

THE REAL ESTATE AGENT'S

MARKETING CALENDAR



MONTHLY ACTION STEPS TO
GROW YOUR BUSINESS

AND HAVE A CONSISTENT FLOW OF
QUALITY REFERRALS

Hi! My name is Michelle Norman and I am excited to share with you my Real Estate Agent's Business Checklist!

In this guide, I show you how I have consistently made 6 figures every year for the past 10 years working part-time ALL from referrals. I have never cold called, door knocked, farmed or spent any money on Zillow or Trulia ads.

I work by referral only and I love it.

Below I share exactly what I do on a monthly basis to guarantee consistent referrals and income every year.



JANUARY

- Letter of the heart
- Postcard
- Email HUD's to clients
- Text

FEBRUARY

- Valentine's Day popby
- Mammamas & Mimosas
- Postcard
- Vendor List

MARCH

- St. Patricks Day email
- Postcard
- Mail Baseball Schedule
- Time Change - Spring Forward
- Video Messag

APRIL

- Letter of the heart
- Postcard
- Easter email

MAY

- Postcard
- Mother's Day popby
- Client Bowling email

JUNE

- Client Bowling event
- Postcard
- Text

So now we are halfway through the year! Do you see how simple this can be with just a few consistent tasks to stay top of mind with your clients?

JULY

- Fireworks email
- Letter of the heart
- Postcard

AUGUST

- Mail Football Schedule
- Postcard
- Back to School popby

SEPTEMBER

- Postcard
- Labor Day popby

OCTOBER

- Happy Pinktober email
- Letter of the heart
- Thanksgiving Pie email
- Video Message

NOVEMBER

An Apple A Day email
Time Change - Fall Back email
Thanksgiving Pie Client event
Postcard

DECEMBER

- Christmas Tree email
- Postcard
- Christmas Gifts popby

And here's a Bonus Tip!

Send Hand Written Birthday & Anniversary Cards throughout the year.

I hope this Marketing Calendar helps you in your business as it has helped me. This calendar is just one of a 2-part process that I implement in my business that has consistently generated me 15-20 transactions a year working part-time. To learn my 2nd secret weapon, click the button below.

[Click Here To Send Michelle A Message](#)



I hope you got value from these tips and I look forward to helping you more. Click the buttons below to stay connected with me!



Michelle Norman on Facebook



Real Estate Boss Mamas FB Group