

# 2018 MARKETING PLAN WITH AMERICAN LIFESTYLE MAGAZINE



**with Luke Acree**  
*President, ReminderMedia*





ReminderMedia's tools go far beyond a beautiful magazine. When used correctly, they will serve as a strong, **all-in-one marketing plan.**

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*“A GOAL WITHOUT A PLAN IS JUST A WISH.”*

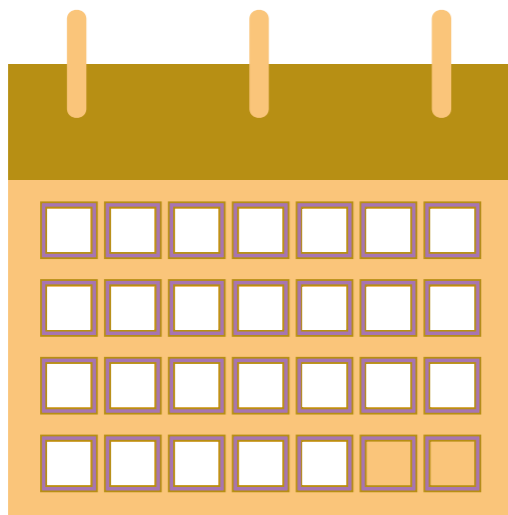
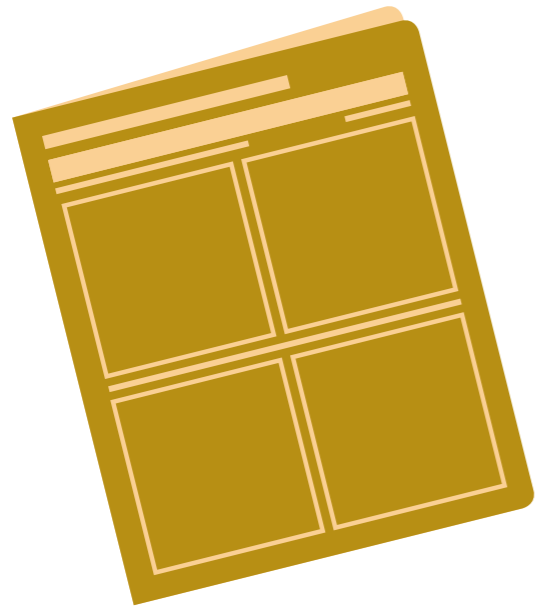
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— Antoine de Saint-Exupéry

## WHY IS HAVING A MARKETING PLAN CRUCIAL TO YOUR SUCCESS?

**Helps you to establish your vision.**

- What is the goal of your business?
- What do you hope to accomplish?



# 3 PIECES OF A MARKETING PLAN

**01** Marketing tools

**02** Contact database

**03** Marketing calendar

# MARKETING TOOLS: AMERICAN LIFESTYLE MAGAZINE



## OWNERSHIP OF YOUR MAILING LIST

- They're yours, and only yours!
- Cannot receive the magazine from anyone else

## PROMOTIONAL COPIES

- Delivered directly to you
- How to use?
  - Networking
  - Listing presentations
  - Open house
  - FSBO/Expired listing pop by
  - Seminars

