

‘CUP OF CHEER’ PLAN

Pop-by Gift: A festive holiday mug or cup filled with cocoa packets, tea, or coffee (or upgrade to a gift card tucked inside for top clients/prospects).

- **Packaging Idea:** Attach a tag that says:
“A Cup of Cheer — when you need transaction advice, I’m just a sip away!”
 - **Additional Branded Item (Optional):** Branded coffee sleeve, stir stick, or holiday-themed coaster.
 - **Branded Card Note:**
“Real estate deadlines, compliance, and client follow-ups don’t have to leave you running on empty. Think of me as your extra cup of cheer this season ready to take on the behind-the-scenes work so you can sip, savor, and celebrate. While you spread holiday cheer with your clients, I’ll wrap up the details behind the scenes so everything stays merry and bright.”
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Message/Script for the Initial Interaction at the Open House

- **Delivery Method:** In-Person
 - **Message:** “Hi [Agent’s Name], it’s [Your Name] from [Your TC Business Name]. I wanted to stop by with a little holiday cheer for you! I know this season can feel like a snowstorm of deadlines, client events, and year-end closings. That’s where I come in — I keep the paperwork wrapped up neatly, so your business stays stress-free. I hope this little cup of cheer warms your day, and I’d love to connect for coffee soon!”
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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 cup of cheer 🍪 Just wanted to say how much I appreciated the chance to connect. I’d love to share how I can help tie up loose ends and keep your transactions wrapped with care this season. Want to grab a coffee next week?”
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Touch 1: One Week Later

- **Delivery Method:** Email
- **Message/Script:**

Subject: Keep Your Holidays Merry, Not Messy 🎄☕

"Hi [Agent's Name],

Between holiday parties, client gifts, and year-end closings, this season can feel like a flurry of chaos. That's where I step in to add a little extra cheer:

☕ **Deadline Tracking** – I'll keep your deals on schedule so no surprises sneak in before the ball drops.

☕ **Compliance & Docs** – Everything wrapped up neatly, complete and on time.

☕ **Communication** – Clients, title, and lenders kept in the loop so your holiday spirit doesn't get lost in the shuffle.

Instead of letting transactions drain your festive sparkle, let me fill your cup with calm and clarity. Want to connect for coffee before the year wraps up?"

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]. As the holiday season gets busier, I know your calendar is packed tighter than Santa's sleigh. I'd love to help by wrapping up the paperwork, deadlines, and compliance so you can enjoy more peace and joy. No pressure, just calling to see if we could connect for a quick chat over coffee before the year ends."

Touch 3: Three Weeks Later

- **Delivery Method:** Text Message
- **Message/Script:** "Hey [Agent's Name], it's [Your Name]. Still feeling like your holiday to-do list is overflowing? Let me keep your transactions on the nice list while you sip, celebrate, and focus on clients. Want to connect soon?"