



# The Mindshare Blueprint

*Strategic touchpoints. Consistent visibility.*

**THE COMPLETE TOUCHPOINT SYSTEM TO KEEP  
YOUR REAL ESTATE CLIENTS THINKING OF YOU  
—AND REFERRING YOU—YEAR-ROUND.**



# Why Staying in Touch Matters *More than Ever*

You may have heard the stats before, but they're worth repeating:

According to the **2024 NAR Report**:

- **88% of buyers** said they would use their agent again... yet **only 12% actually did.**
- **87% of sellers** said they'd reuse their agent... yet **only 28% followed through.**
- Meanwhile, **40% of buyers** and **38% of sellers** found their agent through a referral from a friend or family member.
- That referral rate jumps to **51% for first-time buyers.**

## What does that tell us?

It's not enough to provide great service—you have to stay visible. People forget fast. Life moves on. And if you're not regularly showing up in their world, someone else will.

## THE POWER OF MINDSHARE

This blueprint is based on a simple truth:

***The more you stay top of mind, the more mindshare you build.  
The more mindshare you build, the more market share you earn.***

But here's the key—it's not just about frequency. It's about relevance. Flooding your database with Just Listed/Just Sold emails doesn't build value. It reminds them *you're in real estate* — but it doesn't make them feel like you're *their agent for life*.

# THE ANNUAL TOUCHPOINT SYSTEM

This strategy includes:

## ***Tasks You can Automate for Consistency:***

- 12 Monthly Email Newsletters
- 12 Postcards

## ***Tasks that Build Deeper Connections:***

- 2+ Personal Milestone Touches (birthdays, wedding anniversaries, home anniversaries, new baby, etc.)
- 6 Client ABCs Personal Touches (calls, texts, DMs)
- Equity Growth Report
- Mini Client Event
- Client Appreciation Holiday Gift

**BONUS:** Layer on in-person pop-bys, invites, or social engagement if you want to go above and beyond!

This gives you 35+ touches with your client base each year!

Before we get to the monthly list of specific themed ideas, let's review how to make the most out of these touches to ensure your consistent efforts are efficient and have the most *intended* impact.



**MARKETING DOESN'T HAVE TO BE ANOTHER FULL-TIME JOB.**  
**Let's simplify your strategy. *Get Done-For-You Support Here***



## POSTCARDS & NEWSLETTERS

For **postcards**, be sure your branding appears on the same side as the content you want them to keep. Ideally it's content that could be used or referenced for more than a day or a week. Something that **they'll want to keep on their fridge** to show their spouse or friends.

- That's how you capture mindshare—by connecting your face and name with something they value that will be seen day after day.



For **email newsletters**, break it up! Don't just dump data. Translate market stats into normal-people language. Mix in:

- Home maintenance tips
- Local events
- Decor & design ideas
- Lifestyle or seasonal checklists
- Make it something they'll want to open.

***The beautiful part is these can be automated or leveraged for consistency!***



## **Automated Touches: Stay Consistent Without the Extra Work**

Month	 <b>Email Newsletter</b>	 <b>Postcard Idea</b>
January	Winter Energy Tips or Vision Board Theme	2025 Calendar or Year in Review
February	Date Night Ideas / Valentine's Decor / Love Your Home Feature	Love Where You Live or MLS Schedule
March	Declutter Challenge or Spring Prep Tips	Wineries & Vineyards or Spring Maintenance
April	Tax Season Perks or Spring Design Trends	Rainy Day Activities or DIY Cleaning
May	Mother's Day / Summer Prep / Moving Season Trends	Home Equity Options or Weekend Getaways
June	Father's Day DIY / Summer Safety / Vacation Checklist	Summer Fun Events or Summer Maintenance
July	Patriotic Decor / Energy Tips / Backyard Patio	Local NFL/College Sched or Vendor Spotlights
August	Back-to-School Organization / Home Routine Reset	School Calendar or New Restaurant Spotlight
September	Fall Decor Inspo / Seasonal Market Outlook	Fall Festivals or Fall Maintenance
October	Spooky Styling / Fire Safety Month Tips	Hiking Trails or NBA Schedule
November	Gratitude Message / Hosting Tips	Baking Conversion or Gratitude
December	Year-End Recap / Planning Ahead	Christmas Light Tours or Winter Maintenance

**“***I was at a neighbor's house last night and she had it on her refrigerator. It's working! ~Renee D., Realtor®*  
**AFTER HER 1<sup>ST</sup> POSTCARD CAMPAIGN!**



**PREFER TO LET US HANDLE THIS FOR YOU?**

**[Click here to start DFY services.](#)**

# THE PERSONAL TOUCHES

Birthday texts. Handwritten home anniversary notes. Equity growth reports. Client appreciation event invites. Quick check-in DMs. Phone calls. These little things go a long way in reminding your database that **you see them as people, not just potential sales.**

That's why this strategy includes intentional, relationship-building touches between transactions—not just messages about them.