# MARKETING TOOLS: AMERICAN LIFESTYLE DIGITAL EDITION



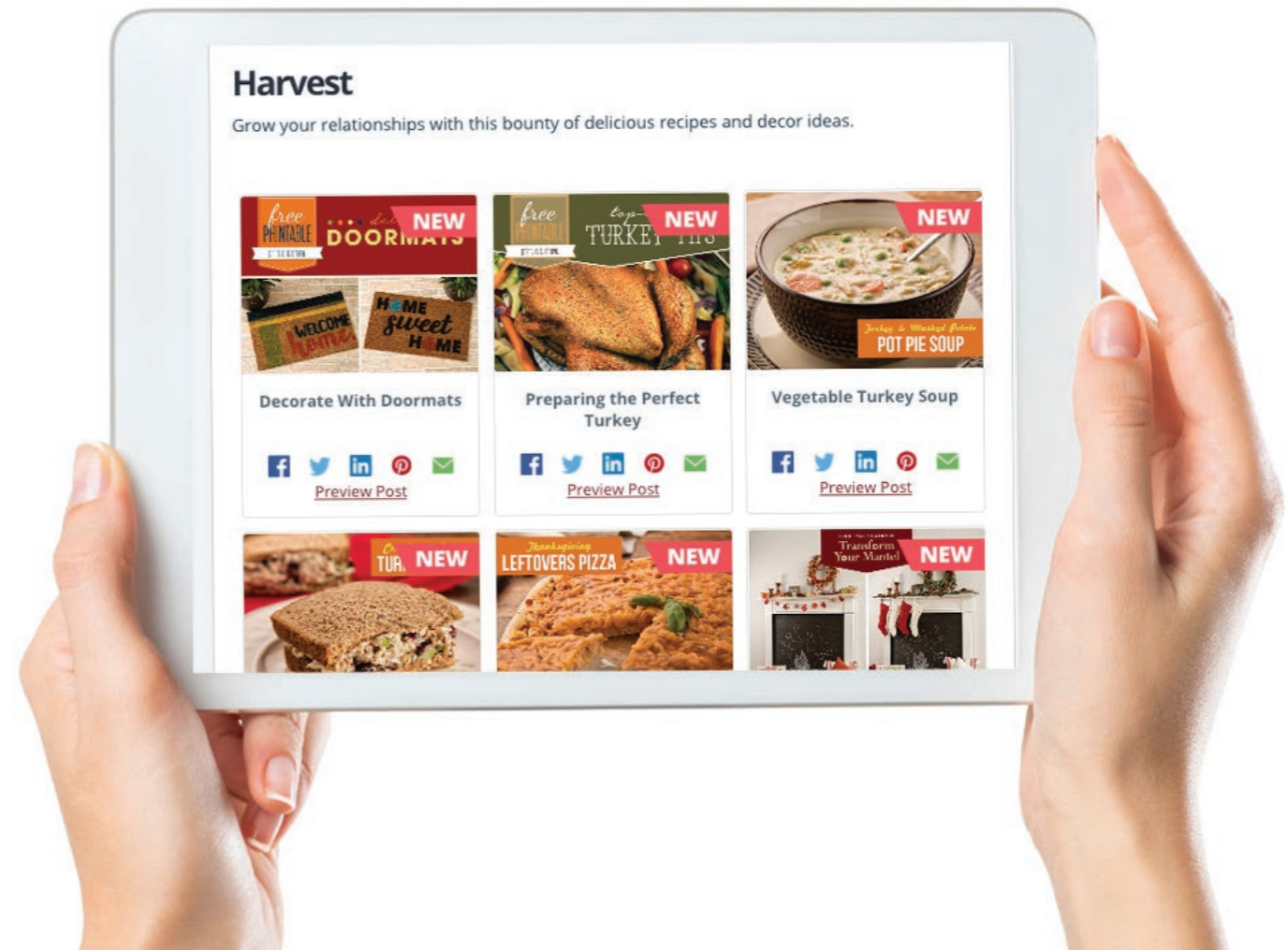
## BRINGS THE PAGES OF THE PRINT MAGAZINE TO LIFE

- Gorgeous photography
- Exclusive videos
- Interactive

## ABILITY TO REACH YOUR RECIPIENTS WHILE ON THE GO

- Customizable contact information
- Turnkey and cost-effective way to reach your whole database
- Send as a text message
- Share on social media for an even greater reach

