Thor's Hammer Schedule immediately following a coffee appointment:

At first meeting, FROG them and then a CTA (2nd coffee, love to stay in touch-call from time to time, love to work together every once in while - How do we make that happen?)

**Text –** 5 minutes after meeting is over, “Thanks for your time!  It was great to finally meet you!” or “It was great to see you again.”

**Note –** As soon as you get back to office – “It’s easy to see why you are so successful! Thanks for making the time to meet me for coffee!  I look forward to chatting again real soon (or seeing you at our next coffee).”  <LO Name>

**Email –** The Friday after the coffee – Hi <Agent Name>, I hope this is your best weekend ever in real estate!  Just wanted to say it was the highlight of my week having coffee with you.  Thanks again for your time. <LO Name>

Week following Coffee Appt:

**Monday Morning** – Call - How was your weekend?  Was it your best weekend ever?  Well, I hope it's an amazing week! (just a “friend” check-in)

**Tuesday** – Send Mr. Schmooze Gift (Watch class “Coffee Follow-up” <https://www.mortgagemarketinganimals.com/course/coffee-follow-up/>)

**Wednesday** – Social Media – Friend on Facebook after your inicall and comment/like a post or two.

**Thursday** – Give a 5 Star Review on Facebook, Google, Zillow or Yelp

**Friday** – Video text “hey you popped into my head and wanted to say hi!  Have a great weekend!”

**Every Monday for 12 weeks after that** – 1st call, “I would love to audition to be a back-up lender. What would we need to do to make that happen?” Remaining weeks - Did you work or play scripts?

Schedule for Qualified Existing Referral Partners and Post coffee Agents:  
(AFTER initial 12-week follow-up – Set it up in your CRM to remind you!)

**Week 1** - Call - Did you work or play?  Chit chat and ask for the biz!

**Week 2** - Text - You popped in my head, I hope you are well

**Week 3/Monday** - Call - How are you? Anything new and exciting happening?

**Week 3/Friday** (will receive on Week 4 Monday) - Handwritten note about Monday’s conversation (personal)

**Week 5** - Call - Just checking in - I appreciate you.  Need Anything?

**Week 6** - Personal IM on Facebook about something going on in their life (Congrats on grandbaby, vacation, etc.)

**Week 7** - Video text (Call by name - "I think you're awesome")

**Week 8** - Call - Something helpful - Are you marketing to your database? Using Homebot, Connect My Leads, etc.

**Week 9** - Call - Who are you working with that we could help?

**Week 10** - Mr. Schmooze SMALL gift ($5 Starbucks card, coffee mug, book, etc.)

**Week 11** - Call - Set up a coffee/lunch meeting

**Week 12** - Face to face meetings or happy hour/appreciation something, etc..

**Lather, Rinse, Repeat**

Remember, treat them like a friend!!!  We are just trying to automate it a little so that nothing slips through the cracks!

Schedule for Unqualified Agents:

**Week 1** - Slybroadcast call - Popped into my head, just wanted to say hi!

**Week 2** - "handwritten"  I Like You Note (good copy)

**Week 3** - broadcast text – Thanks for being you.  I hope you are well

**Week 4** - Video Email or Video Text

**Week 5** - (if there is one - happens a couple times a year)   Live Call, group happy hour/appreciation something, etc..

Here is a recorded class on the MMA website that you can watch:

<https://www.mortgagemarketinganimals.com/course/becoming-best-friends-agent-follow-up/>