

# 2020 Real Estate **MARKETING PLANNER™**

12 Months of Strategic Real Estate Marketing



STAY ORGANIZED • STAY ON TRACK • STAY TOP OF MIND

# HOW TO USE YOUR *REAL ESTATE MARKETING PLANNER*<sup>™</sup>

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The *Real Estate Marketing Planner*<sup>™</sup> is a powerful 12-Month Guide that strategically defines what marketing to send and when to send it.

Each month **key market segments** are represented and color-coded with detailed, targeted strategies including:

-  Get More Listings
-  Niche Marketing
-  Geographic Farming
-  Sphere of Influence
-  Customer Appreciation

Statistically, **66% of your business** will come from family, friends, referrals, or hand-raisers from one of these segments.

## **Each month of The Real Estate Marketing Planner<sup>™</sup> includes:**

- A calendar highlighting what dates to take action
- An action item list with four results-focused tasks
- A tip of the month with creative strategies to get you noticed
- Weekly goals and reminders
- Monthly observances
- A series postcard image for each market segment activity

**To order postcards, newsletters, door hangers, or other marketing materials defined in *The Real Estate Marketing Planner*<sup>™</sup>, go to [www.ProspectsPLUS.com/2020](http://www.ProspectsPLUS.com/2020) and click on the 'Products' category.**

**For a complete "Done-For-You" marketing option that includes exclusive carrier routes, EDDM, neighborhood branding, and mega-sized marketing pieces - Watch This Video at [www.DabbleorDominate.com](http://www.DabbleorDominate.com)**

**You can also call our support team at 1-866-405-3638. We are excited to assist you with your marketing success!**

THE REAL ESTATE MARKETING PLANNER<sup>™</sup>  
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From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers.

2020 Rev. A

# 2020 REAL ESTATE BUSINESS PLAN

1. My income goal for the next 12 months: 1. \_\_\_\_\_
2. Average commission earned per closing: 2. \_\_\_\_\_
3. Number of closings required to reach my goal:  
(Divide line 1 by line 2) 3. \_\_\_\_\_
4. Number of my sales required to close to hit my goal:  
(Any sales contract written by you that closes) 4. \_\_\_\_\_
5. Number of my listings required to close to hit my goal:  
(A listing of yours that is sold by anybody, including you) 5. \_\_\_\_\_

## LISTINGS ARE THE NAME OF THE GAME:

A good listing agent's income is 75% listings sold,  
25% sales.

6. Average percent of listings taken by my office that close  
during the listing period: 6. \_\_\_\_\_
7. Average percent of sales contracts written by me that close: 7. \_\_\_\_\_
8. Number of sales contracts needed to write in the next 12 months:  
(Divide line 4 by line 7) 8. \_\_\_\_\_
9. Appointments needed to obtain one listing: 9. \_\_\_\_\_
10. Number of contacts needed to obtain one appointment: 10. \_\_\_\_\_

## OBJECTIVES:

- A. Number of new listings I will obtain in the next 12 months:  
(Divide line 5 by line 6) A. \_\_\_\_\_
- B. Number of listing appointments needed annually:  
(Multiply line A by line 9) B. \_\_\_\_\_
- C. Number of listing appointments needed per month:  
(Divide line B by 12) C. \_\_\_\_\_
- D. Number of listing appointments per week:  
(Divide line C by line 4) D. \_\_\_\_\_
- E. Number of contacts needed per week to reach my listing goal:  
(Multiply line D by line 10) E. \_\_\_\_\_

# JANUARY 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

1



Get More Listings Series:  
Thought About Selling?  
8½" x 5½" - Jumbo Postcard

6



Expired 3-7-27 Marketing System Series - 7 Touches:  
Did You Know  
8½" x 5½" - Jumbo Postcard

15



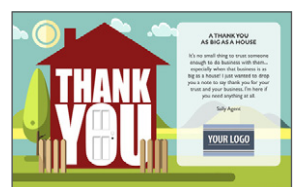
Sample Done-for-You Market Dominator:  
January  
12" x 15" - Dominator

20



Holiday Series:  
Valentine's Day v.11  
8½" x 5½" - Jumbo Postcard

29



Customer Appreciation Series:  
Thank You: Big as a House  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR JANUARY

**JAN. 1st:** Send *Thought About Selling?* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**JAN. 6th:** Send *Did You Know* postcards from the *Expired 3-7-27 Marketing System Series - 7 Touches* to at least 100 people in your area. Need a mailing list? Call us; we can help!