# MARKETING TOOLS: SOCIAL MEDIA SHARES



## VARIETY OF CONTENT

- Select from a library of digital content that is related to each issue

## MULTIPLE PLATFORMS

- Share across your social media platforms with a simple click

## GET YOUR AUDIENCE TALKING

- Increase engagement
- Become their go-to expert with valuable content



# WHO TO INCLUDE IN YOUR MAILING LIST?

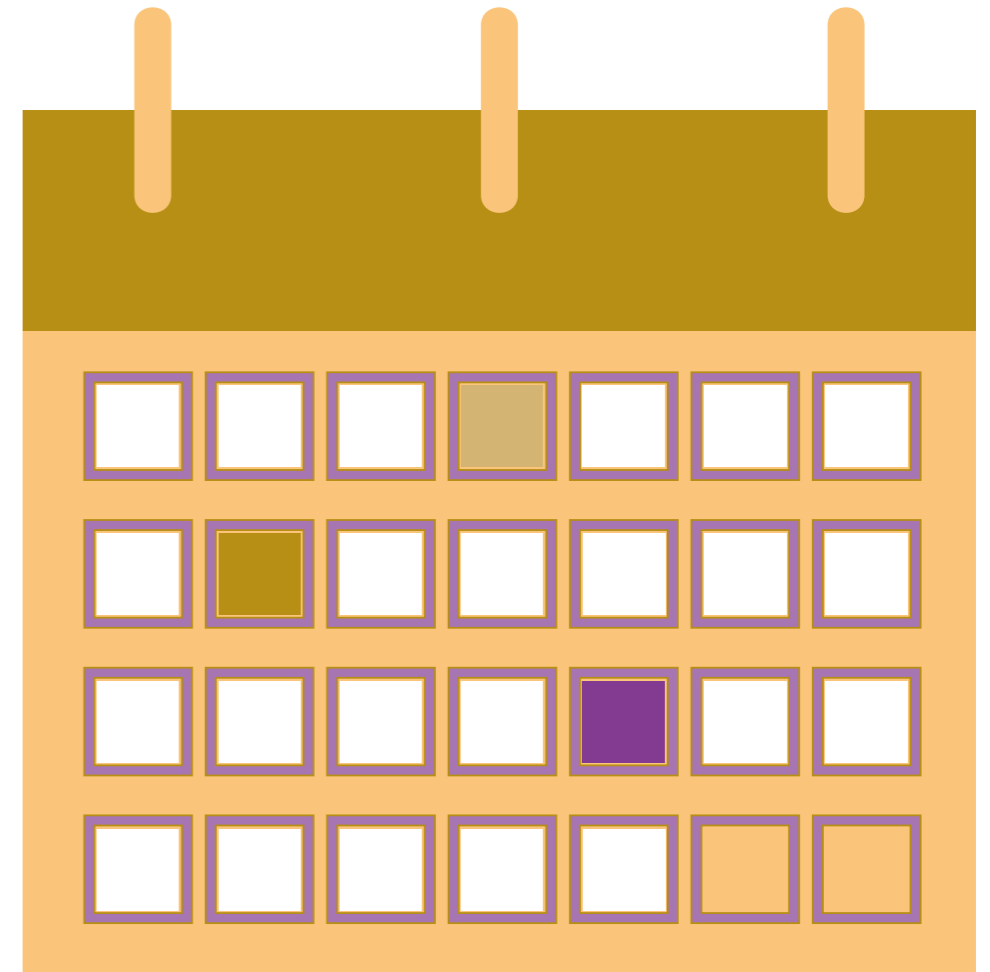
## CATEGORIZE YOUR RECIPIENTS INTO FOUR DIFFERENT GROUPS

- **Target group**
  - Geo-farming
  - Community-based
- **Just met group**
  - Networking
  - Open houses
- **Hot leads group**
  - Actively searching for an agent
  - FSBOs and expired listings
- **Advocate group**
  - Think referrals!
  - Past clients, friends and family—those who will vouch for you.

# ESTABLISHING A MARKETING CALENDAR

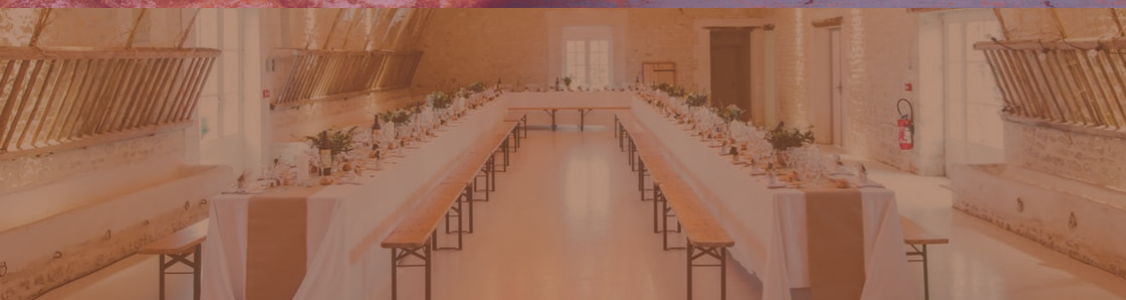
## WHAT IS A MARKETING CALENDAR?

- Detailed plan that outlines your marketing activities for the upcoming year.
- A method to systematically market to your database.



## WHAT TO CONSIDER?

- **Delivery dates**
  - Plan accordingly
  - Magazine = 6 issues per year (every two months)
  - Digital = 12 issues per year (every month)
- **Leveraging timely content**
  - Seasonal
  - Holidays
  - Life events



# THE SECRET BEHIND THE CONTENT

- Your marketing calendar can be tailored around the magazine's content.
- Every issue has seven editorial articles.
  - Interior design, art, travel, and food pieces are always included.
- In addition, customizable content is available for Platinum members.
  - Themed by issue
    - Recipes, crafts, and general how-to's
  - Use in place of a listing ad
    - Tear Out Cards
    - Back Cover
    - Back Inside Cover

# Issue 86: The Holiday Edition (Oct-Dec)



Compliments of Stacey Shanner

## AMERICAN LIFESTYLE

THE MAGAZINE CELEBRATING LIFE IN AMERICA

ISSUE 86



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Direct: (866) 458-4226



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King Of Prussia, PA 19406

ISSUE 86  
COVER PRICE \$6.99  
678  
12345 67890 678



### STRING UP THE SEASON

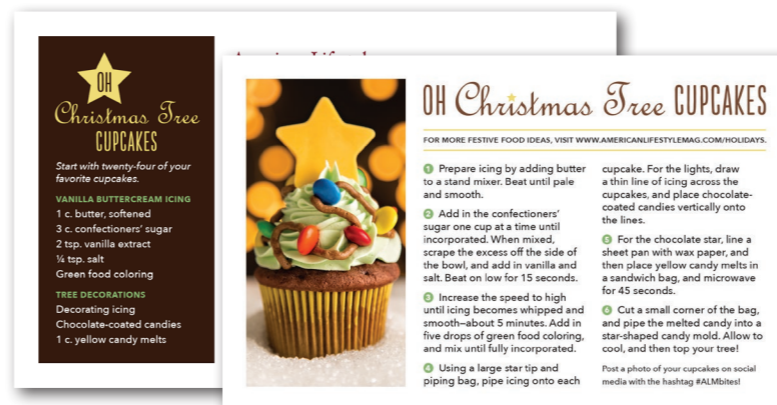
Hanging up beautiful garland is the perfect way to add festive cheer to your home in both the fall and winter seasons. Whether you opt for a charming autumn-themed garland or a joyful holiday version, these three ideas will have your home ready to celebrate in no time!

**Wintery Cranberry Pinecone Garland:** Lightly coat a handful of natural or store-bought pinecones with spray paint, and allow them to dry. String the cranberries together with strong cord or waxed floss, and then attach a piece of felt to the pinecone using hot glue, placing the cord or floss in between. Spray the garland with shellac to help preserve the cranberries.

**Autumn Leaves Garland:** Use our printable leaf templates to create your very own autumn leaves. Gather an old book or newspaper, and cut out leaf shapes from the pages. Then gather a number of real fall leaves from your backyard or local craft store. Cut twine to your desired length, and attach the leaves with small clothespins.

