

CABOOM
LEADS

***THE 10 COMMANDMENTS
OF CABOOM LEADS***

If you won't do ALL 10 ... don't buy leads.

CABOOM Leads work! The question isn't do they work... it's are YOU good enough to win with them?



**“If others are winning, and I’m not, then it’s
100% on me!” - Cody Askins**

(after seeing 1,000+ agents WINNING)

**This is the playbook. If you commit to
all 10 commandments, you will win.**

**If you cut corners, blame the leads,
or dabble like a gambler... you’ll
lose.**

**Own the process.
Own the skill.
Own the result.**

#1 CABOOM COMMANDMENT

NEVER BUY THE MINIMUM

“Test buys” create test results.

If you're buying like a gambler,
you'll lose like a gambler.

Commit or don't buy.

#2 CABOOM COMMANDMENT

TOP PRODUCERS GET NEW LEADS EVERY WEEK

Real pros don't “try leads for a week”

They keep the pipeline full and
predictable.

Momentum comes from consistent volume,
not one-time orders.

“ IF YOUR PIPELINE ISN'T
GROWING,
YOUR INCOME ISN'T EITHER ”

- Cody Askins

#3 CABOOM COMMANDMENT

GIVE A SOURCE 4-8 WEEKS BEFORE YOU JUDGE IT

You're not just testing leads — you're learning a system.

Script, schedule, tonality, follow-up all tighten over time.

Impatient agents quit right before it clicks.
You may be 3 feet from gold!

#4 CABOOM COMMANDMENT

IF OTHERS ARE WINNING, THE LEADS AREN'T THE PROBLEM

Same source. Same data.
Different results?

That means skills, effort, and follow-up
are the variable.

Ask "What are THEY doing that I'm not?"
before you complain.

#5 CABOOM COMMANDMENT

CALL EVERY NEW LEAD WITHIN 5 MINUTES

Speed to lead is king.

They remember the ad, the survey, and they even verified their cell phone number with a 6-digit verification code via text.

This isn't the only ad they saw. Keep the experience fresh in their mind.

#6 CABOOM COMMANDMENT

TRIPLE DIAL EVERY LEAD

One ring = "I tried."
Three rings = "I care."

If you're scared to double- and triple-dial,
you're not ready for volume

**OVER 80% OF LIVE ANSWERS
HAPPEN BETWEEN THE
2ND AND 6TH CALL ATTEMPT**

#7 CABOOM COMMANDMENT

BATCH DIAL DURING REAL DIAL SESSIONS

No random, emotional dialing.

**Set power hours, stack your list,
and go to war.**

**Pros run sessions.
Amateurs “chase feelings.”**

#8 CABOOM COMMANDMENT

MAKE 27 CALL ATTEMPTS IN THE FIRST 72 HOURS

That’s just 9 triple dials.

**If you haven’t hit 27 attempts,
you haven’t “worked the lead.”**

**Don’t say “these leads suck” if you’ve
made 3 weak attempts.**

#9 CABOOM COMMANDMENT

USE A PROVEN SCRIPT, DON'T WING IT

You're not allowed to say "leads don't work" if:

- You don't have a script.
- You haven't memorized, role-played, and completely mastered it.
- You're "just being yourself."

**+BONUS: LISTENING TO CALL RECORDINGS IS THE FASTEST TO IMPROVE.
CODY STILL DOES THIS TODAY WITH HIS OWN SALES TEAM.**

Experience & Repetition is THE difference.
Don't get frustrated, slowly get better. This is a
marathon, not a sprint.

#10 CABOOM COMMANDMENT

TRACK YOUR NUMBERS AND OWN YOUR RESULTS

You should know:

- Dials per week
- Contacts per week
- Closed apps per 100 leads

IT TAKES 500+ LEADS TO SEE YOUR OVERALL TRUE AVERAGES

NO TRACKING = NO COACHING = NO IMPROVEMENT

What gets measured gets better.
What gets blamed stays broke.
Accept responsibility.

**"I'VE WRITTEN OVER \$400,000
THIS YEAR AND Y'ALL HAVE THE
MOST DIALED-IN LEADS, PERIOD."**

- CLARK STANLEY

**After generating 1,000,000+ leads for
individual producers, small teams, and
extremely large organizations, here's what
you'll need to find long term success:**

**Volume
Consistency
System
Experience**

THIS SYSTEM WORKS IF YOU DO.

**COMMITTING TO THESE 10 COMMANDMENTS IS THE
DIFFERENCE BETWEEN AVERAGE AND UNSTOPPABLE.**

READY TO WIN WITH CABOOM?

