



# *Blueprint for Success*

A new agent's first 75 days

**EPIQUE**  
R E A L T Y

# 75 Days to Success!

As a new real estate agent, stepping into the profession means becoming the CEO of your own business. Here's what you can expect as you embark on this entrepreneurial journey:

## 1. Independence:

One of the most exciting aspects of being a real estate agent is the freedom and independence it offers. You'll have the flexibility to set your own schedule, choose your clients, and decide how to market yourself and your services.

## 2. Building Your Brand:

As a new agent, you'll need to establish your brand identity in the market. This includes creating a professional image, developing a unique value proposition, and defining your target audience. Building a strong brand presence takes time and consistent effort but is essential for attracting clients and standing out in a competitive market.

## 3. Lead Generation:

Generating leads is the lifeblood of any real estate business. As a new agent, you'll need to implement various lead generation strategies to attract potential clients. This may include networking, cold calling, door knocking, online marketing, hosting events, and more. Consistent lead generation efforts are crucial for maintaining a steady stream of clients and growing your business.

## 4. Client Relationships:

Building strong relationships with your clients is key to success in real estate. You'll need to earn their trust, understand their needs and preferences, and provide exceptional service throughout the buying or selling process. Positive client experiences lead to referrals and repeat business, so prioritize customer satisfaction in every interaction.

## 5. Continuous Learning:

Real estate is a dynamic and ever-changing industry, so ongoing learning is essential for staying competitive. As a new agent, you'll need to invest time in continuing education, staying updated on market trends, and honing your skills in areas such as sales, negotiation, marketing, and technology. Embrace learning opportunities to grow professionally and adapt to market changes.

## 6. Financial Management:

While real estate offers the potential for significant income, it also requires careful financial management. As an independent contractor, you'll be responsible for managing your expenses, budgeting for marketing efforts, paying taxes, and saving for future investments. It's important to establish good financial habits early on to ensure long-term financial stability.

## 7. Persistence and Resilience:

Building a successful real estate business takes time and perseverance. You'll likely face challenges, setbacks, and rejection along the way. The key is to stay resilient, maintain a positive mindset, and keep pushing forward even in the face of adversity. Consistent effort and a willingness to learn from failures will ultimately lead to growth and success.

Overall, being a new real estate agent means embracing the entrepreneurial spirit, taking ownership of your success, and committing to the hard work required to build a thriving business. With dedication, perseverance, and a focus on providing exceptional service to your clients, you can achieve your goals and establish yourself as a trusted and successful professional in the industry.

Establish a routine that you are in the office every day for a specified period of time, prepared to have a prospecting agenda. Your goal should include having enough conversations with people to begin to establish “top of mind awareness.” It will be important that when people you know think of real estate (or know someone who needs help), they think of you.

The following are weekly ideas to keep you on track to success! These would be typically for Monday – Friday.

### **Days 1-5:**

- Set up your workspace at home. Find a dedicated space where you can focus on building your business. If you can't find that home, come to the office and use one of our remote desks.
- Familiarize yourself with Epique's systems and tools by starting to explore Epique Cloud.
- Schedule Epique Orientation with Robbie
- Schedule Realtor orientation with our Board of Realtors.
- Start building your professional network by writing down all of the people you know and would like to do business with. Refer to next page for ideas. FIND their email address, phone number and home address.
- Determine how you will keep track of your daily activities to build your business, meetings and client appointments. Will you use your phone or a planner or both? Buy a planner if needed.