**Pretty Paper Christmas Garland:** Using our printable holiday garland, cut along the dashed line for all the pieces you would like to include. You can also color the cutouts or use them as a template for patterned paper for a more creative look. Using a needle and thread, string the pieces together.

• • • Snap a picture of your own creations, and post on social media using the hashtag #ALMcreate! For more seasonal craft ideas, visit [www.americanlifestylemag.com/holidays](http://www.americanlifestylemag.com/holidays).



### OH Christmas Tree CUPCAKES

Start with twenty-four of your favorite cupcakes.

#### VANILLA BUTTERCREAM ICING

- 1 c. butter, softened
- 3 c. confectioners' sugar
- 2 tsp. vanilla extract
- 1/4 tsp. salt
- Green food coloring

#### TREE DECORATIONS

- Decorating icing
- Chocolate-coated candies
- 1 c. yellow candy melts



### OH Christmas Tree CUPCAKES

FOR MORE FESTIVE FOOD IDEAS, VISIT [WWW.AMERICANLIFESTYLEMAG.COM/HOLIDAYS](http://WWW.AMERICANLIFESTYLEMAG.COM/HOLIDAYS).

- Prepare icing by adding butter to a stand mixer. Beat until pale and smooth.
  - Add in the confectioners' sugar one cup at a time until incorporated. When mixed, scrape the excess off the side of the bowl, and add in vanilla and salt. Beat on low for 15 seconds.
  - Increase the speed to high until icing becomes whipped and smooth—about 5 minutes. Add in five drops of green food coloring, and mix until fully incorporated.
  - Using a large star tip and piping bag, pipe icing onto each cupcake. For the lights, draw a thin line of icing across the cupcakes, and place chocolate-coated candies vertically onto the lines.
  - For the chocolate star, line a sheet pan with wax paper, and then place yellow candy melts in a sandwich bag, and microwave for 45 seconds.
  - Cut a small corner of the bag, and pipe the melted candy into a star-shaped candy mold. Allow to cool, and then top your tree!
- Post a photo of your cupcakes on social media with the hashtag #ALMbite!

Skip the holiday card, and send your clients something more memorable this season.

- Eye-catching cover options
- Creative DIY projects
- Seasonal recipes
- Holiday party tips

# Issue 86: The Holiday Edition (Oct-Dec)



## TACTICS:

- Throw a holiday party, and have your promotional copies on hand.
- Revamp your Front Inside Cover letter to wish your recipients a happy holiday.
- Add your family and friends to your mailing list.

## Social media

- Post tips on hosting a party and holiday recipes.

# Issue 87: The Pet Edition (Dec-Feb)



Compliments of Stacey Shanner

## AMERICAN LIFESTYLE

THE MAGAZINE CELEBRATING LIFE IN AMERICA

ISSUE 87

# PET LOVE

Check out the exclusive digital content about pets at [americanlifestylemag.com/pets](http://americanlifestylemag.com/pets).

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### PET PARENT GIFT BASKETS

Gift baskets are a great way to give a lot of useful items wrapped up into one thoughtful present—and they can be especially wonderful for people with pets or animal lovers in general, who will cherish the gift as much as their pets will!

Try making one of these thoughtful gift baskets yourself, and share your photos on social media using the hashtag #ALMcreate. For more gift and activity ideas for pet owners, visit [americanlifestylemag.com/pets](http://americanlifestylemag.com/pets).

- NEW PUPPY PARENT BASKET**  
It can be an overwhelming experience to get a new puppy, so fill a basket with everything the new parent could need—like a dog-themed picture frame, bones, a food bowl, toys, and waste bags.
- CAT-LOVER BASKET**  
Your cat-loving friend will adore this basket full of everything his or her kitty needs. They will love to roll around with the ball of yarn and catnip toys and won't be able to get enough of the yummy treats made special for their tastes.
- DOGGIE TREAT JAR**  
This jar includes a recipe and ingredients for a homemade pup snack that anyone would love to make for his or her pet. Be sure to attach dog-themed cookie cutters to the outside. The jar can then be used later to store dog treats!
- BIRD BONANZA BASKET**  
Bird lovers will surely appreciate the fun items for their feathered friends in this basket, including suet cakes, seeds, and a new feeder or bird house that will have them singing all day long!
- FOR A HORSE OF COURSE**  
Anyone with a horse is guaranteed to love this gift basket with sugar cubes, apples and carrots, a hoof pick, and other cleaning supplies, and even a horse-printed scarf to tie around the gift or use in place of tissue paper.

*Pets* INSPIRE US every day because they show us how to live: They are kind, steadfastly loyal, endlessly sympathetic, lots of fun, and, best of all, offer unconditional love. That's why so many people welcome them into their homes as part of the family.

So tear out this quote about pets, and hold on to it as a reminder of how much joy our animal friends bring into our lives. [americanlifestylemag.com/pets](http://americanlifestylemag.com/pets)

I am thankful for my pets because they complete my family.

Connect with your clients by way of their favorite four-legged family member.

- Adorable cover options
- Homemade treat recipes
- Basic animal care tips
- DIY crafts for pet parents

# Issue 87: The Pet Edition (Dec-Feb)



## TACTICS:

- Snap a picture with your pet.
- Partner with your local SPCA.
- Send introductory letter.

## Social media

- Go live at your local SPCA, or with your pet.
- Share home tips for pet owners.

