

# identify & build great interest generators

Great prospecting results start with a great reason to connect with someone. Today, we will craft some of the first interest generators you will use to connect, on a really authentic level, with your potential clients. We all start somewhere, and it is so easy to get into the limiting belief that without years of experience under your belt, you don't really have the ability to compete with other commercial agents who have been in the market for years or decades. Start with 3 questions:

- What about your marketplace is changing?
- How does this change impact the properties and owners you are connecting with?
- What information about this change can you provide, or support owners with, that sets you apart as an authoritative resource?

After thinking through these, and capturing a general topic that you can craft into an interest generator, let's build some base scripts to work from:

Interesting Topic	Can you say it in 10 seconds?