

AGENT PERSONAL MARKETING PLAN

Name: _____ Year: _____

What is your unique value proposition? (hint: being good at real estate isn't it!)

Why should anyone work with you?

Is there a niche you can focus on? (specific people/types of people, geographic area, topics of interest, etc.)

What media types make sense for you to use? (social media, postcards/handouts, presentations, website, video, etc.)

What are five things you can do this year to EXECUTE this strategy?

1. _____
2. _____
3. _____
4. _____
5. _____

What does success look like if you do these things?
