FSBO Action Plan

[Start on Sunday Night or Monday Night]

DAY 0 – CALL OR EMAIL #1	Are You Offering 3% Script
DAY 3 – MAIL AN ITEM	10 Free Things
DAY 6 – POSTCARD #1	Postcard
DAY 7 – CALL #2	Get any qualified buyers?
DAY 11 – MAIL GUARANTEE LETTER	Decide on your value offer
DAY 17 – CALL #3	How's it going and do you need…
DAY 18 – POST CARD #2	Professional Postcard or Hand Note
DAY 20 – MAIL MARKETING PLAN LETTER	101 Point Marketing Plan
DAY 27 – CALL #4	Want me to qualify your buyers?
DAY 30 – POSTCARD #3	Professional Postcard or Hand Note
DAY 31 – MAIL EASY EXIT LETTER	Find On Top Pro Training
DAY 37 – CALL #5	Why do you think not sold?
DAY 42 – ANOTHER ITEM #5	Sellers Disclosure
DAY 43 – MAIL LETTER OR OFFER	Offer with Call to Action
DAY 47 – CALL #6	Did you get disclosure, 10K fine.
DAY 54 – MAIL RECAP LETTER	Your Marketing Services - USP
DAY 60 – CALL #7	Appointment?
DAY 61 – END OF FSBO SYSTEM	Hand written note & best wishes.