# Issue 88: Imagine That (Feb-April)



## wine & dine

Discovering a great wine-and-food pairing is equivalent to hitting the palate jackpot. In fact, certain wines enhance the flavor of food, sending your senses into overdrive. Refer to this pairing chart and become an expert wine-and-food matchmaker for your next dinner party!

### Dry White

**Types:** Sauvignon Blanc, Pinot Grigio  
**Pairs with:** light and tangy dishes  
**Best matches:** tilapia, cod, scallops, shrimp, and vinaigrette salad dressings

### Sweet White

**Types:** Moscato, Riesling  
**Pairs with:** spicy and sweet dishes  
**Best matches:** fruit pies, cobblers, and Asian/Indian cuisine

### Rich White

**Types:** Chardonnay, Viognier  
**Pairs with:** fatty and creamy dishes  
**Best matches:** seafood in butter or cream-based sauces, risotto, and mild curries

### Sparkling

**Types:** Champagne, Prosecco  
**Pairs with:** light and salty dishes  
**Best matches:** caviar, smoked salmon, cheeses, and potato chips

### Light Red

**Types:** Pinot Noir, Gamay  
**Pairs with:** earthy and woody dishes  
**Best matches:** white meat, cured meat, and mushrooms

### Medium Red

**Types:** Sangiovese, Merlot  
**Pairs with:** rich and savory dishes  
**Best matches:** pasta with tomato-based sauces, pizza, and lightly spiced red meats

### Bold Red

**Types:** Cabernet Sauvignon, Shiraz  
**Pairs with:** bold and fatty dishes  
**Best matches:** lamb, beef stew, duck, and brisket

### Dessert

**Types:** Port, Sherry  
**Pairs with:** rich and sweet dishes  
**Best matches:** chocolate, cheesecake, and pastries

.....  
 For more ways to enhance your culinary skills, visit [americanlifestylemag.com/learn](http://americanlifestylemag.com/learn).



## IT'S ALL IN THE Stitches

If you've ever been interested in sewing your own work of art but aren't sure where to begin, look no further! Embroidery is a classic tradition that is actually a lot easier than you may think.

**MATERIALS:**

- Fabric (medium-weight cotton, linen)
- Embroidery hoop
- Carbon transfer paper
- Pencil
- Embroidery needle
- Embroidery floss

**DIRECTIONS:**

- Insert the fabric into the embroidery hoop, making sure it's pulled taut. Then trim off the excess fabric.
- Transfer your design onto the fabric by tracing over the design with a pencil onto the carbon paper.
- Slide two to three strands of the embroidery floss into the needle (keeping the floss relatively short, as it will be easier to work with), and tie a knot to secure. *For a video tutorial on threading your needle, visit our blog.*
- Stitch along the lines of the design that you transferred with the carbon paper, and, when you've finished the design, tie a knot at the end of your floss.

**Common Stitches**

- BACK STITCH
- RUNNING STITCH
- STEM STITCH
- SPLIT STITCH
- CHAIN STITCH
- SATIN STITCH
- STRAIGHT STITCH
- COLONIAL KNOT
- DETACHED CHAIN
- WOVEN WHEEL

Stitch your own design with these tips, and share your photos on social media with the hashtag #ALMcreate. For a template to make this design and an instructional video on how to make the ten stitches listed above, visit [AMERICANLIFESTYLEMAG.COM/LEARN](http://AMERICANLIFESTYLEMAG.COM/LEARN).

## TIE A TERRIFIC TIE

Just because your dress code at work is casual, doesn't mean you can fully escape the inevitable task of learning how to properly tie a tie. Sooner or later, a tie-worthy event will arise, and by keeping these tips in your closet or wallet, you'll always be prepared.

**THE CLASSIC FOUR-IN-HAND KNOT**

For more fun life hacks, visit [americanlifestylemag.com/learn](http://americanlifestylemag.com/learn).

- Drape the tie around your neck, under the upturned collar, with the thin end on the left and the wide end on the right. The small end should fall about half the length of the wide end.
- Cross the right side of the tie over the left. Bring the wide end back to the right, under the small end.
- Bring the wide end up through the neck loop you formed underneath the tie.
- Tighten the tie by pulling down on the wide end and pushing the knot up slightly. Pull the thin end to move the knot up to your collar, making sure the knot is straight and that the small end is still shorter than the wide end.

Feed your sphere's desire to learn with a multitude of useful tips to help them become experts at just about anything.

- Kitchen tips
- DIY crafts
- Useful life hacks

# Issue 88: Imagine That (Feb-April)



American Lifestyle  
magazine

## Follow-Up Phone Script



*"Hi Barbara, how's it going? It's [your name] calling. We worked together on purchasing your new home, a little over a year ago now."*

**After your client responds, lead into the reason for your call. They should have received American Lifestyle magazine within the last week or two, at a maximum.**

*"That's great! Things are going great here as well. The reason for my call is that I haven't talked to you and Bob in a while, and I wanted to follow up and see how you two were doing. Actually, you popped into my mind just the other day because I received my latest issue of American Lifestyle magazine."*

## TACTICS:

- Leverage a holiday and make a phone call to each recipient (*e.g. remind them to set their clocks ahead*).
- Utilize the downloadable follow-up script.
- Ask for referrals.

# Issue 89: Home Front (April-June)



..... MAINTAIN A .....

