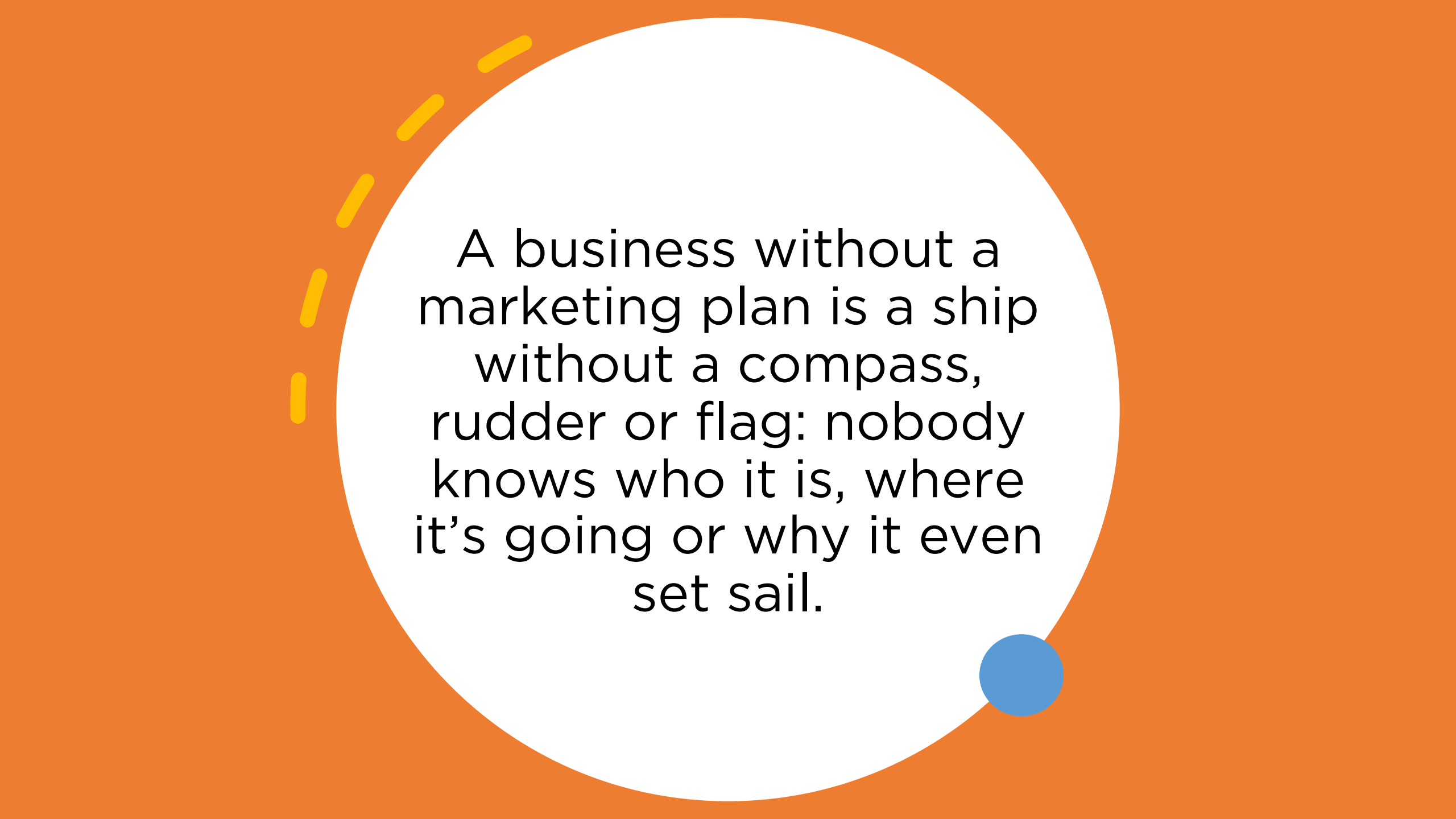


7-Step Personal Marketing Plan

To help you focus on your goals, differentiate yourself from the competition and keep you motivated.

By Chelsea Garlock





A business without a marketing plan is a ship without a compass, rudder or flag: nobody knows who it is, where it's going or why it even set sail.