### **Days 6-10:**

- Create a business plan outlining your goals and strategies for success. Schedule a time with Robbie or your sponsor to help in creating this.
- Attend training through Epique Cloud
- Attend Epique and Local Area Zoom calls
- Ensure your social media profiles are updated and reflect state requirements
- Start inputting Who You Know into Lofty

# MEMORY JOGGER



## Who Do I Already Know

1. WHO IS YOUR DENTIST?
2. WHO IS YOUR CHILDREN'S DENTIST?
3. WHO IS YOUR DOCTOR?
4. WHO IS YOUR SPOUSE'S/PARTNER'S DOCTOR?
5. WHO IS YOUR CHILDREN'S DOCTOR?
6. WHO IS YOUR DERMATOLOGIST?
7. WHO DOES YOUR TAXES?
8. WHO CUTS YOUR GRASS?
9. WHO DOES YOUR LANDSCAPING?
10. WHO DOES YOUR HOUSEHOLD REPAIRS?
11. WHO MAINTAINS YOUR SECURITY SYSTEM?
12. WHO SOLD YOU WINDOW COVERINGS?
13. WHO IS YOUR PAINTER?
14. WHO IS YOUR PLUMBER?
15. WHO IS YOUR ELECTRICIAN?
16. WHO TREATS YOUR HOME FOR PESTS?
17. WHO CLEANS YOUR CARPET?
18. WHO CLEANS YOUR WINDOWS?
19. WHO SERVICES YOUR A/C AND HEAT?
20. WHO ARE YOUR FORMER TEACHERS/COACHES?
21. WHO ARE YOUR FRATERNITY/SORORITY BROTHERS AND SISTERS?
22. WHO DID YOU GO TO HIGH SCHOOL WITH?
23. WHO IS YOUR TRAINER?
24. WHO ARE YOUR CHILDREN'S TEACHERS?
25. WHO ARE YOUR CHILDREN'S COACHES?

# Who Do I Already Know continued

26. WHO ARE YOUR CHILDREN'S FRIENDS' PARENTS?
27. WHO DO YOU KNOW FROM YOUR CHILDREN'S SPORTING EVENTS?
28. WHO ARE YOUR CLOSE FRIENDS?
29. WHO ARE YOUR SPOUSE'S/PARTNER'S CLOSE FRIENDS?
30. WHO ARE YOUR PARENTS' CLOSE FRIENDS?
31. WHO ARE YOUR SPOUSES' CO-WORKERS?
32. WHO ATTENDED YOUR WEDDING?
33. WHO SOLD YOU YOUR CAR?
34. WHO IS THE SERVICE WRITER AT THE AUTO DEALERSHIP?
35. WHO DO YOU BUY GASOLINE FROM?
36. WHO DOES YOUR AUTO REPAIR?
37. WHO ARE THE MEMBERS OF YOUR FAMILY?
38. WHO ARE THE MEMBERS OF YOUR SPOUSE'S/PARTNER'S FAMILY?
39. WHO DOES YOUR MANICURES, PEDICURES, FACIALS?
40. WHO IS YOUR HAIR STYLIST?
41. WHO IS YOUR CHILDREN'S HAIR STYLIST?
42. WHO ARE YOUR BEST FRIENDS?
43. WHO ARE YOUR FAMILY MEMBERS' FRIENDS?
44. WHO ARE YOUR SPOUSE'S/PARTNER'S FAMILY MEMBERS?
45. WHO ARE YOUR "EXTENDED" FAMILY MEMBERS (GRANDPARENTS, COUSINS, NIECES, NEPHEWS)?
46. WHO SOLD YOU JEWELRY OR WEDDING RINGS?
47. WHO IS YOUR FLORIST?
48. WHO IS YOUR PHARMACIST?
49. WHO IS YOUR OPTOMETRIST?
50. WHO DO YOU GO TO FOR A MASSAGE?
51. WHO SOLD YOU FURNITURE?
52. WHO REPAIRS OR UPHOLSTERS YOUR FURNITURE?
53. WHO DO YOU BUY APPLIANCES FROM?
54. WHO DO YOU BUY COSMETICS FROM?
55. WHO DO YOU BUY NUTRITIONAL PRODUCTS FROM?