**JAN. 15th:** Send *Community News* newsletters to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**JAN. 20th:** Send *Valentine's Day* postcards from the *Holiday Series* to your Sphere of Influence.

**BONUS OPPORTUNITY - JAN. 29th:** Send *Thank You: Big as a House* postcards from the *Customer Appreciation Series* to at least 200 of your past clients.

**TIP:** Handwritten notecards create a personal touch that can't be beat. Make it a practice to write and send at least one a day. Order a stack of our Real Estate Notecards and add this referral-attracting habit to your to-do list as well.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

## OBSERVED DAYS

- JAN. 1st – New Year's Day
- JAN. 20th – Martin Luther King Jr. Day
- JAN. 25th – Chinese New Year
- National Blood Donor Month
- National Hobby Month
- National Soup Month
- National Mentoring Month

<b>WEEK 1</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 2</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 3</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 4</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 5</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		

TOP PRIORITIES:

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NOTES:

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# FEBRUARY 2020

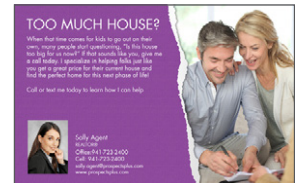
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

3



Fence Sitter Series - Sellers:  
Time is Running Out  
8½" x 5½" - Jumbo Postcard

12



Life Event Series:  
Downsizing: Too Much House  
8½" x 5½" - Jumbo Postcard

17



Call to Action Series:  
Free Home Market Analysis  
8½" x 5½" - Jumbo Postcard

26



Holiday Series:  
DST - Spring v.02  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR FEBRUARY

**FEB. 3rd:** Send *Time is Running Out* postcards from the *Fence Sitter Series - Sellers* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**FEB. 12th:** Send *Downsizing: Too Much House* postcards from the *Life Event Series* to at least 100 people in the area. Need a targeted mailing list? Call us; we can help!

**FEB. 17th:** Send *Free Home Market Analysis* postcards from the *Call to Action Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**FEB. 26th:** Send a *Daylight Saving Time* or *St Patrick's Day* postcard from the *Holiday Series* to your Sphere of Influence.

**TIP:** Order 100 Don't Limit Your Exposure door hangers to hang on doors while you are out and about.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- FEB. 2nd – Groundhog Day
- FEB. 14th – Valentine's Day
- FEB. 17th – Presidents' Day
- FEB. 25th – Mardi Gras Carnival
- American Heart Month
- Great American Pie Month
- Black History Month

OR



Holiday Series:  
St. Patrick's Day v.11  
8½" x 5½" - Jumbo Postcard

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

**MONTHLY AFFIRMATION**

*“I have been given endless talents  
which I begin to utilize now.  
I possess the qualities needed to be  
extremely successful.”*



# MARCH 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2



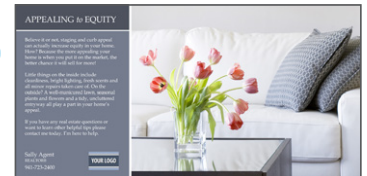
Get More Listings Series:  
Curious About Selling?  
8½" x 5½" - Jumbo Postcard

11



First Time Buyer/Renter Series:  
Ready to Own  
8½" x 5½" - Jumbo Postcard

16



Content Card Series:  
Appealing to Equity  
11" x 5½" - Panoramic Postcard

25



Holiday Series:  
Easter v.01  
8½" x 5½" - Jumbo Postcard

30



Customer Appreciation Series:  
Anniversary: Thinking of You  
11" x 5½" - Panoramic Postcard

## ACTION ITEMS FOR MARCH

**MAR. 2nd:** Send *Curious About Selling?* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**MAR. 11th:** Send *Ready to Own* postcards from the *First Time Buyer/Renter Series* to at least 100 people in your area. Need a mailing list? Call us; we can help!

**MAR. 16th:** Send *Appealing to Equity* postcards from the *Content Card Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**MAR. 25th:** Send *Easter* postcards from the *Holiday Series* or *Determining the Value of Your Home* postcards from the *Content Card Series* to your Sphere of Influence.

**BONUS OPPORTUNITY – MAR. 30th:** Send *Anniversary: Thinking of You* postcards from the *Customer Appreciation Series* to at least 200 of your past clients.

**TIP:** Start planting the seeds for potential move-up market clients. Locate a neighborhood with a large number of first-time or entry-level homeowners and send *Move-Up* postcards from the *Move-Up Market Series* for the next three months. Create a mailing list with our Targeted Mailing List Tools!