## Radishing Garden

Growing your own vegetables is a cost-effective and healthy alternative to purchasing them at the local market. Like anything that requires nurturing, once your garden is planted, extra care is required for it to reach its full potential. Use these simple tips to maintain your garden and ensure that your veggies are colorful and bountiful!

Try your green thumb at these veggie gardening tips this season! Share pictures of your harvest on social media using the hashtag #ALMcreate.

**GIVE WATER**

- Regular water is essential to growing vegetables. Without adequate water, vegetables will not fill out.
- Try to aim for providing an inch or two of water per week—but be mindful not to overwater.
- You can't always rely on rain. Use a hose and/or an irrigation system.

**DISPERSE MULCH**

- Mulching is one of the best things you can do for your veggies.
- It can help defeat weeds and save water.
- It's best to spread mulch after your veggies are already planted.
- The preferred type of mulch for a veggie garden is seed-free straw.

**PULL WEEDS**

- Veggies shouldn't have to compete with weeds for food and water.
- Each season, remove any existing weeds before you start to plant.
- To remove—either utilize a hoe or an organic weed killer.
- Keep pathways and the areas between plants weed free.

**PROVIDE FOOD**

- Keep in mind that vegetables are heavy feeders.
- Try to work some organic matter (such as fruits, leaves, and straw) into your garden before planting each year.
- Organic plant foods are slow releasing and will continue to feed your plants all year long.
- If need be, dress your garden with additional organic matter once or twice during the season.

For more gardening tips, visit [AMERICANLIFESTYLEMAG.COM/HOME](http://AMERICANLIFESTYLEMAG.COM/HOME).

### MEET YOUR Design Match

No two people have the same taste in design, so knowing which style is a match for you is an important step in choosing the look and feel of your home. Getting to this conclusion can be tricky, but by following this guide, you just might find your perfect match!

- ART DECO** This sleek, patterned style rose to popularity in the 1920s and 1930s. Rich wood furnishings against chrome fixtures and glass tops evoke a blend of masculinity and softness.
- ARTS AND CRAFTS** The name of this style can be deceiving, but there is emphasis placed on allowing the architecture and feeling of a space speak for itself, and in letting the craftsman's or designer's personality shine through.
- ECLECTIC** Bold fabrics, textures, and colors make eclectic an all-encompassing category; however, the basic principles of design still apply. This style is certainly for the inspired and creative.
- MIDCENTURY MODERN** This popular retro design style first came to be in the 1950s and 1960s. Designers were influenced by minimalist architecture, paired with more colorful and energetic furniture and accents.
- SHABBY CHIC** Embracing a true vintage feel, soft florals, white accents, and painted motifs dominate the shabby chic style. The goal is to keep designs as light and fresh as possible, without being too overbearing.

Which one of these styles fits you the best? Find out by taking our style guide quiz online! For more home decorating ideas and information, including a personal style guide quiz, VISIT [AMERICANLIFESTYLEMAG.COM/HOME](http://AMERICANLIFESTYLEMAG.COM/HOME).

### Mastering MULCHING

Mulch is an easy-to-use, effective gardening tool that helps transform the appearance of your yard. And the best part? It comes in a number of varieties so you can find the perfect fit for your home!

### Matching Mulch to Your Home

- Unredded Bark**  
This is the most common type of mulch, and it's usually cedar wood, chipped and dyed to a desired shade of brown, tan, red, or black.  
**BEST FOR:** moderate/dry climates
- Coconut Shells**  
Though popularity comes and goes, the rich chocolate color (and smell) of this mulch makes it a great option, especially if you are looking for something soil enriching.  
**BEST FOR:** any climate type
- Composting Soil**  
The dark color of compost looks wonderful surrounding most flowers and plants, and this mulch is great for maintaining a healthy garden.  
**BEST FOR:** any climate type
- Gravel/Smooth Stones**  
Rocks are one of the most resilient types of mulch, as they won't wash away with heavy rains as easily as wood chips. They also look great with vibrant plants and trees.  
**BEST FOR:** warm/wet climates
- Rubber**  
Small rubber pellets are a popular option for their low cost, variety of shades, and resilience to weather, but precautions should be taken to avoid excess moisture and heat from building up underneath.  
**BEST FOR:** cool/dry climates

For more home and garden tips and tricks, visit [americanlifestylemag.com/home](http://americanlifestylemag.com/home).

Connect with your clients regarding their biggest prized possession—their home.

- Gardening tips
- DIY decor
- Money-saving tidbits

# Issue 89: Home Front (April-June)



## **TACTICS:**

- Take advantage of the spring market and warm weather to run a door knocking campaign.
- Hand-deliver promotional copies to your core clients and hot leads.

## **Social media**

- Share the top 3 DIY upgrades to increase your home value by x percent.

# Issue 90: Travel Time (June-Aug)



## STICK TO KEBAB BASICS

Kebabs are an ideal warm-weather meal: you get to use one of the best cooking tools for summer—the grill—and, by adding protein, veggies, and sauces, you'll make a filling meal everyone loves!

### Choose the Right Protein

Not all slices of meat will work perfectly for kebab grilling, so it's important to choose the right kind.