# Who Do I Already Know continued

56. WHO IS YOUR BUTCHER?
57. WHO DO YOU BUY SEAFOOD FROM?
58. WHO INSTALLED YOUR INTERNET?
59. WHO REPAIRS YOUR COMPUTER?
60. WHO DO YOU BUY YOUR ELECTRONICS FROM?
61. WHO SERVICES YOUR TV OR OTHER APPLIANCES?
62. WHO IS YOUR LIFE INSURANCE AGENT?
63. WHO IS YOUR AGENT FOR YOUR HOMEOWNER INSURANCE?
64. WHO IS YOUR AGENT FOR YOUR AUTO INSURANCE?
65. WHO IS YOUR AGENT FOR YOUR HEALTH INSURANCE?
66. WHO DO YOU BUY BUSINESS ATTIRE FROM?
67. WHO DO YOU GO TO FOR ALTERATIONS?
68. WHO IS YOUR TAX PREPARER/ACCOUNTANT/CPA?
69. WHO IS YOUR BANKER/LENDER?
70. WHO IS YOUR FAVORITE BANK TELLER?
71. WHO IS YOUR STOCK BROKER?
72. WHO IS YOUR VETERINARIAN?
73. WHO IS YOUR PET SITTER?
74. WHO GROOMS YOUR PET?
75. WHO DO YOU BUY GLASSES OR CONTACTS FROM?
76. WHO IS YOUR LAWYER?
77. WHO ARE YOUR FORMER CO-WORKERS?
78. WHO IS YOUR DIETITIAN?
79. WHO IS YOUR LOCAL PRINTER?
80. WHO LIVES ON EITHER SIDE OF YOU, AND ON YOUR WHOLE STREET?
81. WHO LIVES ACROSS THE STREET?
82. WHO WAS IN YOUR WEDDING?
83. WHO OFFICIATED YOUR WEDDING?
84. WHO WAS YOUR WEDDING PHOTOGRAPHER?
85. WHO WAS YOUR WEDDING COORDINATOR?
86. WHO DOES YOUR SNOW OR SAND REMOVAL?

# Who Do I Already Know continued

87. WHO TRIMS YOUR TREES?
88. WHO DID YOU GO TO SCHOOL WITH?
89. WHO DOES YOUR DRY CLEANING?
90. WHO DO YOU BUY TIRES FROM?
91. WHO DELIVERS YOUR MAIL?
92. WHO IS YOUR UPS/FEDEX DELIVERY PERSON?
93. WHO DO YOU TRAVEL WITH?
94. WHO DO YOU GO TO THE THEATER WITH?
95. WHO ARE YOUR GOLF BUDDIES?
96. WHO DO YOU PLAY TENNIS WITH?
97. WHO DO YOU PLAY CARDS WITH?
98. WHO ARE YOUR HUNTING/FISHING FRIENDS?
99. WHO SOLD YOU YOUR HUNTING/FISHING LICENSE?
100. WHO ARE YOUR HOBBY FRIENDS?
101. WHO DO YOU KNOW FROM CHURCH?
102. WHO DO YOU PARTICIPATE WITH IN FANTASY SPORTS?
103. WHO OWNS YOUR FAVORITE RESTAURANT?
104. WHO IS YOUR FAVORITE SERVER?
105. WHO DO YOU KNOW IN GOVERNMENT OR POLITICS?
106. WHO DID YOU GO TO COLLEGE WITH?
107. WHO IS YOUR MINISTER/CLERGY?
108. WHO DO YOU KNOW FROM THE COUNTRY CLUB?
109. WHO DO YOU KNOW FROM THE FITNESS CENTER?
110. WHO DO YOU KNOW FROM DAY-CARE?
111. WHO DO YOU KNOW FROM YOUR LOCAL HOA?
112. WHO IS YOUR POLICE/FIRE CHIEF?
113. WHO HAVE YOU MET AT TRADE SHOWS?
114. WHO HAVE YOU MET ATTENDING CHARITY FUNCTIONS?
115. WHO DO YOU KNOW FROM ROTARY/KIWANIS/LIONS CLUBS?
116. WHO DO YOU KNOW FROM YOUR LOCAL CHAMBER OF COMMERCE MEETINGS?

