

VISIBILITY PLANNER

Become the Real Estate Agent
Homeowners Remember



COACHING WORKBOOK
90-DAY MARKETING PLAN

THE *Personal*
MARKETING CO.

THE FOUNDATION OF

Visibility

Being
remembered
begins
long before
someone
needs an
agent.



Every real estate professional wants to become the first person homeowners think of when it's time to buy, sell, or recommend an agent. Some agents achieve that with a steady presence. Their names come up in conversation, past clients remember them, and referrals arrive years after a closing. Other agents work just as hard to serve their clients, yet become difficult to recall between transactions.

The difference is often a steady, recognizable presence that builds familiarity and trust over time. This workbook will help you assess where you are, identify the gaps, and build a realistic 90-day plan.

THE *Personal* PERSPECTIVE

The strongest businesses rarely rely on one extraordinary marketing activity. **They consistently do ordinary things extraordinarily well.**

MEET EMILY & DAVID

Two agents. Two starting points. One shared goal.



EMILY THE MOMENTUM BUILDER

Emily has marketed consistently for several years. She mails useful information, follows up with past clients, stays involved locally, and keeps her message recognizable. She's not flashy. She's dependable.



Has a system in place



Stays in front of her community



Focused on growing relationships and referrals



DAVID THE RESTART

David once had a successful business, but life became busier and marketing slowly became less frequent. One missed month became several. He's ready to rebuild, but he's unsure where to begin.



Has potential, but lacks consistency



Wants to expand visibility in his community



Ready to make a plan to improve

Emily will show how consistency protects momentum. David will show how a thoughtful restart can rebuild recognition without panic. Your starting point does not determine your destination. **What matters is what you do next.**



WHAT IT TAKES TO BE *Remembered*

Staying top-of-mind doesn't require constant posting, self-promotion, or appearing everywhere. It means occupying a useful, consistent place in the minds of the people you most want to serve.

Homeowners may go years between real estate decisions. Your marketing bridges that gap. Before someone can refer you, they must remember you. Before they remember you, they must recognize you. Recognition begins with a consistent presence.

THE *Personal* PERSPECTIVE

Marketing often fails **not** because it's bad, but because it stops **before** recognition has time to form.



VISIBILITY



RECOGNITION



FAMILIARITY



TRUST



CONVERSATION



LISTINGS



REFERRALS



THE *Recognition* GAP

"I post on social media."

"I send postcards."

"I bring my business cards to Open Houses."

"I send emails."

"I post videos."

"I have a newsletter."

"I pay for digital ads."

"I follow up."

"I host local community events."

"I send thank-yous."

AM I REMEMBERED?

You think about your business every day. Your clients don't. They experience only a fraction of your posts, mailings, conversations, and follow-ups, often while distracted by work and family. Agents, therefore, tend to overestimate how present they are in the lives of past clients and prospects.

That difference is the Recognition Gap. It widens when communication becomes irregular or depends on a single channel. Knowing that you work in real estate is not the same as recalling your name when an opportunity appears. Answer the following:

WHEN DID MY PAST CLIENTS LAST HEAR FROM ME?

HOW CAN I MAKE SURE A HOMEOWNER THINKS OF ME EVEN WHEN I'M BUSY SERVING CURRENT CLIENTS?

PRESENCE vs. ACTIVITY

Showings, contracts, inspections, negotiations, and closings serve your business today, but most are invisible to your SOI. A consistent presence supports tomorrow's business. A healthy practice needs both.

EVERYDAY WORK	FUTURE-BUILDING WORK
Showings and appointments	Helpful client follow-up
Contracts and negotiations	Neighborhood communication
Inspections and closings	Community involvement
Inbox and administration	Recognizable print and digital presence

Touchpoints Compound

One newsletter, postcard, social post, call, or event rarely changes a business. Repeated useful touchpoints begin to reinforce one another. A homeowner sees your name, recognizes it later, remembers something helpful, and gradually becomes more comfortable with you.



EMILY THE MOMENTUM BUILDER

Emily's monthly contacts add another layer of familiarity. No single touchpoint carries the relationship; together, they make her easier to remember.

THE *Personal* PERSPECTIVE

The agents who appear "lucky" are often the ones who have been making small deposits into recognition for **years**.



DAVID THE RESTART

David accepts that he cannot recover six quiet months in one week. He focuses on building the next twelve weeks well.

TAKE *Action*

Block 30 minutes weekly to review how you're currently present for your clients and what you can do to stay top-of-mind.

