

MASTER MARKETING SCHEDULE™

REALTOR® MONTH-TO-MONTH GUIDE TO STRATEGIC MARKETING

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	

JANUARY 2014

6th: Send *Wanted: More Listing Inventory* postcards to at least 100 new prospects in an area you want more listings. Send to your list or send to ours!

15th: Order the *Market Dominator System* to selected carrier routes to get your 20% market share.

20th: Download the Free Report: *Five Signs It's Time to Hire a Property Manager* -- and send the *Full Time Job* postcard from the Property Management Series to at least 100 absentee owners. (see TIP) The report is a great fair trade item! Need a list? Call us we can help!

29th: Send *Valentine's Day* postcards to your Sphere-of-Influence.

National Blood Donor Month

○ New Years Day (1st)

○ Martin Luther King Jr. Day (20th)

TIP OF THE MONTH: To get a list in a geographic area of absentee owners, visit www.MapMyMail.com or call us at 866.405.3638. TIP #2: Download the Market Dominator Executive Summary. Get a 20% market share in the neighborhood of your choice. Call us at 866.405.3638 to learn more!



Get direct links to any of these marketing pieces, watch helpful how-to videos and see the full Master Marketing Schedule at: blog.prospectspius.com/schedule

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	

FEBRUARY 2014

3rd: Send *Ever Thought of Selling?* Listing Inventory postcards to at least 100 new prospects in an area you want more listings. Send to your list or send to ours!

12th: Order the *Market Dominator System* to selected carrier routes to get your 20% market share.

17th: Send the *Property Headaches* postcard from the Property Management Series to at least 100 absentee owners. Need a list? Call us we can help!

26th: Send *St. Patrick's Day* postcards to your Sphere-of-Influence.

American Heart Month

Black History Month

Children's Dental Health Month

○ Ground Hog Day (2nd)

○ Valentine's Day (14th)

○ President's Day (17th)

TIP OF THE MONTH: Subscribe to the Master Marketing Schedule. The entire schedule with month-by-month updates can be downloaded directly to your Outlook, Google, or Apple calendar automatically! Got an assistant? Have him or her subscribe as well. Subscribe at: blog.prospectspius.com/schedule

LEGEND: ■ Sphere-of-Influence Buyers & Sellers

■ Geographic Farm Sellers

■ Investor Buyers

■ Listing Generation Sellers

○ Holidays

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					

MARCH 2014

3rd: Send *The Best Time is Right Now* Listing Inventory postcards to at least 100 new prospects in an area you want more listings. Send to your list or send to ours!

10th: Send the *Property Projects* postcard from the Property Management Series to at least 100 absentee owners. Need a list? Call us we can help!

17th: Order the *Market Dominator System* to selected carrier routes to get your 20% market share.

26th: Send *Easter* postcards to your Sphere-of-Influence.

National Nutrition Month

National Women's History Month

Red Cross Month

○ Saint Patrick's Day (17th)

○ First Day of Spring (20th)

○ International Earth Day (22nd)

TIP OF THE MONTH: Have you tried data mining? Our MapMyMail function makes it fast and easy to find the right marketing list for your business! Need help? Visit www.MapMyMail.com or call us at 866.405.3638 to watch a video and learn more!



See All Campaigns on the Reverse Side of This Card >>