**Shake The Trees**

When it comes to “shaking the trees,” I suggest taking a guerilla marketing approach. More action leads to more results. When more people take more action, all people in the organization benefit. Action leads to opportunity and opportunity tends to multiply. While this is a simple list of different ways to “shake the trees” in real estate, there are obviously many others. Chose a handful or two and get after it.

* Call your personal friends, family, and contacts once per quarter minimum
* Call your potential leads relentlessly
* Call, text, and email people on their birthdays and anniversaries
* Host open houses
* Host client parties
* Host social gatherings
* Organize social gatherings outside of your home or office
* Volunteer in places that you can passionately serve as well as meet new people in an ideal target market
* Attend local events of all kinds
* Take classes or participate on boards and committees with local organizations that you genuinely care about
* Be active in your church, local charities, or youth sports
* Speak just about anywhere that will have you. Always be encouraging.
* Seek out opportunities to be featured in the media.
* Be active on social media
* Write a newsletter
* Send contacts relevant articles, links, videos, suggestions and tips
* Be a master of introducing, connecting, and referring others
* Call every FSBO you see
* Knock on doors in areas you focus on
* Be a provider of local market information to as many influencers as possible
* Take ideal clients and referral sources to sporting events, personal growth events, trainings, parties etc.
* Write hand written notes to initiate or follow up on conversations
* Have breakfast, lunch, or coffee with high quality contacts and prospects
* …and anything else that gets you around more people.