# Who Do I Already Know continued

117. WHO DO YOU BUY CAMPING EQUIPMENT FROM?
118. WHO IS YOUR HOUSEKEEPER?
119. WHO DELIVERS YOUR WATER?
120. WHO ARE YOUR PREVIOUS NEIGHBORS?
121. WHO ARE YOUR MILITARY COHORTS?
122. WHO ARE RETIRED CO-WORKERS?
123. WHO IS THE MOST ENTHUSIASTIC PERSON YOU KNOW?
124. WHO IS THE MOST INFLUENTIAL PERSON YOU KNOW?
125. WHO IS THE WEALTHIEST PERSON YOU KNOW?
126. WHO DO YOU KNOW THAT IS AN ARCHITECT?
127. WHO DO YOU KNOW THAT IS A BAKER?
128. WHO DO YOU KNOW THAT IS AN ENTERTAINER?
129. WHO DO YOU KNOW IN HUMAN RESOURCES?
130. WHO DO YOU BUY OFFICE SUPPLIES FROM?
131. WHO IS ON YOUR HOLIDAY CARD LIST?
132. WHO'S HOLIDAY CARD LIST ARE YOU ON?
133. WHO ARE YOU CONNECTED WITH THROUGH SOCIAL NETWORKS?
134. WHO DID YOU MEET ON A PLANE?
135. WHO IS THE MOST SUCCESSFUL LEADER YOU KNOW?
136. WHO DO YOU KNOW THAT SEEMS TO KNOW EVERYONE?
137. WHO DO YOU KNOW THAT'S HIGHLY INVOLVED IN THE COMMUNITY?
138. WHO'S THE BEST SALESPERSON YOU KNOW?
139. WHO SELLS PAMPERED CHEF, SCENTSY OR MARY KAY?
140. WHO DO YOU SEE IN YOUR OFFICE BUILDING?
141. WHO IS YOUR LANDLORD?
142. WHO BUILT YOUR HOUSE?
143. WHO WOULD YOU CALL TO FIX A ROOF LEAK?
144. WHO DO YOU KNOW FROM INDUSTRY OR TRADE GROUPS?
145. WHO DO YOU KNOW IN LAW ENFORCEMENT?
146. WHO HAVE YOU MET AT A PARTY RECENTLY?



# Who Do I Already Know continued

147. WHO CAN YOU MEET BY FREQUENTING NEW BUSINESSES?
148. WHO DO YOU KNOW THAT IS A GOLF OR TENNIS PRO?
149. WHO DO YOU KNOW THAT IS A NOTARY PUBLIC?
150. WHO DO YOU KNOW THAT IS AN OFFICE MANAGER?
151. WHO IS AT THE LOCAL PROPERTY TAX OFFICE?
152. WHO ARE THE BUSINESS OWNERS WHERE YOU SHOP?
153. WHO DO YOU KNOW IN CLUBS YOU ARE A MEMBER OF?
154. WHO DO YOU KNOW ON THE GOLF COURSE WHO PLAYS?
155. WHO CLEANS YOUR OR OTHER'S POOL?
156. WHO DO YOU KNOW IN LOCAL PHILANTHROPIES?
157. WHO IS IN THE LOCAL SCHOOL ADMINISTRATION?

Once you have your list, now find their contact information. Try to get as much of their contact information as you can. Some you may just have an email address, and others all of their information.

You can search in the following place to find home addresses, cell phone numbers and email addresses:

- CAD
- Facebook
- LinkedIn
- Business Cards
- Address lists from HOAs or Organizations
- Classroom lists sent home by teachers
- Anywho or Whitepages online

### **Days 11-15:**

- Attend any training sessions or workshops offered by Epique or our Team.
- Research local market trends and neighborhoods – start attending Open Houses to learn the inventory and meet the agents on our team.
- Add 5 new people to your CRM including their email address, phone number and home address
- Plan how you will reach out to everyone on your Who You Know list

### **Days 16-20:**

- Continue studying market trends and familiarize yourself with local inventory.
- Attend Open House Training
- Attend networking events or join professional organizations in your area.
- Start prospecting for clients through Open Houses
- Start time blocking on your calendar for lead generation and conversion.
- Add 10 new people to your CRM including their email address, phone number and home address

