Cathy Russell's FSBO Program

MONDAY

- Search the Home Place from Saturday's Journal and Courier for all "For Sale by Owner" properties.
- Using the large, yellow cross-reference phone book, locate the name and address for each phone number that is listed.
- Record all of the above information in the current FSBO address chart.
  (All of the above can be done on Saturday, with less interruption. That is, if you are working.)
- Mail postcard number one (free website)

WEDNESDAY

- Construct "Needle in a Haystack" boxes—
  - Fold box (found in bottom of supply closet)
  - Glue message on inside of lit (in file on right side of desk)
  - Put small pile of hay in box (found in bottom of supply closet)
    (Hay can be purchased at the hardware store or craft shop.)
  - Thread tapestry needle with blue cross-stitch floss through a business card (in right side of desk)
  - Bury needle in hay with business card on top
  - Close box, write address, and mail

(At this time, no letter is to be sent.)

FRIDAY

- Mail free website flier (second notice of www.byownerlafayette.com)

MONDAY-WEEK 2

- Mail popcorn to entire list (in front side of desk)
- Use the "popcorn" sized envelopes (6X9)

WEDNESDAY- WEEK 2

- Mail letter number one

FRIDAY- WEEK 2

- Mail FSBO First Aid Kit Flier

NOTES:

- Purchase microwave popcorn from Sam's Club.
- Generate labels for popcorn on computer (see attached sample)
- Verify VDISC placement at some point throughout campaign
- Mail FSBO First Aid Kit upon request of home seller