

CTA Swipe File

Strategic Calls-to-Action for Growth-Minded Agents



How to Use These

CTAs aren't about pressure. They're about direction. Every newsletter and postcard should answer one simple question: "What should someone do next?"

Here's how to use this swipe file strategically:

◆ Match the CTA to the Content

If your newsletter focuses on market data, your CTA should relate to home values or selling strategy. If it highlights local lifestyle content, your CTA should lean toward relocation or referral opportunities.

Relevance increases response.

◆ Choose One Primary CTA

Supporting links within the content are great, but your main call-to-action should be clear and intentional.

Clarity converts. Confusion stalls.

◆ When Possible, Drive Traffic Back to Your Website

Your website is owned digital real estate - *no pun intended*.

Whenever you can, use your CTA to send readers back to:

- A blog post
- A landing page
- A downloadable guide
- A home value form
- A market report

This builds:

- Website traffic
- Organic visibility
- Time-on-site
- Database growth

Social media platforms are borrowed space.
Your website is an asset.

Train your audience to go there.

How to Use These

◆ Rotate, Don't Repeat

Avoid using the same closing line every month.

Rotating CTAs keeps your audience engaged and prevents your marketing from feeling automated.

◆ Keep It Conversational

Your CTA should feel like something you'd say naturally.

Not:

"Contact me for all your real estate needs."

Instead:

"Thinking about making a move in the next 6–12 months? Let's map out a plan."

◆ Think Long-Term

The goal isn't immediate conversion every month.

It's building consistent visibility so when timing shifts, you're the obvious choice.

Mindshare builds market share — but only when you give people direction.

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Here are 30+ proven CTAs you can plug directly into your newsletters and postcards to help guide that next step.

CORE NEWSLETTER CTAS

A strong CTA doesn't just tell someone what to do — it sends them somewhere intentional.

These CTAs work in nearly any monthly newsletter. Each one includes a suggested destination so your marketing continues working beyond the inbox.

Consultation & Strategy

Thinking about making a move in the next year? Let's map out a plan.

→ Leads to: Consultation scheduling page

Curious what your home would realistically sell for right now? I'll run a custom value analysis.

→ Leads to: Home value landing page

Not sure whether to move now or wait? Let's talk through both scenarios.

→ Leads to: Consultation page or reply-to-email prompt

Planning a move but unsure about timing? Let's run the numbers together.

→ Leads to: Strategy call booking page



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



Buyer-Focused

Want listings sent directly to your inbox? Join here.

→ *Leads to:* Property alert signup form

Looking for something specific in {City}? Let me know what you're hoping to find.

→ *Leads to:* Reply to email

Not sure where to start? Grab our home buying roadmap.

→ *Leads to:* Buyer guide landing page

Seller-Focused

Considering selling in the next 6–12 months? Let's prep early.

→ *Leads to:* Seller consultation page

Curious what buyers are prioritizing right now? I'll send you the breakdown.

→ *Leads to:* Market report landing page

Thinking about upgrading or downsizing? Let's evaluate both options.

→ *Leads to:* Consultation scheduling page



Engagement-Based (Great for Newsletter Interaction)

Reply and tell me — what questions are on your mind right now?

→ Leads to: Direct email response

Hit reply with “VALUE” and I’ll send over a quick estimate.

→ Leads to: Direct email response

Forward this to someone who might find it helpful.

→ Leads to: Organic referral sharing

Save this for when the timing feels right.

→ Leads to: Passive reminder / future engagement

What topics would you like to see in a future newsletter? Hit reply and let me know.

→ Leads to: Direct email response



RELOCATION & REFERRAL NEWSLETTER CTAS

Use these when your newsletter highlights local events, neighborhoods, restaurants, or lifestyle content.

Know someone moving to the area? Send them my Charlotte Relocation Guide — it's a great starting point.

→ *Leads to:* Relocation guide landing page (email capture)

Have a friend relocating? Grab my Charlotte Relocation Guide and pass it along.

→ *Leads to:* Relocation guide download page

Thinking about relocating to Charlotte — or know someone who is? My Relocation Guide walks through neighborhoods, lifestyle, and what to expect.

→ *Leads to:* Relocation guide landing page

Enjoying these local highlights? My Charlotte Relocation Guide goes even deeper for anyone planning a move.

→ *Leads to:* Relocation guide landing page

Reply “RELOCATE” and I’ll send you my Charlotte Relocation Guide to share.

→ *Leads to:* Direct email reply

Don't just say you're a resource - give them the resource.



PREFER TO LET US HANDLE THIS FOR YOU?

Click here to start DFY services.

CHARLOTTE-SPECIFIC NEWSLETTER CTAS

Hyper-local language increases relevance and response.

Curious what your Charlotte home would sell for in today's market? Let's run the numbers.

→ *Leads to:* Home value landing page

Planning a move within the Queen City this year? Let's create a strategy early.

→ *Leads to:* Consultation scheduling page

Want the full breakdown of what's happening in the Charlotte market right now? Grab the detailed report here.

→ *Leads to:* Market report blog post or landing page

Have a friend considering a move to South End, Ballantyne, or NoDa? I'd be happy to help.

→ *Leads to:* Relocation guide landing page or contact form

Relocating to Charlotte? Download my in-depth Charlotte Relocation Guide.

