

**8 x 8**

- **Week One**—Drop off a letter of introduction, your personal brochure, a market report, and your business card.
- **Week Two**—Send a recipe card, inspirational card, community calendar, or market statistics.
- **Week Three**—Send a recipe card, inspirational card, community calendar, or market statistics.
- **Week Four**—Make a telephone call:  
“Hello, this is \_\_\_\_\_ from \_\_\_\_\_ Realty. Did I catch you at a bad time? How are you? Did you happen to receive the \_\_\_\_\_? Have you had a chance to look at it? The reason I’m calling is to find out if you happen to know of anyone who might be buying or selling their home. . . .”
- **Week Five**—Send one of your free reports.
- **Week Six**—Send a real estate investment or house maintenance tip.
- **Week Seven**—Send a refrigerator magnet, notepad, or other usable giveaway (not throwaway!) with your name, logo, and contact information on it.
- **Week Eight**—Make another telephone call:  
“Hello, this is \_\_\_\_\_ from \_\_\_\_\_ Realty. Did I catch you at a bad time? How are you? Did you happen to receive the \_\_\_\_\_ that I sent you? That’s great. Did you have any questions? As you can tell, I really hope you will allow me to be your Realtor for life. And also, let me just give you a quick reminder that if you happen to know of anyone who might be buying or selling their home, could you please share their name with me or my name with them. . . .”

**8 x 8 is About Building Relationships and  
Winning the Real Estate Agent “Mind Share” Battle**