YOUR **FIRST COMMITMENT**

Reflect on yourself and your business now.

WHY DID I BECOME A REAL ESTATE AGENT?

WHAT REPUTATION DO I WANT TO HAVE FIVE YEARS FROM NOW?

WHO SHOULD KNOW ME BETTER?

TAKE
Action

Choose one activity you'll continue for the next 90 days to increase your visibility. Be specific, realistic, and intentional with your goals.

MY 90-DAY COMMITMENT:

SIGNATURE

DATE

BUILDING

Recognition

How a
useful,
consistent
presence
turns a
familiar
name into
a trusted
choice.

EMILY

THE MOMENTUM BUILDER

Emily keeps her identity familiar while rotating the value she provides. Her audience recognizes the source without seeing the same message every month.



DAVID

THE RESTART

David does not overwhelm his database to make up for lost time. He begins with one helpful update, follows with personal contact, and establishes a calm rhythm.



Recognition begins when your marketing feels familiar. A homeowner may not need an agent today, but your name, face, message, and helpful presence become easier to recall with each encounter. Your goal is not to be everywhere — it's to be consistently present in the few places that matter most.

Consistency Beats Intensity

Many agents market in bursts. A slow month creates urgency, a new listing creates energy, or a conference produces a dozen ideas. Activity spikes, client work takes over, and marketing disappears again. Intensity can create temporary attention. Consistency creates durable recognition.

MARKETING MYTH

“I NEED A BIG LAUNCH TO GET NOTICED.”

A modest message delivered **reliably** usually builds more recognition than an expensive campaign that appears once and vanishes.

MAKE THE MESSAGE CLEAR AND RELEVANT

Homeowners should be able to describe the value you provide in a simple sentence. Your message might center on neighborhood expertise, patient guidance, first-time buyers, downsizing, relocation, investment property, or community connection. The strongest message is both true and useful.

I PRIMARILY HELP:

THEY VALUE ME BECAUSE:

I WANT TO BE KNOWN FOR:

MY ONE-SENTENCE RECOGNITION STATEMENT:

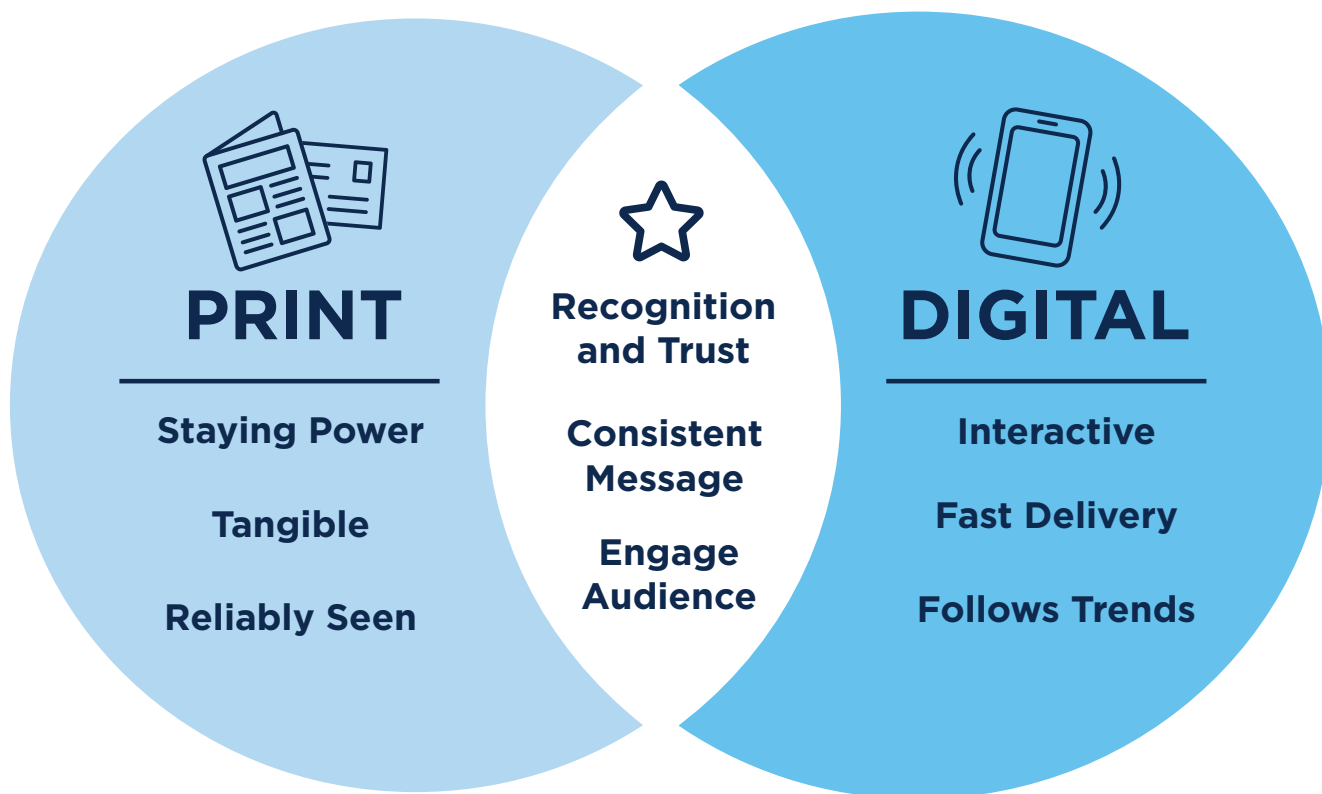
Use the Relevance Filter

- Is this useful to the homeowner today?
- Does it reflect the people or community I serve?
- Does it sound knowledgeable rather than promotional?
- Does it reinforce what I want to be known for?
- Does it make a future conversation easier?

THE *Personal* PERSPECTIVE

“I help people buy and sell homes” is accurate but forgettable. A **specific promise** gives people a reason to remember and refer you.





LET THE CHANNELS WORK **TOGETHER**

Digital communication offers speed, flexibility, and easy response. Print creates a physical presence away from the screen and may remain visible in the home. Personal contact turns familiarity into a relationship. The channels are strongest when they reinforce the same audience, theme, and professional identity.

A useful printed piece can move from the mailbox to a counter, desk, or refrigerator, creating more than one opportunity to be noticed. The goal is not simply to arrive — the piece must earn attention through helpful homeowner information, local content, market education, or timely reminders.

CHANNEL	WHERE DOES IT FIT IN MY PLAN?	NEXT ACTION
Direct Mail		
Email		
Social Media		
Personal Contact		

THE *Personal* PERSPECTIVE

Identify your theme, then adapt it to each channel. Your marketing should feel **connected** without repeating the same copy word-for-word.

YOUR **RECOGNITION PLAN**

Define your goals.

THE AUDIENCE I MOST WANT TO REMEMBER ME:

THE MESSAGE I WANT THEM TO ASSOCIATE WITH ME:

THE TWO CHANNELS I WILL USE MOST CONSISTENTLY:

THE USEFUL CONTENT I WILL ROTATE:

MY MINIMUM MONTHLY MARKETING COMMITMENT:

THE DATE I WILL REVIEW THIS PLAN:

TAKE
Action

Schedule the first three actions in your recognition plan now.

KNOW WHERE YOU

Stand

Use
measurements
for **direction** —
not judgment.



Most agents can describe how busy they are. Few can explain how consistently their market sees and remembers them. The following assessment turns impressions into useful decisions.

THE **MARKETING ASSESSMENT**

Score what actually happened over the past 90 days.

0 = Not At All | 1 = Rarely | 2 = Sometimes | 3 = Consistently | 4 = Systematically

ASSESSMENT STATEMENT	SCORE 0-4
I communicate with past clients on a dependable schedule.	
My sphere receives helpful, recognizable marketing from me.	
I maintain a visible presence in a geographic or specialty market.	
My print, email, social, and website presence feel connected.	
I create reasons for people to reply, call, or begin a conversation.	
I can explain the value I want associated with my name.	
I track follow-up commitments and complete them.	
My marketing continues when client work becomes busy.	
I review results and adjust my plan at least quarterly.	

TOTAL SCORE: _____/36

UNDERSTAND **YOUR SCORE**

Your total score shows where your current marketing behaviors stand, and actions to take moving forward.

SCORE	STAGE	BEST NEXT MOVE
0–9	Rebuild	Choose one audience, one message, and one monthly action.
10–18	Establish	Build a simple calendar and follow-up rhythm.
19–27	Strengthen	Connect channels and protect consistency when busy.
28–36	Multiply	Deepen relationships, expand carefully, and review results.

THE *Personal* PERSPECTIVE

Don't try to improve every low-scoring item at once. Choose the two or three behaviors that will make the rest of the plan easier to sustain.

THE STRONGEST BEHAVIOR I SHOULD PROTECT:

THE TWO BEHAVIORS I WILL IMPROVE FIRST:

TAKE *Action*

Set realistic goals and milestones with your chosen behaviors.