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

## OBSERVED DAYS

- MAR. 8th – Daylight Saving Time begins
- MAR. 17th – St. Patrick's Day
- National Women's History Month
- National Nutrition Month
- National Peanut Month
- National Noodle Month



WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 5	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		

# APRIL 2020

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

8



Get More Listings Series:  
Buyers are Waiting  
8½" x 5½" - Jumbo Postcard

13



Life Event Series:  
Move Up: Bigger and Better  
8½" x 5½" - Jumbo Postcard

22



Neighborhood Update Series:  
Neighborhood Update 2 - Red01  
8½" x 5½" - Jumbo Postcard

27



Holiday Series:  
Spring is Here v.04  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR APRIL

**APR. 8th:** Send *Buyers Are Waiting* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**APR. 13th:** Send *Move Up: Bigger and Better* postcards from the *Life Event Series* to at least 100 Empty Nesters in your area. Need a targeted mailing list of Empty Nesters? Call us; we can help!

**APR. 22nd:** Send *Neighborhood Update* postcards to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**APR. 27th:** Send *Spring is Here* postcards from the *Holiday Series* to your Sphere of Influence.

**TIP:** If you haven't already, make a commitment this month to automate your Just Listed / Just Sold postcards through our MLS Mailings service at [www.MLSmailings.com](http://www.MLSmailings.com). Never again miss out on the 18.9% of the neighborhood surrounding your just listed / just sold activity that will be listing in the next 12 months.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- APR. 1st – April Fool's Day
- APR. 7th – World Health Day
- APR. 15th – Tax Day
- APR. 12th – Easter
- APR. 22nd – Earth Day
- National Humor Month
- Stress Awareness Month
- National Poetry Month

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

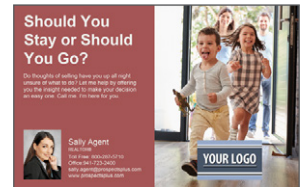
**MONTHLY AFFIRMATION**

*“I easily attract new clients  
and opportunities.  
I have big goals and I am motivated  
to achieve them.”*

# MAY 2020

S	M	T	W	T	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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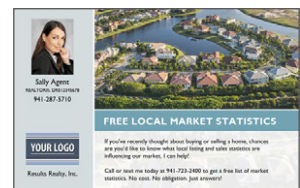
Get More Listing Series:  
Stay or Go?  
8½" x 5½" - Jumbo Postcard

11



First Time Buyer/Renter Series:  
Kiss Your Landlord Goodbye  
8½" x 5½" - Jumbo Postcard

20



Call to Action Series:  
Free Local Market Statistics  
8½" x 5½" - Jumbo Postcard

25



Holiday Series:  
Father's Day v.09  
8½" x 5½" - Jumbo Postcard

OR



Holiday Series:  
Flag Day v.01  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR MAY

**May 6th:** Send *Stay or Go?* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**May 11th:** Send *Kiss your Landlord Goodbye* postcards from the *First Time Buyer/Renter Series* to at least 100 Investors in your area. Need a mailing list? Call us; we can help!

**May 20th:** Send *Free Local Market Statistics* postcards from the *Call to Action Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**May 25th:** Send *Father's Day* or *Flag Day* postcards from the *Holiday Series* to your Sphere of Influence.

**TIP:** Order 100 Community News newsletters and have them sent to your home. Make it a goal to hand out all 100 by the end of the month during a walk through in your geographic farm, through open houses, networking, and other events.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- MAY 5th – Cinco de Mayo
- MAY 10th – Mother's Day
- MAY 16th – Armed Forces Day
- MAY 25th – Memorial Day
- National Women's Health Week (12th-18th)
- National Foster Care Month
- National Barbeque Month
- National Bike Month

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

**MONTHLY AFFIRMATION**

*“I will overcome every obstacle  
time and time again.  
I am energized and ready  
to slay the day.”*

# JUNE 2020

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

3



Fence Sitter Series - Sellers:  
Timing is Everything  
8½" x 5½" - Jumbo Postcard

8



Life Event Series:  
Downsizing: Retiring Soon  
8½" x 5½" - Jumbo Postcard

17



Content Card Series:  
Chop Your Mortgage  
11" x 5½" - Panoramic Postcard

22



Holiday Series:  
Independence Day v.14  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR JUNE

**JUN. 3rd:** Send *Timing is Everything* postcards from the *Fence Sitter Series - Sellers* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**JUN. 8th:** Send *Downsizing: Retiring Soon* postcards from the *Life Event Series* to at least 100 people in your area. Need a targeted mailing list? Call us; we can help!