→ *Leads to:* Relocation guide landing page (email capture)

When you say "Charlotte" or "Queen City," your audience immediately knows the message applies to them.

BONUS: POSTCARD CTAS

Postcards shouldn't be passive branding pieces — they can drive action too.

Scan the QR code for this month's full market breakdown.

→ *Leads to:* Market update blog post

Want the digital version of this guide? Grab it here.

→ *Leads to:* Landing page for the downloadable guide

Thinking about making a move? Book a strategy call.

→ *Leads to:* Consultation scheduling page

Curious what your home is worth? Scan here for a quick estimate.

→ *Leads to:* Home value landing page

Planning a move in the next year? Let's talk before the market shifts again.

→ *Leads to:* Consultation booking page

Keep this on your fridge — and reach out when the timing feels right.

→ *Leads to:* Direct contact or website homepage



When your message shows up in both the inbox and the mailbox, your visibility compounds.



THE REFERRALS ARE IN YOUR DATABASE.

Click here to start DFY services.

Turn Strategy Into Consistency

You've got the ideas.

You've got the swipe file.

Now the real question becomes: **Will you actually implement it consistently?**

Because that's where most marketing systems break down.

Between showings, negotiations, inspections, and closings, the follow-up that builds long-term business is often the first thing to slip.

Not because you don't know what to do.

Because you simply don't have the time to keep doing it.

That's exactly why **The Mindshare Method** was created.

It helps real estate agents stay consistently visible to the audience they already know — without spending hours every month planning, designing, and sending their marketing.

What We Handle

Monthly Email Newsletters

Fully written, designed, branded, and delivered to your audience.

Strategic Postcard Campaigns (6x per year)

Fridge-worthy content that keeps your name next to the value your clients want to remember.

Local & Lifestyle-Driven Content

Not boring. Not basic. Not salesy.

Just content that keeps you relevant in the community you serve.

Built Around Your Business

Your listings. Your events. Your client wins. Your market.

Created by a seasoned real estate marketer who understands how agents actually work.

Why it Works

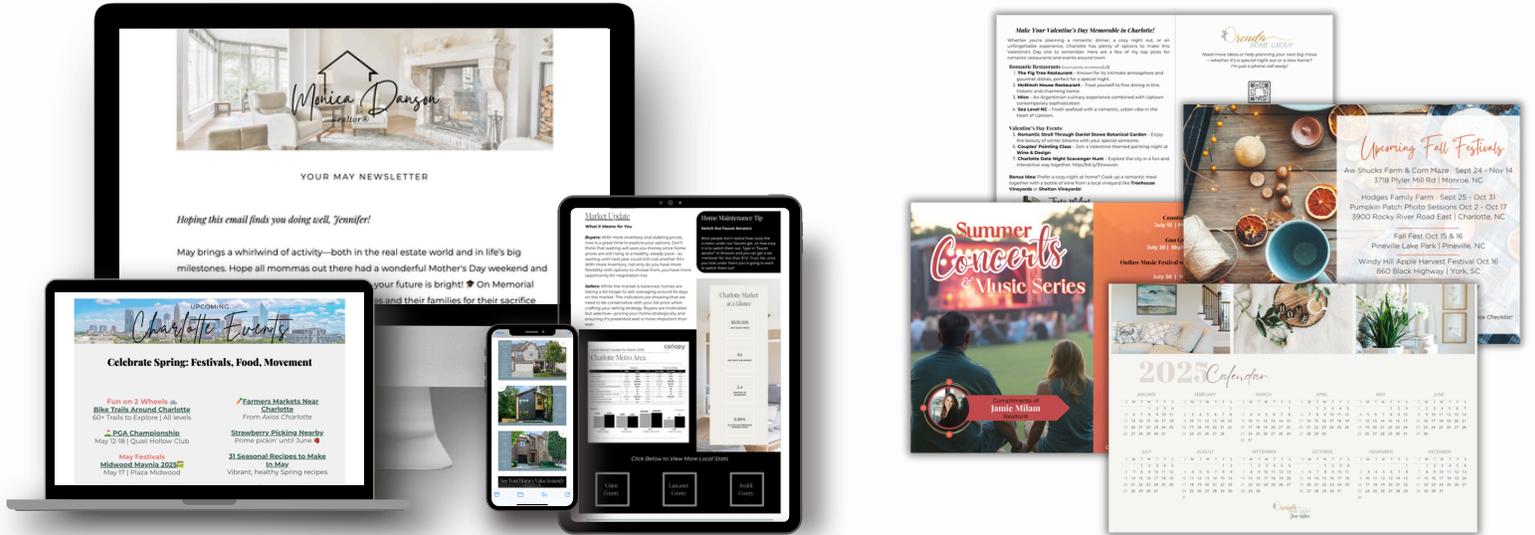
Consistency builds familiarity.

Familiarity builds trust.

Trust turns into referrals.

Mindshare builds market share.

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



Ready to Make This Easy?

If you're ready to stay visible without the constant content creation...

Schedule your no-obligation consultation

We'll walk through your database, your market, and whether The Mindshare Method is the right fit for your business.

**SCHEDULE A
CONSULTATION**

[FAQ CAN BE FOUND HERE](#)