FIND THE GAPS AND USE WHAT YOU **ALREADY HAVE**

A gap appears when an important audience receives too little contact, too little value, or inconsistent follow-up. Before searching for more leads, consider the assets already within reach: your database, past clients, reviews, community relationships, local knowledge, email list, social audience, referral partners, print program, and personal expertise.

PRIORITY AUDIENCE	CURRENT CONTACT	DESIRED CONTACT	FIRST REPAIR ACTION
Past Clients			
Sphere			
Target Market			
Referral Partners			
Unconverted Leads			

Measure Reach and Relationship

Reach shows how many people had an opportunity to notice you. Relationship shows whether your outreach prompted a meaningful response.

- Households or contacts reached
- Replies, calls, or conversations
- Past clients personally contacted
- Referral introductions requested or received
- Reviews or testimonials added
- Follow-up promises completed
- Scheduled activities completed on time

Because real estate has a long decision cycle, don't judge the system by immediate transactions alone.

THE THREE MEASURES I WILL REVIEW MONTHLY:

SET A MONTHLY 20-MINUTE REVIEW DATE:



EMILY THE MOMENTUM BUILDER

Emily discovers that her neighborhood marketing is dependable, but referral partners hear from her only when she needs something. She adds one quarterly value touch and one personal conversation each month.



DAVID THE RESTART

David expects a low score after a quiet season. He uses it to choose three improvements rather than treating it as a verdict on his ability.

BUILD YOUR
MARKETING

System

Turn **good intentions** into a **repeatable marketing rhythm.**



The most recognizable real estate agents do not begin every week by asking what to do next. They've already chosen their audience, message, channels, and follow-up rhythm. A system reduces decision fatigue and protects consistency when business picks up.

THE *Personal* PERSPECTIVE

The strongest system isn't the most complicated one. It's the one you can **continue** when listings, closings, and life compete for attention.

PLAN A SIMPLE ANNUAL RHYTHM

Choose themes before individual pieces. Seasonal and community-based topics help your marketing remain relevant without requiring a new strategy every month.

JANUARY  • Fresh start • Planning	FEBRUARY  • Relationships • Home improvement	MARCH  • Spring market education	APRIL  • Spring home maintenance
MAY  • Community • Moving season	JUNE  • Community • Summer fun	JULY  • Summer home maintenance	AUGUST  • Back to school • Local life
SEPTEMBER  • Market updates & preparation	OCTOBER  • Fall home maintenance	NOVEMBER  • Gratitude • Relationships	DECEMBER  • Appreciation • Year in review

IF SOMEONE FOLLOWED MY MARKETING FOR A YEAR, WHAT WOULD THEY LEARN ABOUT MY VALUES AND EXPERTISE?

YOUR 90-DAY MARKETING PLAN

Ninety days is long enough to build momentum and short enough to stay practical. Give each month one objective, one marketing activity, one relationship activity, and one success measure.

	OBJECTIVE	MARKETING ACTIVITY	RELATIONSHIP ACTIVITY	SUCCESS MEASURE
MONTH 1				
MONTH 2				
MONTH 3				

CREATE A SUSTAINABLE BUDGET

The right budget is not the largest amount you can spend during an enthusiastic month. It is an amount you can sustain while measuring what it produces. Fund the core system first.

CATEGORY	MONTHLY BUDGET	ACTUAL SPEND	PURPOSE/MEASURE
Newsletter/Direct mail	\$	\$	
Client follow-up	\$	\$	
Email/CRM	\$	\$	
Social media content	\$	\$	
Community/ Appreciation	\$	\$	
Advertising/Lead generation	\$	\$	
TOTAL	\$	\$	

EMILY

THE MOMENTUM BUILDER

Emily establishes a monthly newsletter rhythm, coordinates email and social around the same theme, adds a quarterly referral-partner touch, and reviews results each month.



DAVID

THE RESTART

David focuses on past clients and his sphere, begins with one monthly mail touch, schedules five personal follow-ups each week, and adds complexity only after the rhythm is stable.



YOUR **SYSTEM COMMITMENT**

MY PRIMARY AUDIENCE FOR THE NEXT 90 DAYS:

MY CORE MONTHLY MARKETING ACTIVITY:

MY WEEKLY RELATIONSHIP ACTIVITY:

THE CHANNELS I WILL COORDINATE:

THE MEASURE I WILL REVIEW MONTHLY:

THE DATE OF MY FIRST MONTHLY REVIEW:

TAKE
Action

Put every core marketing and follow-up activity for the next 90 days on your calendar. Momentum begins when intention receives a date and time.

