

‘DON’T GET IN A PINCH’ SUCCESS PLAN

Pop-by Gift: A festive St. Patrick’s Day-themed package with a tag saying:

"Don't get in a pinch trying to do your own transactions! Let me be your lucky charm to stress-free closings!"

This gift could include:

- A mini potted shamrock plant or a small succulent in a green pot labeled **"Lucky Closings Ahead!"**
- **Lucky charm keychain** (shamrock, horseshoe, or rainbow-themed) with your branding.
- **A bag of "pot of gold" trail mix** with gold-wrapped candies, pretzels, and green M&Ms.

Include a branded note with the message:

"Bringing you a little luck of the Irish! Let me handle the details of your transactions, so you can focus on finding your pot of gold at the end of the closing rainbow!"

Message/Script for the Initial Interaction:

Delivery Method: In-Person

Message:

"Hi [Agent's Name]! It's [Your Name] from [Your TC Business Name]. I wanted to drop by with a little St. Patrick's Day treat to show how lucky I feel to work with incredible clients like you. Remember, you don't have to get in a pinch trying to juggle all those transactions on your own—I'm here to help! I'd love to chat soon about how I can make your March closings smooth, stress-free, and successful. Here's to a lucky and prosperous month ahead!"

Immediate Follow-Up Message

Delivery Method: Text Message or Email (within 24-48 hours of the initial contact)

Message:

"Hi [Agent's Name], it's [Your Name] from [Your TC Business Name]. I hope you enjoyed your little St. Patrick's Day treat! Just a quick reminder that I'm here to help you 'strike gold' with seamless transactions this March. Let's set up a time to chat about how I can help keep your business lucky and successful this spring! Let me know when you're free!"

Touch 1: One Week Later

Delivery Method: Email

Subject Line: Don't Get in a Pinch—Keep Your Transactions Lucky This March! 🍀

Message:

*"Hi [Agent's Name],

Happy St. Patrick's Month! I just wanted to remind you how lucky I feel to work with clients like you. My goal is to make sure your transactions this month are smooth, stress-free, and filled with success. Here's how I can help:

- **Deadline Gold:** I'll make sure every date is met without a hitch—no last-minute scrambles!
- **Paperwork Charm:** All your documents will be perfectly organized and in order.
- **Communication Luck:** I'll keep all parties on the same page, so you don't have to worry about a thing.

Let's connect soon to chat about how I can help you focus on closing deals while I handle the details. Wishing you a lucky and prosperous March!"

Touch 2: Two Weeks Later

Delivery Method: Phone Call (Voicemail if no answer)

Message/Script:

"Hi [Agent's Name], it's [Your Name] from [Your TC Business Name]. I hope your March has been as lucky as a pot of gold so far! I just wanted to check in and see how your transactions are going. If you're feeling the pinch, remember that I'm here to help make your closings stress-free. Let's connect soon to discuss how I can support your success this month!"

Touch 3: Three Weeks Later

Delivery Method: Text Message

Message/Script:

"Hey [Agent's Name], it's [Your Name]. Just checking in to see how your March is going! If deadlines and paperwork are feeling like a pinch, I'm here to take the stress off your plate. Let's grab coffee soon to chat about how I can help you close more deals—without the hassle. Looking forward to hearing from you!"