

Communication Plan 2009

Creating a Community of Influence – Database Contacts

A – Ambassadors

All those of B, plus...

First 9 weeks of Year, F-Bomb

Bi-Monthly Newsletter, *The Good News*, name mentioned if at all possible.

Monthly Phone Call

Quarterly or more, One-on-One with Gift (book – personalized to them, see My Favorites)

Timely – Birthday Card with Gift, Anniversary Card with Gift, children's Birthday Cards, automated through SendOutCards.com

Google Alert with their name and occupation and forward/comment upon article

Yearly – Special Invite for Board of Advisors Meeting

Special Events/Seminars (*with personal phone call or in-person invite from Michael*):

Client Appreciation Parties – July 4, Holiday Open House (1st week of December)

Optional: Signed up for weekly Neighborhood and Comparables e-mail from MLS

A – Champions

All those of B, plus...

First 9 weeks of Year, F-Bomb

Bi-Monthly Newsletter, *The Good News*

Quarterly Phone Call

Yearly One-on-One (Book as gift optional)

Timely – Birthday Card, Anniversary Card, automated through SendOutCards.com

Special Events/Seminars (*phone call invite from Michael*):

Client Appreciation Parties – July 4, Holiday Open House (1st week of December)

Optional: Signed up for weekly Neighborhood and Comparables e-mail from MLS

B – Potential Champions

All those of C, plus...

1st Quarter: Personal Call from Michael to move them to A, C, or D.

C – Friends & Family

Monthly (on the 1st like clockwork) – eNewsletter Realty Times

Monthly (on 15th) Success Series e-mail and How I Prefer to Be Referred e-mail)

January – Special News Alert Letter, March – Royals Schedule, May – TBD Postcard, July – Chiefs'

Schedule, September – TBD Postcard, November – Melco Calendar.

February, April, June, August, October, December – *The Good News* Newsletter.

Timely – Latest Listings e-mail

D – Delete

Delete immediately.

Note: All items are automated except for those *which are italicized*.

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