### **Days 21-25:**

- Take additional training courses or workshops to enhance your skills.
- Shadow experienced agents on showings or listing appointments to learn from their expertise.
- Begin working on your marketing materials, such as flyers or postcards.
- Meet with Robbie to discuss your goals and expectations.  
<https://calendly.com/robbielynnjohnson/30min>
- On Sunday, time block your calendar for your non-negotiables first, then lead generation, lead conversion, and then next any networking meetings you will attend.
- Add 10 new people to your CRM including their email address, phone number and home address
- Practice scripts on presenting our Buyer Consultation and Seller Consultation marketing books.

### **Days 26-30:**

- Begin sending Equity Letters to potential clients to discuss their real estate needs.
- Start working open houses in your area to learn more about different property types and pricing strategies.
- Continue expanding your professional network through social media and community events.
- On Sunday, time block your calendar for your non-negotiables first, then lead generation, lead conversion, and any networking meetings you will attend.
- Add 10 new people to your CRM including their email address, phone number and home address
- Schedule to work an open house(s)
- Prepare your car for business. Get your free carwash tag from Epique! Keep your car clean and in good repair. Handy items to have available are flashlights, tissues, note pads, mileage/expense book or app on your phone, wasp spray, and a mallet for signs, etc. Consider a GPS if your phone or car is not equipped with a mapping app or your service is spotty. Remember, you will be spending a lot of time in your car.

### **Days 31-35:**

- Follow up with leads and contacts from your prospecting efforts.'
- Attend any continuing education courses required for your real estate license.
- Start building relationships with other professionals in the industry, such as lenders, inspectors, and contractors.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, and any networking meetings you will attend.
- Schedule to work an open house(s)
- Add 10 people to your CRM including their email address, phone number and home address
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds.

### **Days 36-40:**

- Start thinking about a niche market you might want to work
- Reach out to local businesses to establish referral partnerships.
- Ask your friends and family to give you a client review to start building your rating and internet presence. Use Facebook or Google to build your reviews.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, and any networking meetings you will attend.
- Add 10 people to your CRM including their email address, phone number and home address

*Additional Success Tips for Days 36-40 continued on next page*

### **Days 36-40 continued:**

- Schedule to work an open house(s)
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds.

### **Days 41-45:**

- Get on Epique Canva and start building some marketing for social media and/or direct mail.
- Attend community events or volunteer opportunities to meet new people.
- Evaluate your progress towards your goals and make any necessary adjustments to your business plan.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, and any networking meetings you will attend.
- Add 10 people to your CRM including their email address, phone number and home address
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds
- Schedule to work an open house(s)

### **Days 46-50:**

- Follow up with past clients, friends and family and ask for referrals.
- Implement a lead generation strategy, such as running Facebook ads or creating targeted email campaigns.
- Attend real estate networking events or conferences to meet potential clients and partners.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, and any networking meetings you will attend.
- Add 10 people to your CRM including their email address, phone number and home address
- Schedule Social Media posting time
- Schedule to work an open house(s)
- Attend any brokerage trainings or masterminds.



### **Days 51-55:**

- Expand your online presence by posting regular updates on social media and your website.
- Participate in local community events to increase your visibility.
- Explore offering free consultations or seminars to attract new clients. Think about your niche you are creating.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, and any networking meetings you will attend.
- Add 10 people to your CRM including their email address, phone number and home address
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds.
- Schedule to work an open house(s)
- Read a book that is real estate, sales, motivational, or habit related.

### **Days 56-60:**

- Analyze your marketing efforts and adjust your strategies as needed.
- Continue building relationships with other agents and industry professionals.
- Stay up-to-date on industry news and trends to better serve your clients. Share this with your clients.
- It's time to start mastering video!
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, video creation, and any networking meetings you will attend.
- Add 10 people to your CRM including their email address, phone number and home address
- Schedule to work an open house(s)
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds.

