

‘YOU’RE THE BEST CLIENT ANY-BUNNY COULD ASK FOR’ SUCCESS PLAN

Pop-by Gift:

A **branded chocolate bunny** in a small festive Easter basket, with a tag saying:
"You're the BEST client ANY-BUNNY could ask for!"

This gift could also include:

- A gourmet chocolate bunny – Because every-bunny loves chocolate!
- Carrot-shaped bag of jelly beans or yogurt-covered pretzels – A fun, festive snack.
- Spring-scented mini candle or flower seed packet – To celebrate new beginnings!

Include a small, branded note with the message: *"Just hopping by to let you know how much I appreciate you! I'm 'hoppy' to help keep your transactions smooth and stress-free so you can focus on what makes your business bloom this spring!"*

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 hop by with a little something to say how much I appreciate working with you! You're truly the best client ANY-BUNNY could ask for! I hope your spring is full of fresh opportunities and smooth closings. If there's anything I can do to make your transactions stress-free, I'm always here to help so you can focus on what matters most—closing those big deals! Wishing you a season of success, and I'd love to chat soon about how I can help make your business even more efficient!"

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 Easter treat! Just wanted to follow up and remind you that I'm here to help you 'hop' into a stress-free transaction season! Let's set up a time to chat about how I can help make your spring full of successful closings and happy clients. Let me know when you're free!"

Touch 1: One Week Later

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

Subject Line: Let's Keep Your Closings Hoppin' This Spring! 🐰🌸

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

With Easter around the corner, I just wanted to remind you that you're truly the best client ANY-BUNNY could ask for! 🐣💛 Spring is all about fresh starts, and I'd love to help make this season full of golden opportunities, carrot-fully managed deals, and some sweet success!"

Here's how I can help:

🌸 **Egg-sactly on Time** – No more scrambling! I'll keep your deadlines in check so every deal closes right on schedule.

🌸 **Basket of Organization** – Just like the perfect Easter basket, I'll keep every document in its place from start to finish.

🌸 **Egg-cellent Communication** – I'll keep everyone in the loop so your transactions hatch into smooth, successful closings!

If you're ready to 'hop' into a season of smooth closings, let's schedule a quick chat!"

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]**. Just hopping in to check on how things are going this season! I'd love to chat about how I can help keep your transactions stress-free so you can focus on what you do best—closing deals! Let's catch up soon!"

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 April is going! If your paperwork is piling up and you need an extra hands to keep things running smoothly, I'm always happy to help! Let's grab a coffee soon and chat about making this season stress-free and successful!"*