.

If you're looking to plunge into this hot real estate market, make sure you're prepared. Homes aren't lasting very long on the market, and any delay could be the difference between landing the home of your dreams or leaving the table dejected.

Need help? [Take our assessment](#) and book a free consultation.



I work hard for my clients so that they are prepared for anything the real estate process throws at us. Please don't hesitate to give me a call - !phone!. 😊

All my best,
!signed!

Channel: KIT Leads

Audience: General

Subject: I know where to look 👁️

Link:

<https://magazine.realtor/daily-news/2021/02/25/contract-signings-retreat-not-enough-homes-for-sale>

Message (5):

Hello, !first_name!-

As mortgage rates continue to hover around historic low levels, housing inventory challenges continue to persist around the country.

Despite this, contract signings are 13% higher than this time last year, meaning there are still plenty of great opportunities for both buyers and sellers if you know where to look.

If you or someone you know is finding it hard to find the perfect home, give me a call - !phone!. Chances are I can help you or them out.

All my best,
!signed!

SOCIAL MEDIA CONTENT March 4th, 2021

Fun & Friendly: 7

Channel: Social Media

Audience: Fun & Friendly

Need help? [Take our assessment](#) and book a free consultation.

Message (1):

What is your favorite movie soundtrack?



Channel: Social Media

Audience: Fun & Friendly

Message (2):

Did you see that Volvo is going completely electric by 2030? What are your thoughts on electric vehicles?



Channel: Social Media

Audience: Fun & Friendly

Message (3):

When someone says “comfort food,” what do you think of first?



Channel: Social Media

Audience: Fun & Friendly

Message (4):

What are the best cooking tips everyone should know? I'll start: Never use wet oven mitts when removing something from the oven 🤪🔥



Channel: Social Media

Audience: Fun & Friendly

Message (5):

If you had to live with your 16-year-old self, what would be the first thing you'd argue about?



Channel: Social Media

Audience: Fun & Friendly

Message (6):

What's a movie that everyone needs to watch at least once in their lives?



Channel: Social Media

Audience: Fun & Friendly

Message (7):

What is your most memorable “first day on the job” story?



Real Estate Related: 6

Channel: Social Media

Audience: Real Estate

Message (1):

I just read an article that said homebuyers are starting to bring along an interior designer on their home searches. If you were to ever search for another home, who would you want along with you?



Channel: Social Media

Audience: Real Estate

Message (2):

From what I've seen and heard, 2021 seems to be the year of home improvement projects. What kinds of projects are you undertaking (or want to undertake)?



Need help? [Take our assessment](#) and book a free consultation.

Channel: Social Media

Audience: Real Estate

Message (3):

What's your favorite interior design trend right now?



Channel: Social Media

Audience: Real Estate

Message (4):

As we start to (slowly) emerge from the winter months and continue to dream of warmer days, where's one place you'd love to visit in the summer?



Channel: Social Media

Audience: Real Estate

Message (5):

What does your dream man cave (or she-shed) have in it?



Channel: Social Media

Audience: Real Estate

Message (6):

Since the '90s, the average age of first time home buyers has steadily increased. How old were you when you bought your first home?





Text Messages:

Title: Out Your Way

Purpose: Re-engagement after length of time out of touch

It's {{c.first_name}}. I was out your way this week and was thinking about you. How've you been?

Voicemail Drop:

Title: How are you?

Purpose: Quarterly Lead Harvesting - Warm Touch - for people you know/SOI

[NOTE: when recording your message, make it sound natural. Remember, this isn't a radio commercial. Think of it like any of the other voicemail messages you leave... it doesn't have to be perfect!]

(Heyyyyy / Hi / Hello / Heyo) it's me, (your first name) and I'm calling because I was just thinking about you the other day. I hope things are going well for you and would love to hear an update. Let's talk soon! Call me!