### **Days 61-65:**

- Attend training sessions or workshops on sales techniques and negotiation skills.
- Practice role-playing different scenarios with your colleagues or mentor.
- Schedule listing appointments and buyer consultations with potential clients.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, video creation, and any networking meetings you will attend.

*Additional Success Tips for Days 61-65 continued on next page*

### **Days 61-65 continued:**

- Add 10 people to your CRM including their email address, phone number and home address
- Schedule to work an open house(s)
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds.

### **Days 66-70:**

- Close your first transaction and celebrate your success!
- Ask satisfied clients for testimonials or referrals.
- Continue honing your sales and negotiation skills through practice and ongoing education.
- Evaluate your performance over the past 60 days and identify areas for improvement.
- Set new goals for the next 30, 60, and 90 days.
- Develop a plan for increasing your income and expanding your client base.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, video creation, and any networking meetings you will attend.
- Add 10 people to your CRM including their email address, phone number and home address
- Schedule to work an open house(s)
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds

### **Days 71-75:**

- Attend advanced training courses or workshops to further develop your skills.
- Review your marketing strategy and make adjustments based on your results.
- Celebrate your achievements and milestones from your first 60 days in real estate.
- Thank your clients and referral partners for their support.
- Create a Touch Program.
- Create a close out program for sales.
- Stay focused and continue working towards your long-term goals in the real estate industry.
- Complete any remaining requirements to obtain your real estate license. Don't forget your post licensing hours.
- Time Block on Sunday for the upcoming week. Non-negotiables first, then lead generation, lead conversion, video creation, and any networking meetings you will attend.

### **Days 71-75 continued:**

- Add 10 people to your CRM including their email address, phone number and home address
- Schedule to work an open house(s)
- Schedule Social Media posting time
- Attend any brokerage trainings or masterminds
- Update your marketing materials with client testimonials or recent sales

*\*\*Touch Program is on the next page*

## Touch Program

What is a touch program? It's a way to stay top of mind with your sphere so they are coming to you as a trusted source for real estate either when they buy or sell, have questions, or referrals of friends.

Where does business come from: SURVEY SAYS

35% Past Client Referrals

35% Repeat Clients

15% Database referrals

Primary Lead Generation: SURVEY SAYS

Open Houses 45%

Yard Signs 20%

Social Media Postings 10%

72% of clients surveyed say that people want to do business with their Realtor again yet only 20% do – because of relationships.

If you want to stay connected, get a touch program together!

A real Trends study shows that people who maintain their Databank with at least 500 contacts have an average of 25% more sales

We must plan on a yearly basis, implement on a monthly basis and execute on a daily basis

Lay out your month by month and what you will do for your touch programs and this may change depending on who you are going to touch. I recommend starting your layout with big post it notes! You can find these on Amazon and links will be below.

### FIRST

You must have defined goals and focus areas. I recommend up to 3 areas to focus on.

For example:

- Top 50 clients/referral partners – this is a must
- Whole Sphere – this is a must
- Mets and Not Mets
- Expired Listings
- FSBOs
- Working Open Houses
- Buy Leads
- Farm an area
- Probate, Divorce, New Construction, Military, Seniors, Landlord/Tenant or other specialty areas

### SECOND:

Create a plan for each focus area – use your big post it notes

Don't get stuck in one form of communication. Every touch plan has to have so many different forms of communication. Each month should have 1-3 touches.

Face to face.... Digital.... Voice.... Print



### **THIRD:**

If you are going to develop a Niche you must develop an engagement strategy and this has to be scheduled on your touch program.

- Connect regularly with the community
- Show the services you provide
- Provide Educational Content
- Have Events that focus on your Niche
- Have One on One's
- Create a Value Proposition
- Newsletters

### **FACE TO FACE.... DIGITAL.... VOICE.... PRINT**

Develop Your touch program from the following areas:

- Postcards
- Handwritten Notes
- Direct Mail
- Videos
- Text Messages
- Seminars You Host
- Social Media
- Pop Bys

The list below is in no particular order or in no particular category. Use each idea and look at your focus areas to see how the idea can be incorporated, should be incorporated, or perhaps can't be incorporated. Not all ideas fit all categories. Use the bullets below to stimulate your mind and open it up to other ideas. The following are ideas of things you can do for marketing.