Because while a “Just Listed” post reminds them you're still active in real estate, **it's the personal outreach that earns their trust, keeps you top of mind, and fills your pipeline with repeat clients and steady referrals.**

Next, I'm going to share a **systematic way to stay in touch with each one**—so you ensure you've reached out more than once a year to fortify that relationship, without losing track of who you have and haven't connected with yet this year.



# DTD2

The “DTD2” system stands for “Do the Database 2” — meaning you touch two letters of your database each week (ex: A & W one week, B & E the next), which allows you to cycle through your entire database once per quarter with minimal effort. The Text Letter column allows you to connect twice a year, a helpful option depending on how big your database is. **The goal here a two-way dialogue to strengthen the relationship.**

Week #	Call Letter Group	Text Letter	Week #	Call Letter Group	Text Letter	Week #	Call Letter Group	Text Letter	Week #	Call Letter Group	Text Letter
Week 1	A & W	N	Week 14	A & W	R	Week 27	A & W	N	Week 40	A & W	R
Week 2	B & E	S	Week 15	B & E	U	Week 28	B & E	S	Week 41	B & E	U
Week 3	D & O	P	Week 16	D & O	L	Week 29	D & O	P	Week 42	D & O	L
Week 4	H & V	T	Week 17	H & V	J	Week 30	H & V	T	Week 43	H & V	J
Week 5	C & K	I	Week 18	C & K	Q	Week 31	C & K	I	Week 44	C & K	Q
Week 6	F & G	Y	Week 19	F & G	Z	Week 32	F & G	Y	Week 45	F & G	Z
Week 7	M & X	X	Week 20	M & X	W	Week 33	M & X	X	Week 46	M & X	W
Week 8	N & R	A	Week 21	N & R	E	Week 34	N & R	A	Week 47	N & R	E
Week 10	S & U	B	Week 22	S & U	O	Week 35	S & U	B	Week 48	S & U	O
Week 10	P & L	D	Week 23	P & L	V	Week 36	P & L	D	Week 49	P & L	V
Week 11	T & J	H	Week 24	T & J	K	Week 37	T & J	H	Week 50	T & J	K
Week 12	I & Q	C	Week 25	I & Q	G	Week 38	I & Q	C	Week 51	I & Q	G
Week 13	Y & Z	F	Week 26	Y & Z	M	Week 39	Y & Z	F	Week 52	Y & Z	M

## 🌟 Personal Touches: Build Deeper Connections That Convert

Month	Birthday/Home Anniv. Touch	DTD2	Additional Connection
January	Jan Birthdays + Anniversaries	Call/Text/DM	Mail out all prior year settlement statements
February	Feb Birthdays + Anniversaries	Call/Text/DM	
March	Mar Birthdays + Anniversaries	Call/Text/DM	
April	Apr Birthdays + Anniversaries	Call/Text/DM	Mini Client Appreciation Event
May	May Birthdays + Anniversaries	Call/Text/DM	
June	June Birthdays + Anniversaries	Call/Text/DM	
July	July Birthdays + Anniversaries	Call/Text/DM	Equity Growth Report
August	Aug Birthdays + Anniversaries	Call/Text/DM	
September	Sept Birthdays + Anniversaries	Call/Text/DM	
October	Oct Birthdays + Anniversaries	Call/Text/DM	
November	Nov Birthdays + Anniversaries	Call/Text/DM	End of Year Client Gift
December	Dec Birthdays + Anniversaries	Call/Text/DM	



**THE REFERRALS ARE IN YOUR DATABASE.**  
***[Click here to start DFY services.](#)***

# *Ready to Bring* THE MINDSHARE METHOD TO LIFE?

You've got the blueprint. Now it's time to make it happen—and let your follow-up build the kind of momentum that **brings the business to you.**

But if it's starting to feel like *a lot* to manage, you don't have to do it all yourself.

You've seen how intentional, consistent touchpoints can grow a referral-based business. But when you're juggling showings, contracts, and closings, even the automated stuff can fall off your plate.

That's where **The Mindshare Method** comes in.

It was launched to help real estate professionals like you actually *implement* consistent, strategic client touchpoints through done-for-you marketing that's personal, local, and branded to you.

Let's take the emails and postcards off your hands—so you can **stay visible and valuable to your clients**, without burning out or falling behind:

- **Monthly Email Newsletters**

Fully done-for-you. Customized. Branded. Sent.

- **Postcard Campaigns (6–12/year)**

Fridge-worthy content that keeps your face beside the value your clients want to keep.

- **Local & Lifestyle-Driven Content**

Not boring. Not basic. Not salesy. Just stuff that connects.

- **Customized with your listings, events, offers or reviews**

- **Built by a seasoned real estate marketer who gets how you work**

[\*\*View the Plans & Pricing.\*\*](#)

# You Show Up for Your Clients. *Now Let Your Marketing Show Up for You.*



Love this touchpoint system and would love even more to implement it into your business, but still not sure where to start? No worries—let's jump on a quick call to discuss if one of our plans is right for you!

[BOOK A CALL](#)

[FAQ CAN BE FOUND HERE](#)