1. Determine Your Vision and Goals

- Vision – Big Picture
 - Dominate farming area
 - Top producer in the company
 - Provide outstanding service to our customers
- Quantify vision with **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**imely (**S.M.A.R.T**) goals
 - Secure 25% market share in your farming area
 - Obtain 30 listings in the next 12 months
 - Receive customer surveys with 100% satisfaction
- Make them highly visible



2. Identify your Target Customer

- People you know (SOI)
 - Friends, family, clubs
 - Business Partners – Loan Officers, Title Officers, Insurance Agents
 - Past/Current customers
- People you don't know
 - Geographical farming
 - Expired listings
 - First-time home buyers
 - Renters



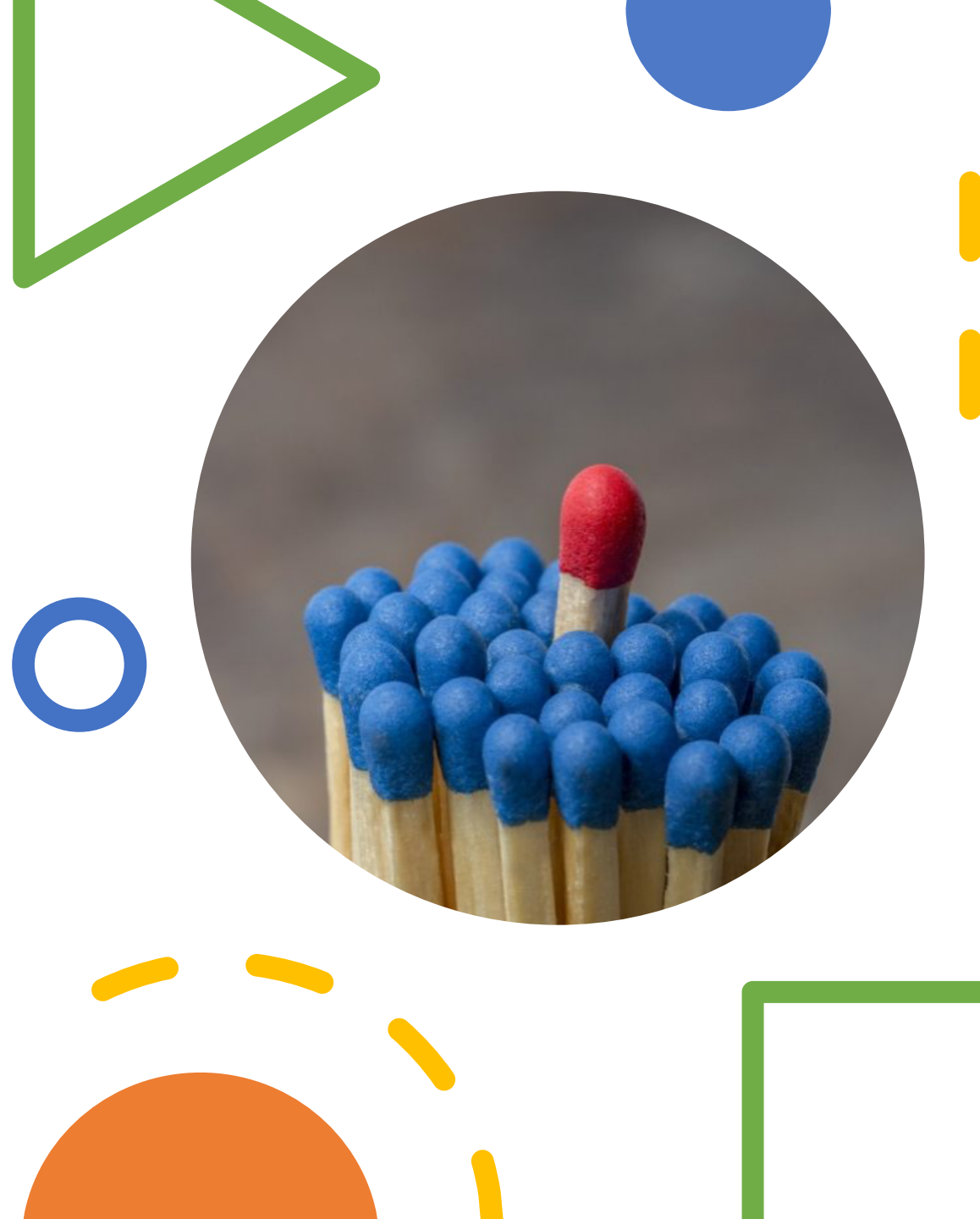
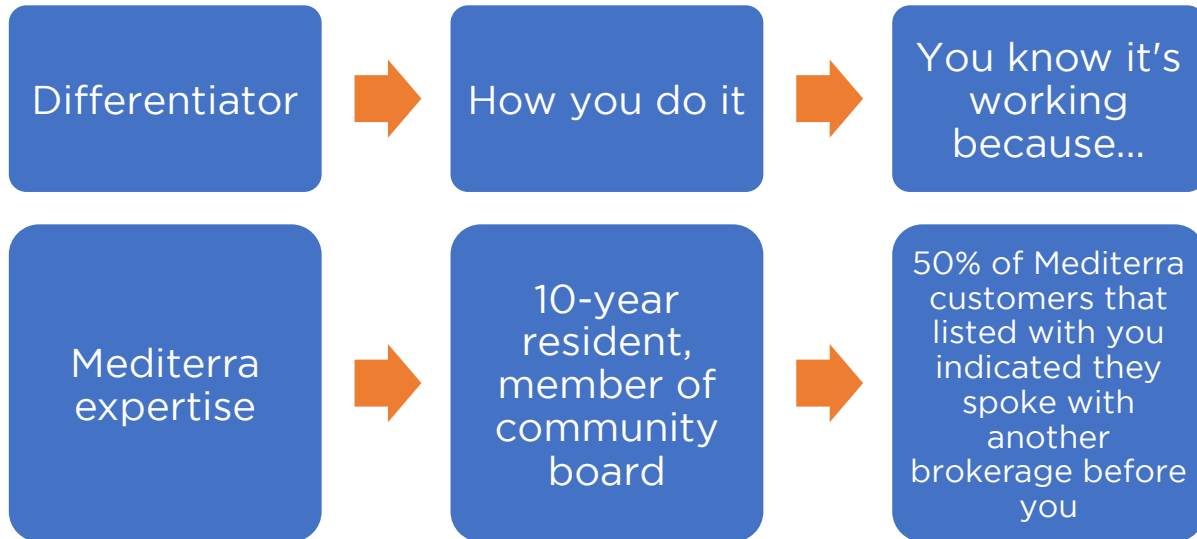
2. Identify your Target Customer