THE *Personal*
PERSPECTIVE

Protect the activities that **build** recognition and relationships. Don't pause the core system to fund one-time ideas you can't sustain.

COMPLETE YOUR

Plan

Bring your
decisions
together and
make them
sustainable.



A recognizable presence isn't a campaign you finish. It's a reputation you continue to build. The goal is not to leave with more ideas, but with clear priorities, scheduled actions, and a commitment you can keep.

THE *Personal* PERSPECTIVE

Don't rebuild your marketing every month. **Protect** the core system, **review** what's working, and **improve** it without sacrificing consistency.

DEFINE YOUR **PERSONAL PROMISE**

Your Personal Promise outlines the experience people can expect from you: the value you provide, the qualities you demonstrate, and the rhythm with which you show up.

THE PEOPLE I MOST WANT TO SERVE ARE:

THE USEFUL VALUE I WILL PROVIDE CONSISTENTLY IS:

THE QUALITIES I WANT ASSOCIATED WITH MY NAME ARE:

THE COMMUNICATION RHYTHM PEOPLE CAN EXPECT IS:

MY PERSONAL PROMISE:

TAKE
Action

Ask a client to describe three qualities about you — do they match what you said about yourself?

CREATE A **ONE-YEAR VISION**

Imagine you have followed your system for twelve months. What evidence would show that it's working?

ONE YEAR FROM NOW...

MORE PEOPLE RECOGNIZE ME BECAUSE:

MY PAST CLIENTS AND SPHERE HEAR FROM ME THROUGH:

MY CONTENT IS USEFUL BECAUSE:

MY DEPENDABLE RHYTHM INCLUDES:

MY MARKETING CREATES MORE CONVERSATIONS ABOUT:

I WILL KNOW THE SYSTEM IS WORKING WHEN:



FINAL READINESS *Checklist*

- ☐ **AUDIENCE:** I know who matters most for my visibility.
- ☐ **MESSAGE:** I can describe the useful value I want associated with my name.
- ☐ **PRINT RHYTHM:** I have chosen a sustainable direct-mail or newsletter cadence.
- ☐ **DIGITAL SUPPORT:** I know how email, social, and my website will reinforce the same themes.
- ☐ **RELATIONSHIP FOLLOW-UP:** I have scheduled personal calls, notes, visits, or events.
- ☐ **90-DAY CALENDAR:** My next three months of core activity are scheduled.
- ☐ **BUDGET:** I have assigned a realistic monthly investment.
- ☐ **MEASUREMENT:** I know what I will review each month.
- ☐ **IMPROVEMENT:** I have scheduled a date to evaluate and refine the system.

A LETTER TO **YOUR FUTURE SELF**

Marketing is easiest to abandon when results are not immediate or when business becomes unexpectedly busy. Write a short note to the version of you who will review this blueprint 90 days from now.

90 DAYS FROM NOW, I WANT TO REMEMBER WHY I BEGAN AND WHAT I PROMISED TO PROTECT:

MY 90-DAY REVIEW DATE:



A FINAL **THOUGHT**

The real estate professionals who are remembered aren't always the loudest, the busiest online, or the ones with the largest advertising budgets. **They're often the people who remain useful, recognizable, and present over time.**

A homeowner may not need you today. But when a move, referral, question, or unexpected life change occurs, a familiar name is more likely to enter the conversation. Consistent marketing keeps the relationship warm before the transaction begins.

YOUR *Pledge*

I will share useful information consistently, strengthen relationships intentionally, and remain present enough to be remembered when real estate needs arise. I will review my progress without abandoning the system simply because results take time.

SIGNATURE

DATE

COMPLIMENTARY VISIBILITY

Review

A TPMCO marketing advisor can help you review your audience, communication cadence, 90-day plan, and opportunities to build greater consistency across print and digital channels.

Have your completed blueprint and 90-day plan ready for the conversation.



TPMCO.com



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ABOUT TPMCO

For nearly five decades, The Personal Marketing Company has helped real estate professionals stay connected with homeowners, past clients, spheres of influence, and neighborhoods through professionally created print marketing.

Our approach is based on a simple belief: Effective marketing should do more than advertise. It should provide value, strengthen relationships, and help an agent remain recognizable long before a real estate need appears.

TPMCO combines proven direct-mail programs, useful homeowner content, practical planning support, and experienced customer service to help agents build sustainable marketing systems.

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