

‘CLIENTS LIKE YOU MAKE MY HEART POP’ SUCCESS PLAN

Pop-by Gift: A branded bag of gourmet popcorn in a fun, festive Valentine’s Day-themed package, with a tag saying, “*Clients like you make my heart POP!*”

This gift could include:

- Gourmet popcorn (sweet and savory flavors)
- A small Valentine’s-themed treat, like chocolates or candy hearts
- A bottle of bubbly or sparkling water (a festive drink to enjoy with the popcorn)

Include a small, branded note with the message: “Just *popping* by to let you know you bring so much joy to my day! Let me take care of the details so you can focus on the things that make your heart POP this Valentine’s season.

Message/Script for the Initial Interaction dropping by their office

- **Delivery Method:** In-Person
 - **Message:** “Hi **[Agent’s Name]**! It’s **[Your Name]** from **[Your TC Business Name]**. I just wanted to pop by with a little something to say how much I appreciate working with you! I hope you’re having a wonderful February full of love and joy. If there’s anything I can do to help keep your transactions smooth and stress-free, I’m always here to help so you can focus on what matters most—closing those big deals! Wishing you a sweet Valentine’s season filled with success, and I’d love to chat soon about how I can help make your business even more efficient!”
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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 Valentine’s treat! I just wanted to follow up and remind you that I’m here to help you ‘fall in love’ with smooth transactions by handling all the details for you! Let’s set up a time to chat about how I can help make your February even more successful and full of client connections. Let me know when you’re free!”
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Touch 1: One Week Later

- **Delivery Method:** Email

- **Message/Script:**

Subject Line: Let's Keep Your Closings 'Poppin' This Valentine's Season! 💖

"Hi **[Agent's Name]**,

With Valentine's Day around the corner, I just wanted to remind you that clients like you make my heart *POP*! 💖 I'm here to take the stress out of your transactions this season, so you can focus on what really matters—closing those big deals and spreading the love!

Here's how I can help:

- **Deadline Love:** I'll make sure all your dates are set in stone—no more missed deadlines or last-minute rushes!
- **Paperwork Sweetness:** Just like a perfect Valentine, I'll keep all your documents organized and in perfect order from start to finish.
- **Communication Cupid:** I'll handle the coordination, ensuring everyone's on the same page and your transactions run smoothly.

If you're ready to keep the love flowing and ensure your closings go off without a hitch, let's schedule a quick chat. Wishing you a season filled with success, love, and plenty of *pop*—just like our partnership!"

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 has been full of love so far! I just wanted to check in and see how your transactions are shaping up and see if you've had a chance to think about how I can support you. With all the busy moments this month, I'd love to help by making your closings stress-free. Let's connect soon and discuss how I can keep things running smoothly for you!"
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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 February is going! If the paperwork and deadlines are feeling like a bit of a *heartache*, I'm here to take that stress off your plate. Let's grab a coffee soon and chat about how I can help you close more deals this season—stress-free and full of love! Looking forward to hearing from you!"