

Atomic Agents Incubator | Stay Connected
Because Ghosting Isn't A Follow-Up Strategy

1. Who Needs a Next Touch?

Your database should help you know **who needs attention next**.

Write down three people you should reconnect with:

1. Name: _____

Last Touch: _____

Next Touch: _____

2. Name: _____

Last Touch: _____

Next Touch: _____

3. Name: _____

Last Touch: _____

Next Touch: _____

Where are your biggest database gaps right now?

☐ Past clients ☐ Warm leads ☐ Old leads ☐ Sphere/friends ☐ Vendors/partners

☐ Active clients ☐ Other: _____

Atomic Reminder: A database only works when it leads to a conversation.

2. Reframe the Follow-Up

Which type of follow-up feels hardest for you?

☐ Someone who stopped responding ☐ A buyer/seller who paused ☐ Friends or sphere

☐ A past client you haven't contacted in a while ☐ An old lead ☐ Other: _____

What story do you usually tell yourself when someone goes quiet?

Try a different interpretation:

One quiet relationship I could restart this week:

Atomic Reminder: Follow-up isn't restarting the sales pitch. It's continuing the relationship.

3. Spot the Signals

People often show interest before they ever say, "I'm ready."

What signals have you noticed?

☐ Sends a listing ☐ Asks about interest rates ☐ Asks about home value ☐ Starts browsing homes

☐ Mentions someone else moving ☐ Asks a casual market question

☐ Talks about changing jobs/family/space needs ☐ Other: _____

Signal I noticed:

Natural response:

Atomic Reminder: Follow the curiosity that already exists.

4. Close the Visibility Gap

Where are you already showing up?

☐ Facebook / Instagram ☐ Neighborhood ☐ School / sports ☐ Networking group ☐ Local business

☐ Community organization ☐ Events ☐ Other: _____

One place I will become more intentionally visible for the next 30 days:

What will that look like?

Atomic Reminder: You don't have to be everywhere. You just can't disappear.



5. The Two-Minute Touch

Most relationship touches do **not** need to become a project.

Quick Touch Ideas

- ☐ Send a congratulations message ☐ Reply to a story or post ☐ Send a quick “thinking of you” text
- ☐ Share a useful article ☐ Send a listing that reminded you of them ☐ Check in after a milestone
- ☐ Send a voice message ☐ Make an introduction ☐ Share a local resource

Do It Now

Who are you contacting?

What are you sending?

☐ **SENT!**

Atomic Reminder: Small touches count when they happen consistently.

6. Build a Pop-By

The best pop-bys are:

Timely + Useful + Personal + Simple

Choose Your Item

- ☐ Mini pumpkin ☐ Cider packet ☐ Cocoa packet ☐ Air filter reminder
- ☐ Fall-back clock reminder ☐ Gutter / leaf cleanup reminder ☐ Home-maintenance checklist

☐ Other: _____

Who is it for?

Your message/tag:

How will you deliver it?

- ☐ Personal delivery ☐ Door drop ☐ Event ☐ Mail ☐ Client visit

☐ Other: _____

Atomic Reminder: Memorable doesn't have to be expensive. It has to feel intentional.

7. Your Seasonal Connection Calendar

Give yourself natural reasons to stay connected.

Month	Personal Touch	Useful / Value Touch	Visibility / Marketing
September	_____	_____	_____
October	_____	_____	_____
November	_____	_____	_____
December	_____	_____	_____

Fall Ideas

Homeowner: filters • gutters • roof • yard • frost prep • smoke detectors • clocks

Fun: pumpkins • cider • cocoa • fall events

October: fall home prep • pumpkin/cider pop-by • Halloween/local events • market check-in

November: gratitude • thank-you cards • client appreciation

December: holiday greeting • winter tips • community events

Atomic Reminder: Seasonal marketing gives you a natural reason to show up.

8. What Happens Next?

A good conversation should have somewhere to go.

Conversation → Next Step

Someone asks about rates → _____



Someone sends you a listing → _____

Past client says they may move next year → _____

Someone asks what their home is worth → _____

Buyer says they're "just browsing" → _____

Possible next steps might be:

- ☐ Send information ☐ Run numbers ☐ Schedule a consultation ☐ Set up property alerts
☐ Introduce a lender/vendor ☐ Agree on a follow-up date ☐ Add a reminder
☐ Simply keep the conversation going

Atomic Reminder: Connection creates opportunity when you keep the conversation moving.

9. Build Your Rhythm

You do not need a giant follow-up campaign. You need a rhythm you will actually maintain.

My Weekly Minimum

Meaningful conversations: _____

Light touches: _____

Follow-ups: _____

Opportunities moved forward: _____

When will you do it?

- ☐ Daily ☐ Specific days: _____
☐ Morning ☐ Midday ☐ Afternoon ☐ End-of-day reset

The system I'll use to track it:

- ☐ Atomic Client Tracker ☐ CRM ☐ Calendar ☐ Notes / Checklist
☐ Other: _____

Atomic Reminder: Consistency beats intensity.

10. Stay in the Loop

Before you leave today:

3 People to Reconnect With

1. _____
2. _____
3. _____

1 Seasonal Touch

1 Opportunity to Move Forward

Next Touch Dates Entered?

- ☐ Yes ☐ Not yet — do it before you leave. 😊

Your 5-Minute Daily Reset

Who did I talk to today?

Who needs a follow-up tomorrow?

What is waiting on me?

Final Reflection

The one Stay Connected habit I'm committing to this week is:

Atomic Takeaway

Staying connected isn't a campaign. It's how you keep the momentum loop moving.