- **Beef:** tender cuts with a medium-high fat content
- **Chicken:** fatty cuts, like thighs
- **Pork:** any cut will do, but marinate to keep moist
- **Fish:** robust seafood, like salmon or shrimp
- **Vegetarian:** firm tofu and vegetables

### Tips and Tricks

- Thin vegetables (e.g. asparagus) should be skewered through both ends with two skewers to prevent them from falling through the grill.
- Place a thicker veggie or bread cube behind soft veggies to stop them from slipping off.
- Be sure all veggies and meats are cut to a similar size so one part is not cooked too soon.
- Prevent fish kebabs from sticking by incorporating lemon into the mix underneath each piece of fish.
- Metal skewers are the best for grilling because they will help your meat cook from the inside out. They also don't need to be soaked beforehand and are reusable.
- If you do use wooden skewers, soak them in water for at least 30 minutes prior to grilling to prevent burning.

For kebab recipes and more summer cooking ideas, visit [www.americanlifestylemag.com/travel](http://www.americanlifestylemag.com/travel).



## INTERNATIONAL TRAVEL CHECKLIST

Between experiencing new sights and learning about different cultures, traveling abroad is an exciting time. However, the planning that's needed beforehand can be enough for you to wish that you could teleport to your final destination. But not to fear! This checklist will help you with the preparation, allowing for a stress-free trip.

### SIX MONTHS BEFORE: PREPARE DOCUMENTS

- Get your passports and other necessary travel documents well in advance.
- If you already have a passport, be mindful of the expiration date. Some places will not let you travel if the expiration date is within one year of your trip.
- Make two copies of your passports—one for yourself, and one to leave with someone at home.

### FOUR MONTHS BEFORE: LEARN THE CULTURE

- Learn basic words and phrases of the foreign country.
- Research any holidays that will be taking place during your stay.
- Learn basic etiquette—how much to tip, modesty, and how to greet certain people.

### TWO MONTHS BEFORE: KEEP SAFE

- Inform your doctor of your travels, and check to see if there are any required vaccinations.
- Pack enough of your medication to last your entire trip, plus a few extra days. Keep medicine in its original packaging.
- Look into travel insurance—it could be worth the money.

### ONE MONTH BEFORE: MANAGE YOUR MONEY

- Notify your bank and credit card companies that you'll be traveling.
- Research the exchange rate before you leave.
- Take out a small amount of currency beforehand in case you need emergency funds as soon as you arrive. You can get most currencies at your local bank, or they can order it for you.

### THREE WEEKS BEFORE: STAY CONNECTED

- Find places that offer free Wi-Fi.
- Get an international phone and data plan.
- Purchase converters and adapters that will be able to be plugged into outlets in a foreign country. Be mindful of your electronic power wattage as well.

### TWO WEEKS BEFORE: AVOID JET LAG

- Change your sleep schedule. Start going to bed earlier a few days before traveling.
- Leave at dinnertime to fly throughout the night and land in the morning.
- Reset your watch to the destination's time zone upon boarding the plane.

For a printable international travel checklist, visit [americanlifestylemag.com/travel](http://americanlifestylemag.com/travel).

Help your client's gear up for the summertime with an issue that's full of warm-weathered content.

- Summertime recipes
- Travel tips
- DIY outdoor crafts

### Hang Summer ON YOUR DOOR

When searching for an outdoor decoration staple, a wreath is always a great option. The best part? Wreaths can be geared toward each season by adding just a few simple seasonal touches. With themes like lemons and seashells, these three summer wreaths will inspire you to create your own that will invite both guests and sunshine into your home!

#### Lemon CITRUS

There's nothing more refreshing than an ice-cold cup of lemonade. This DIY wreath brings the same refreshing mind-set to your door with colorful lemons and tranquil Queen Anne's lace.

#### Sweet TREAT

I scream, you scream, we all scream for ice cream! This colorful and fun wreath takes the shape of one of our most beloved summer treats—an ice cream cone.