**JUN. 17th:** Send *Chop Your Mortgage* postcards from the *Content Card Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**JUN. 22nd:** Send *Independence Day* postcards from the *Holiday Series* to your Sphere of Influence.

**TIP:** Use our Map My Mail tool to generate a mailing list of 100 homes minimum with Absentee Owners. Send the *Tired of Being a Landlord* postcard from the *Rental For Sale Series* to this list.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- JUN. 14th – Flag Day
- JUN. 20th – First day of summer
- JUN. 21st – Father's Day
- National Men's Health Month
- National Candy Month
- National Rose Month
- National Safety Month

<b>WEEK 1</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 2</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 3</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 4</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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**MONTHLY AFFIRMATION**  
*“Money comes to me easily  
and effortlessly  
I am capable of whatever I set  
my mind to.”*



# JULY 2020

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26	27	28	29	30	31	

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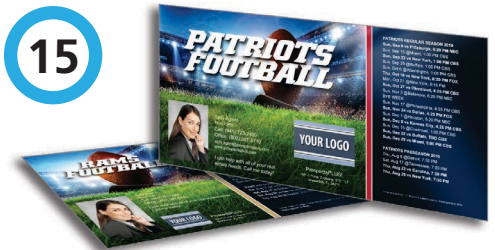
Get More Listings Series:  
Informed Decision  
8½" x 5½" - Jumbo Postcard

6



Move Up Market Series:  
6 Move Up Mistakes  
8½" x 5½" - Jumbo Postcard

15



Football Schedule Series  
8½" x 5½" - Jumbo &  
11" x 5½" - Panoramic Postcards

20



Recipe Series II:  
Summer Corn Salad  
8½" x 5½" - Jumbo Postcard

29



Free Report Series:  
5 Killer Tips  
8½" x 11" - Free Report

## ACTION ITEMS FOR JULY

**JUL. 1st:** Send *Informed Decision* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**JUL. 6th:** Send 6 *Move Up Mistakes* postcards from the *Move Up Market Series* to at least 100 High-Income prospects in your area. Need a mailing list of High-Income prospects? Call us; we can help!

**JUL. 15th:** Send *Football Schedule* postcards to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**JUL. 20th:** Send *Summer Corn Salad* postcards from the *Recipe Series II* or *Football Schedule* postcards to your Sphere of Influence.

**BONUS OPPORTUNITY – JUL. 29th:** Download and print the *5 Killer Tips* report from our *Free Report Series*. Share in person, through direct mail as a free offer, through email, and on your website as an opt-in in exchange for an email address.

**TIP:** Order 100 Free Competitive Market Analysis *Door Hangers* from the *Door Hanger Series* and have them sent to your home. Commit to hanging them on the doors of 100 homes in your Geographic Farm.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

## OBSERVED DAYS

- JUL. 4th – Independence Day
- National Ice Cream Month
- National Blueberry Month
- National Hot Dog Month

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 5	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		

# AUGUST 2020

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

3



Get More Listings Series:  
The Time is RIGHT!  
8½" x 5½" - Jumbo Postcard

12



Lifestyle Interest Series:  
Health & Wellness v.02  
8½" x 5½" - Jumbo Postcard

17



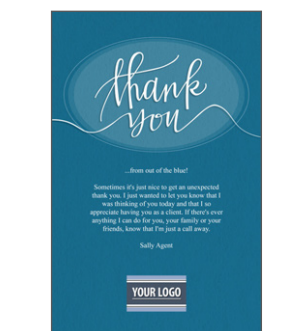
Neighborhood Update Series:  
Neighborhood Update 2 - Black  
8½" x 5½" - Jumbo Postcard

26



Holiday Series:  
Hello Autumn v.02  
8½" x 5½" - Jumbo Postcard

31



Customer Appreciation Series:  
Thank You: Out of the Blue  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR AUGUST

**AUG. 3rd:** Send *The Time is RIGHT!* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**AUG. 12th:** Send *Health and Wellness v.02* postcards from the *Lifestyle Interest Series* to at least 100 people in your area. Need a targeted mailing list? Call us; we can help!

**AUG. 17th:** Send *Neighborhood Update* postcards from the *Neighborhood Update Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**AUG. 26th:** Send *Hello Autumn* postcards from the *Holiday Series* to your Sphere of Influence.

