

2020

Stay committed to your decisions,
but flexible in your approach.

M	T	W	T	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28			



7 REASONS TO PLAN AHEAD

1. You will save **TIME** and feel more organised.
2. You will save **MONEY** by printing in bulk and at the one time
3. You will save **ENERGY** by not constantly thinking... what next?
4. You will be more **CONSISTENT** in your approach
5. You can more easily **MONITOR** and **MEASURE** your results
6. You will increase **OPPORTUNITIES** to connect with potential clients
7. Being organised makes you **FEEL BETTER**

Direct Mail Quarterly Repeat Plan

Week 1 - Brand Marketing - DL flyers*

Week 2 - Just Listed / Sold

Week 3 - Letter Pocket Envelopes

Week 4 - Distribute Just Appraised around most recent signboards

Every Quarter - Send Newsletter / Report / Emergency Magnet / Did you know?

Response Plan

When you list, activate invitation to OFI (Letter Pocket Envelopes)

When you sell, share your results in full detail (Letter Pocket Envelopes)


21-Day Kick-Start Prospecting Challenge

* Ordering in bulk and being organised will help save you time money and energy, so you can spend more time giving your clients the attention they deserve.



A example of how to use the Positive Prospecting Marketing Calendar

Print out in A3 size

Jan	New Year Australian Tennis Open Australia Day	<p>Week 1</p>  <p>A 4 L 1 S 0</p>	<p>Week 2</p> <p>You're invited</p> <p>A 8 L 2 S 1</p>	<p>Week 3</p> <p>Did you know?</p> <p>A 9 L 0 S 1</p>	<p>Week 4</p>  <p>A 4 L 2 S 1</p>
Feb	School Begins Chinese New Year Valentines Day	<p>Week 1</p>  <p>A 9 L 0 S 1</p>	<p>Week 2</p> <p>You're invited</p> <p>A 4 L 1 S 0</p>	<p>Week 3</p> <p>Did you know?</p> <p>A 3 L 1 S 1</p>	<p>Week 4</p>  <p>A 6 L 1 S 0</p>
Mar	Autumn Begins Moomba Labour Day St Patricks Day AFL Starts Formula 1	<p>Week 1</p>  <p>A 9 L 0 S 1</p>	<p>Week 2</p> <p>You're invited</p> <p>A 4 L 1 S 2</p>	<p>Week 3</p> <p>Did you know?</p> <p>A 3 L 2 S 1</p>	<p>Week 4</p> <p>Quarterly Report</p> <p>A 7 L 0 S 1</p>

"You just can't beat the person who never gives up."

21* 21-day kick-start prospecting challenge

No. of Appraisals	70	No. of Listings	11	No. of Sales	10
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1st Qtr - 2020

Jan	New Year Australian Tennis Open Australia Day	Week 1	2	3	4
		A L S	A L S	A L S	A L S
Feb	School Begins Chinese New Year Valentines Day	Week 1	2	3	4
		A L S	A L S	A L S	A L S
March	Autumn Begins Moomba Labour Day St Patricks Day AFL Starts Formula 1	Week 1	2	3	4
		A L S	A L S	A L S	A L S

“The man who has confidence in himself gains the confidence of others.” – Hasidic proverb

No. of Appraisals

No. of Listings

No. of Sales

2nd Qtr - 2020

April	1st Term School holidays Easter Anzac Day	Week 1	2	3	4
		A L S	A L S	A L S	A L S
May	Mothers Day	Week 1	2	3	4
		A L S	A L S	A L S	A L S
June	Winter begins Queens birthday 2nd term School Holidays	Week 1	2	3	4
		A L S	A L S	A L S	A L S

“The most difficult thing is the decision to act, the rest is merely tenacity.” - Amelia Earhart

No. of Appraisals

No. of Listings

No. of Sales

3rd Qtr - 2020

July		Week 1	2	3	4
		A L S	A L S	A L S	A L S
August		Week 1	2	3	4
		A L S	A L S	A L S	A L S
Sept	Spring Begins Father's Day AFL Grand Final 3rd Term School Holidays	Week 1	2	3	4
		A L S	A L S	A L S	A L S

"Always do your best. What you plant now, you will harvest later."
 - Og Mandino

No. of Appraisals

No. of Listings

No. of Sales

4th Qtr - 2020

Oct	Halloween	Week 1	2	3	4
		A L S	A L S	A L S	A L S
Nov	Melbourne Cup	Week 1	2	3	4
		A L S	A L S	A L S	A L S
Dec	School year finishes Xmas Boxing Day	Week 1	2	3	4
		A L S	A L S	A L S	A L S

“Nothing is impossible, the word itself says “I’m possible”!
Audrey Hepburn

Total No. of Appraisals

Total No. of Listings

Total No. of Sales

Interested in learning more about my 5-star approach to marketing?

Please feel free to download my checklist with topics including:



- * The 5 Key Principles of Prospecting
- * Refining your Profile
- * The 5 Main Aspects of RE Marketing
 - 1. Brand Marketing
 - 2. Results Marketing
 - 3. Partnership Marketing
 - 4. Social Change Marketing
 - 5. Client Care
- * Marketing Avenues

[CLICK HERE TO DOWNLOAD](#)



**The more you deliver, the more you will increase your chances of being invited
in to appraise, list and sell. Become the agent of choice more often.**

Please contact me if I can help you become more organised
and help you save time money and energy in 2020

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