- Understanding their goals and problems helps you figure out how you can best address their needs



3. Differentiate

- What do you offer that no one else does?



4. Choose your Channels of Communication

- Marketing to Many
 - social media, bulk email, print advertising, direct mail, signage, social media ads, search ads, agent directories (Zillow, Realtor.com, etc.)
- Personal 1-1
 - phone calls, text messages, handwritten notes, open houses, door knocking
- Communication channels should reflect the interests, of your target customers







5. Create Your Action Plan and Schedule

- Be consistent
- Be patient



	Bulk Email SOI Monthly	Direct Mail Farming Monthly	Social Media Advertising
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

6. Prepare a Budget

- Determine marketing costs
- Save on a regular basis
- Reinvest 20-30% of your revenue on marketing



Materials	Budget	Notes
Business Cards		
Listing Presentation		
Direct Mail		
Signage		
Holiday Cards		
Website		
Print Advertising		
Email Drip Campaigns		
Events (farming area)		



7. Measure Your Results

- Track your leads
- Analyze costs
 - cost per lead:
 - \$2,000 brochure mailing yielded 10 leads
($\$2,000/10 = \$200/\text{lead}$)
- Revise plan as needed



Recap



1. Determine your Vision and Goals



2. ID your Target Customer



3. Differentiate



4. Choose your Channels of Communication



5. Create Your Action Plan and Schedule



6. Prepare a Budget



7. Measure your Results



**Done
is better
than
perfect.**