**BONUS OPPORTUNITY – AUG. 31st:** Send *Thank You: Out of the Blue* postcards from the *Customer Appreciation Series* to at least 200 of your past clients.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

## OBSERVED DAYS

- AUG. 19th – National Aviation Day
- AUG. 21st – Senior Citizen's Day
- National Golf Month
- National Picnic Month
- Family Fun Month

<b>WEEK 1</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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<b>WEEK 2</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 3</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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<b>WEEK 4</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 5</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		

# SEPTEMBER 2020

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	<b>9</b>	10	11	12
13	<b>14</b>	15	16	17	18	19
20	21	22	<b>23</b>	24	25	26
27	<b>28</b>	29	30			

**9**



Fence Sitter Series - Sellers:  
Still on the Fence?  
8½" x 5½" - Jumbo Postcard

**14**



Expired 3-7-27 Marketing System Series - 3 Touches:  
Who Takes the Bite?  
8½" x 5½" - Jumbo Postcard

**23**



Content Postcard Series:  
Demand is High  
11" x 5½" - Panoramic Postcard

**28**



Holiday Series:  
Halloween v.10  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR SEPTEMBER

**SEPT. 9th:** Send *Still on the Fence?* postcards from the *Fence Sitter Series - Sellers* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**SEPT. 14th:** Send *Who Takes the Bite* postcards from the *Expired 3-7-27 Marketing System Series - 3 Touches* to at least 100 people in your area. Need a targeted mailing list? Call us; we can help!

**SEPT. 23rd:** Send *Demand is High and Inventory is Low* postcards from the *Content Postcards Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**SEPT. 28th:** Send *Halloween* postcards from the *Holiday Series* to your Sphere of Influence.

**TIP:** Use our Map My Mail tool to generate a mailing list of 100 homes minimum with owners that have a length of residence over seven years. Send the *Timing is Everything* postcard from the *Fence Sitter Series - Sellers* to this list.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- SEPT. 7th – Labor Day
- SEPT. 18th-20th – Rosh Hashanah
- SEPT. 27th-28th – Yom Kippur
- Hispanic Heritage Month
- Baby Safety Month
- Self-Improvement Month

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

**MONTHLY AFFIRMATION**  
*“My business is growing,  
expanding, and thriving.  
I am a powerhouse;  
I am indestructible.”*

# OCTOBER 2020

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

7



Get More Listings Series:  
Need a Nudge?  
8½" x 5½" - Jumbo Postcard

12



Life Event Series:  
Estate Sales: Estate Specialist  
8½" x 5½" - Jumbo Postcard

21



Market Quote Series:  
More Buyers  
8½" x 5½" - Jumbo Postcard

26



Holiday Series:  
Thanksgiving v.08  
8½" x 5½" - Jumbo Postcard

OR

## ACTION ITEMS FOR OCTOBER

**OCT. 7th:** Send *Need a Nudge?* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**OCT. 12th:** Send *Estate Sales: Estate Specialist* postcards from the *Life Event Series* to at least 100 people in your area. Need a targeted mailing list? Call us; we can help!

**OCT. 21st:** Send *More Buyers* postcards from the *Market Quote Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**OCT. 26th:** Send *Thanksgiving* or *Veterans Day* postcards from the *Holiday Series* to your Sphere of Influence.

**TIP:** Put together small bags of Halloween treats, including a branded item, and drop them on the doorsteps of everyone in your Geographic Farm.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- OCT. 12th – Columbus Day
- OCT. 31st – Halloween
- Breast Cancer Awareness Month
- Emotional Wellness Month
- Cookie Month
- National Pizza Month



Holiday Series:  
Veterans Day v.05  
8½" x 5½" - Jumbo Postcard



<b>WEEK 1</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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<b>WEEK 2</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

<b>WEEK 3</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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<b>WEEK 4</b>	<b>GOAL</b>	<b>COMPLETED</b>
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

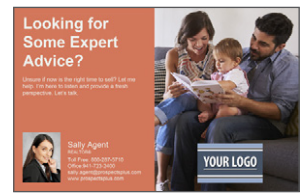
**MONTHLY AFFIRMATION**

*“I have been given endless talents  
 which I begin to utilize now.  
 I possess the qualities needed to be  
 extremely successful.”*

# NOVEMBER 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

4



Get More Listings Series:  
Expert Advice  
8½" x 5½" - Jumbo Postcard

9



Life Event Series:  
Downsizing: Changing Needs?  
8½" x 5½" - Jumbo Postcard

18



Community News Series:  
November  
8½" x 11" - Newsletter

OR



Sample Done-for-You Market Dominator:  
November  
12" x 15" - Dominator

23



Holiday Series:  
Happy Holidays v.07  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR NOVEMBER

**NOV. 4th:** Send *Expert Advice* postcards from the *Get More Listings Series* to at least 100 new prospects in an area where you want more listings. Create a list with our Targeted Mailing List Tools!

