



LISTING LANGUAGE FEBRUARY ACTION LETTER *UPDATING AND MARKETING TO YOUR DATABASE*

YOU ARE BUILDING YOUR DATABASE *ON PURPOSE*

Now What?

You've set a goal, you are determined to add 20 maybe 30 new people to your Database EVERY month.

It is super important that you stay in touch and stay on top of mind with these folks. **Do not** spend your money on Drip Campaigns or Monthly Newsletters, they are SUPER BORING and most people don't even read them! Drip Campaigns and Monthly Mailers can be expensive and the ROI is usually not worth the money spent.

If you've made more than you've spent then great, but keep an eye on that number!!

Not only do you need to stay current with your database, you need to reach out to your entire database on a consistent basis. This can feel daunting and this is *WHY* most people rely on Drip Campaigns.

What would you say to a **CRAZY SIMPLE** way to stay in touch, **monthly**, at **minimal cost** and at the same time **make it fun**? You are going to be pleasantly surprised at how easy this is!!

A guide that I recommend, is to mark your calendars as follows: *EVERYDAY that ends in a "5"* you will be touching your database. You will need to mix it up, of course, to keep it from getting

boring!
Stay consistent, create a pattern. This will help you from always feeling
"behind" or scrambling for
content.

IMPORTANT: ADD THE FOLLOWING TO YOUR CALENDAR(S) SO YOU DO NOT FORGET TO DO THESE ACTION ITEMS.

The 5th of every month: Send out an email that either boosts your sales and Listings, ESPECIALLY if they Sold quickly. Celebrate your successes, your results, your wins!

If you don't have anything to boost about **this month**, then send a quick snapshot of what is happening in your county, explain **WHERE** the sales are, what is the DOM, etc. Be sure to **review the "KNOW YOUR MARKET" section** of www.listinglanguage.com for this information.

The 15th of every month: Send out a quick video (through your CRM) – when I say "quick" I mean approximately a 30 second video. **Be IN this video, make it fun, keep it human.** For example: let's say it's snowing and you are showing houses - take a quick video, or perhaps you are showing houses and you come across something bizarre at the showing (we've all been there!). Take a quick video and say something about it! Be funny, Be human! What I LOVE about this marketing piece, is that you can **stockpile some of these videos and guess what? You now have email content for the 15th of every month for the next 6 months!**

The 25th of every month: Send out an informative email, one that educates your database about the national market or breaking down the types of loans. I personally think that the best library for this type of material is Rrein Agent: <https://rismedia.com/rrein-rismedias-real-estate-information-network/> Again, the opportunity is here to select a few great articles ahead of time and have them ready to go. Rrein agent also allows you to edit some of the articles, which is extremely helpful.

DATABASE MARKETING SIMPLIFIED seems more manageable now, wouldn't you agree?

Now get prepared and **MASTER the LISTING PRESENTATION, so you can take these relationships to the next level!**

www.listinglanguage.com

NEXT MONTH: Builders, New Construction, Flippers...Never Underestimate how a builder can change your life.

Fondly,

Your Support Team at Listing Language

All Listings - All the Time