



# 2019

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

Positive Prospecting Marketing Calendar

[ YOUR BRAND ]

## 7 reasons to plan ahead

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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 - request Positive Prospecting Brand Booklet for ideas.

**Week 2** - Invitation to open homes

**Week 3** - Sold results direct mail

**Week 4** - Distribute DL's around signboards, around your most recent appraisals.

**Every Quarter** - Send a local stats report on your area or community information booklet

## Response Plan

As soon as you sell a home, share your results in full detail (Letter Pocket Envelopes)

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## Creative Campaigns - Where relevant

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	Week 1	Week 2	Week 3	Week 4
					
		A 4 L 1 S 0	A 8 L 2 S 1	A 9 L 0 S 1	A 4 L 2 S 1
Feb	School Begins Chinese New Year Valentines Day	Week 1	Week 2	Week 3	Week 4
					
		A 9 L 0 S 1	A 4 L 1 S 0	A 3 L 1 S 1	A 6 L 1 S 0
Mar	Autumn Begins Moomba Labour Day St Patricks Day AFL Starts Formula 1	Week 1	Week 2	Week 3	Week 4
					Quarterly Report
		A 9 L 0 S 1	A 4 L 1 S 2	A 3 L 2 S 1	A 7 L 0 S 1

*"You just can't beat the person who never gives up." – Babe Ruth*

No. of Appraisals	<b>70</b>	No. of Listings	<b>11</b>	No. of Sales	<b>10</b>
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# 1st Qtr - 2019

<b>Jan</b>	New Year Australian Tennis Open Australia Day	Week 1	2	3	4
		<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S
		Week 1	2	3	4
		<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S
<b>Feb</b>	School Begins Chinese New Year Valentines Day	Week 1	2	3	4
		<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S
		Week 1	2	3	4
		<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S
<b>March</b>	Autumn Begins Moomba Labour Day St Patricks Day AFL Starts Formula 1	Week 1	2	3	4
		<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S
		Week 1	2	3	4
		<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S	<input type="text"/> A <input type="text"/> L <input type="text"/> S

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

## 2nd Qtr - 2019

<h1>April</h1>	1st Term School holidays Easter Anzac Day	Week 1	2	3	4
		<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>
<h1>May</h1>	Mothers Day	Week 1	2	3	4
		<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>
<h1>June</h1>	Winter begins Queens birthday 2nd term School Holidays	Week 1	2	3	4
		<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="S"/>	<input type="text" value="A"/> <input type="text" value="L"/> <input type="text" value="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 - 2019

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
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No. of Listings
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No. of Sales
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# 4th Qtr - 2019

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

*Stuck for ideas?  
Looking for a fresh approach to direct mail marketing?  
Want to save time, money and energy?*



With 10 years of experience in the industry, I can help you send the right message and attract new enquiry more easily with ideas that work.

If you would like to request access to view my concept booklet of direct mail ideas that can be adapted to your brand, connect with me here: [juliadyer.com.au](http://juliadyer.com.au)



*Quarterly, Bi-Annual or Annual Packages available including Social Media Post Images.*



**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 2019

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