#### **Postcards**

- Ask about our Staging books – get your complimentary book
- Ask about our Guarantee to Sell Your Home program
- One of your testimonials on a postcard
- Expired Postcard mailing campaign
- Landlord mailing campaign

#### **Handwritten Notes**

- Thank you when you meet
- Just checking in
- Congratulate your sphere when you see accomplishments on Facebook
- Post things on your wall or their wall that is uplifting
- After Open Houses

## Direct Mail

- Closing Disclosure for taxes mailed to them
- Info news: How to get your home ready to market
- Top Ten Lists
- Concierge Lists
- CMA/Equity Letters
- Home tips around the year
- Testimonials
- Homestead Exemption Reminder Letters
- FedEx a letter – send your FIRST mailing via FedEx to generate a WOW factor that will get you noticed!
- Letters to Landlords
- Letters to Tenants

## Videos

- in text messages
- On social media
- Top Ten Lists
- Home tips around the year
- Homestead Exemption Reminders
- Homestead Exemption Explanations
- Ask about our Buying a Home in Texas books – get your complimentary book
- Make educational videos
- Holiday greetings
- Check out the amazing kitchen in this house!
- Tonight, I attended an event that benefited our local free medical clinic. Check out these photos – this is an event you won't want to miss in the future!
- Here are the numbers for the last quarter for our local real estate market.
- love having lunch with clients; these are my three go-to lunch places in (your city).
- Today, I experienced the funniest thing that has ever happened to me in real estate ...
- Here are the before and after photos of 123 Main Street. An amazing transformation that is now available for showings ...
- This is the story of how (client name) found her ideal home. It started ...Staying consistent with both your quality and quantity of posts will yield results.
- Sharing your thoughts as you head into the office in the morning.
- Sharing the process of launching your listing and everything that goes into it.
- Videos of Just Sold – stand in front of the home and tell a story about it
- 10 [city you are focusing on] organizations to support this holiday season
- Top holiday events in [city]
- Best hotels for a [city] holiday staycation
- 5 [city] businesses to support on #SmallBusinessSaturday

- Holiday gift guide for last-minute [city] shoppers
- A new home for the new year in [city]
- Best places for holiday decorations in [city]
- Do Help Me Out Videos
- People think real estate is this, but it's actually this
- My go to business or service provider for .....
- Things you may not know about Abilene
- 7 things to do before selling your home
- Friday Favorite
- Behind the Scenes
- LISTICLES! Video and/or Blog focusing on a listing things – like Top 10 lists etc – doesn't have to be video – use the above. Here's an example: The 15 Things Buyers Look For In A Home.
- See Videos.....
- Why You Should.....
- You Won't Believe....
- The Last.... You'll Ever Need
- This is how.....
- This is what....
- Piggyback off of other articles – example: Forbes Top 10....
- X things you..... numbered lists
- X Reasons why.....

### **Text messages**

- Text the newsletter to paid leads you are trying to convert
- Text Videos
- Text Events
- Text Reminders
- Using text as follow up whenever you mail or email something to them

### **Hold a seminar:**

- Home Improvement
- How to Flip a Home

### **Your Client's Social Media**

- Post things on your wall or their wall that is uplifting
- Happy Birthday posts
- Comment on their posts
- ALL of your social media contacts should be in your database

## **VIP Program**

Create a program for your VIPs and treat them to:

- Happy Hours
- Swag
- Family Pics
- Coffee

## **On Social Media here's your Hail Mary playbook:**

### **5x5**

Day 1 - 5 Direct Messages about a specific post

Day 2 - Comment on posts and ask questions

Day 3 - General Comments

Day 4 - Comment on real estate pages and groups

Day 5 - have 5 new connections/friend requests

You should also make 5 posts per week on your page - 1 being video