**NOV. 9th:** Send *Downsizing: Changing Needs?* postcards from the *Life Event Series* to at least 100 Move-Up Market prospects in your area. Need a Targeted mailing list of Move-Up Market prospects? Call us; we can help!

**NOV. 18th:** Send *Community News* newsletters to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**NOV. 23rd:** Send *Happy Holidays, Hanukkah* or *Christmas* postcards from the *Holiday Series* to your Sphere of Influence.

**TIP:** Order 100 Recipe postcards, for Happy Holiday Eggnog or Cranberry Brie from the *Recipe Postcards I Series*. Take a walk through your Geographic Farm and introduce yourself while handing out recipe cards.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence

## OBSERVED DAYS

- NOV. 1st – Daylight Saving Time ends
- NOV. 11th – Veterans Day
- NOV. 26th – Thanksgiving Day
- American Indian Heritage Month
- Lung Cancer Awareness Month
- American Diabetes Month
- National Fun with Fondue Month

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

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WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

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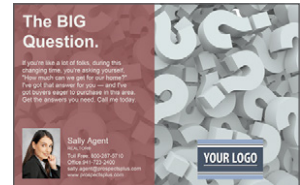
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**MONTHLY AFFIRMATION**  
*“I am focused, persistent  
and will never quit!”*

# DECEMBER 2020

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2



Get More Listing Series:  
Big Question  
8½" x 5½" - Jumbo Postcard

7



Holiday Series:  
Happy New Year v.09 - Cat  
8½" x 5½" - Jumbo Postcard

16



Free Offer Series:  
Free Home Market Analysis  
8½" x 5½" - Jumbo Postcard

21



Expired Listing Series:  
Exasperated  
8½" x 5½" - Jumbo Postcard

30



Calendar Series:  
Season - 01 Spring  
8½" x 5½" - Jumbo Postcard

## ACTION ITEMS FOR DECEMBER

**DEC. 2nd:** Send *Big Question* postcards from the *Get More Listings Series* to at least 100 prospects in your area. Create a list with our Targeted Mailing List Tools!

**DEC. 7th:** Send *Happy New Year* postcards from the *Holiday Series* to your Sphere of Influence.

**DEC. 16th:** Send *Free Home Market Analysis* postcards from the *Free Offer Series* to your Geographic Farm or send the more powerful *Done-For-You Market Dominator* to your exclusive carrier route.

**DEC. 21st:** Send *Exasperated* postcards from the *Expired Listing Series* to at least 100 people in your area. Need a targeted mailing list? Call us; we can help!

**BONUS OPPORTUNITY - DEC. 30th:** Send *2021 Calendar* postcards from the *Calendar Series* to your Sphere of Influence.

**TIP:** Put together small bags of holiday treats, including a branded item, and drop them on the doorsteps of everyone in your Geographic Farm or Sphere of Influence.

## CAMPAIGN LEGEND

- Get More Listings
- Niche Marketing
- Geographic Farming
- Sphere of Influence
- Customer Appreciation

## OBSERVED DAYS

- DEC. 7th – Pearl Harbor Day
- DEC. 10th-18th – Hanukkah
- DEC. 21st – Winter Solstice
- DEC. 24th – Christmas Eve
- DEC. 25th – Christmas Day
- DEC. 26th - Kwanzaa
- DEC. 31st – New Year's Eve
- Drunk Driving Prevention Month
- Human Rights Month

WEEK 1	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

TOP PRIORITIES:

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WEEK 2	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 3	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

NOTES:

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WEEK 4	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		
COMMISSION		

WEEK 5	GOAL	COMPLETED
NEW LEADS		
LISTING APPTS.		
CLOSINGS		

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Calculate how many  
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in YOUR sphere of  
influence at:



[www.ProspectsPLUS.com/SOI-Calculator](http://www.ProspectsPLUS.com/SOI-Calculator)

## CURIOUS WHAT YOUR ROI COULD BE FROM MAILING JUST LISTED/SOLD POSTCARDS?

Calculate what YOUR  
Just Listed / Sold  
return on investment  
could be at:



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