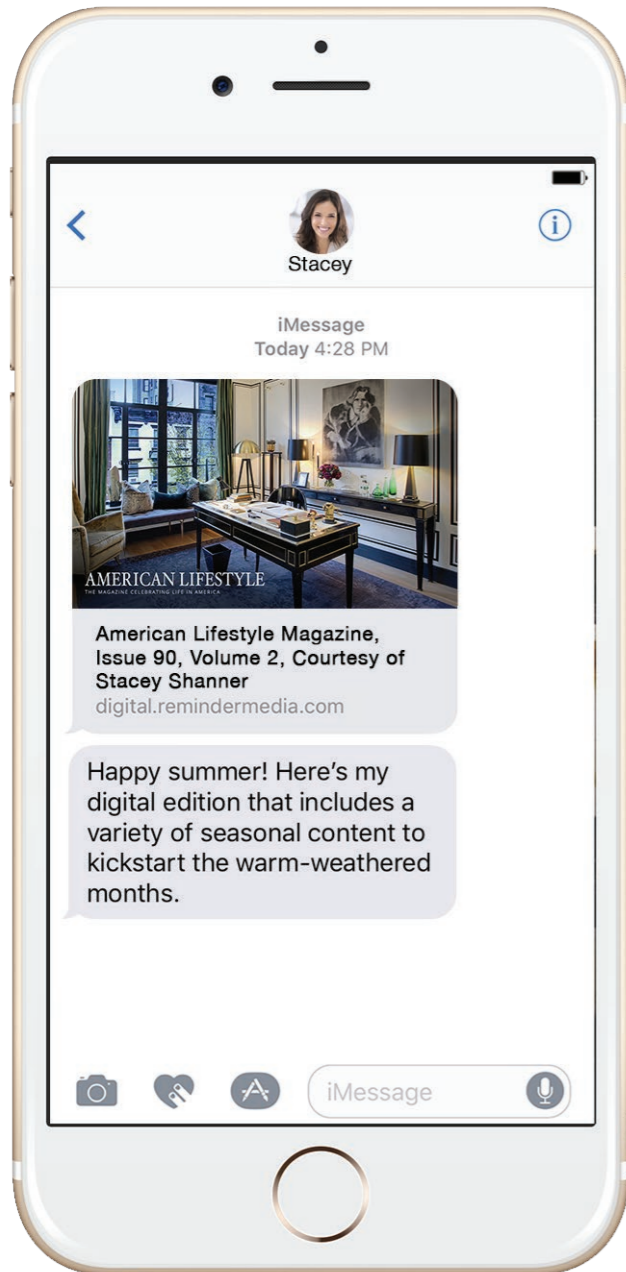
#### Coastal PINECONE

What's better than bringing the beach to your home? This coastal pinecone wreath incorporates aqua-colored pinecones, starfish, and seashells, transforming the outside of your house into a beachy oasis.

For a step-by-step tutorial on how to create each wreath, visit [americanlifestylemag.com/travel](http://americanlifestylemag.com/travel).

# Issue 90: Travel Time

(June-Aug)



Happy summer! Here's my digital edition that includes a variety of seasonal content to kickstart the warm-weathered months.

Planning a summer vacation? Here's my digital edition that makes for the perfect read while you're traveling.

Schools out for the summer! Enjoy the sunshine, and take advantage of the DIY outdoor crafts that are featured in my digital edition.

## TACTICS:

- Send a text message that includes the digital edition to each of your recipients. They will be able to receive it no matter where they are traveling.

## Social media

- Go live at an open house that has an awesome entertaining space.
- Share tips to help homeowners host a summer barbecue.

# Issue 91: American Pie (Aug-Sept)



pumpkin cream cheese dip

apple pie dip

## PIE CHIPS

*Easy as pie*

With its flaky crust and decadent filling, pie is an American favorite. However, if you're looking for a unique way to enjoy a classic dessert, scoop your way into flavor with these crispy pie chips and dips.

### Cinnamon Sugar Pie Crust Chips

*Bite-sized crust chips give you the freedom to enjoy any pie flavor your taste buds desire.*

- 1 c. all-purpose flour
- 3 tbsp. cold water
- 1/4 tsp. salt
- 1/2 tsp. apple cider vinegar
- 10 tbsp. cold unsalted butter
- 1/4 c. cinnamon-sugar mixture
- 1/2 tsp. solid vegetable shortening

**step one** • Preheat the oven to 425°F.

**step two** • Mix together the flour and salt, and cut in the butter and shortening with a fork.

**step three** • Combine water and vinegar. Add it to the flour mixture, and mix with a fork until a smooth dough forms, adding in more water at 1/2-tbsp. increments, if needed.

**step four** • Form the dough into a ball, dust with flour, and roll into an 11-inch circle.

**step five** • Cut the dough into different shapes with a cookie cutter, coat the shapes in the cinnamon-sugar mixture, and bake for 15 minutes.

Try out this sweet spin on a classic, and share your photos on social media using the hashtag #ALMBites! For two favorite fall pie dip recipes, visit [americanlifestylemag.com/americanpie](http://americanlifestylemag.com/americanpie).

## RETRO U.S. Tourist Destinations

Have you ever wondered what life must have been like fifty, one hundred, or even three hundred years ago? Maybe wish you could experience it?

As it turns out, you can. America is chock-full of destinations that transport you back in time—so you can get a taste of what old-time America was like. Here's just a sample of the many places where time stands still.

- SANTA FE, NEW MEXICO** – One of the oldest cities in the country, Santa Fe features America's oldest church, San Miguel Mission, which was built in 1610 and rebuilt in 1710.
- GUILFORD, CONNECTICUT** – Venture to Henry Whitfield State Museum to see New England's oldest stone home, which dates back to 1639.
- SANDY HOOK, NEW JERSEY** – For an old-time nautical experience, walk up the country's oldest working lighthouse, Sandy Hook Lighthouse, which has been in use since 1764.
- WILLIAMSBURG, VIRGINIA** – Colonial Williamsburg is as close as you can get to living in another century, as much of the town and its people are transformed to recreate eighteenth-century life.
- TOMBSTONE, ARIZONA** – If the Old West strikes your fancy, visit this historic town, where you can see reenactments of the Gunfight at the OK Corral that took place in 1881.
- CHARLESTON, SOUTH CAROLINA** – The city's historic district is rich with antebellum architecture and centuries-old buildings, and Civil War history comes to life at Fort Sumter.
- SHARPSVILLE, INDIANA** – Resident Jim Richardson built his own 1950s mini town, complete with a genuine old-time diner, movie marquee, and gas station, and even 1950s police cars.
- GREEN BANK, WEST VIRGINIA** – This town is home to a large radio telescope, which means wireless signals are banned within ten miles. No cellphones, no Wi-Fi, no microwaves.

For more interesting facts about American history, visit [americanlifestylemag.com/americanpie](http://americanlifestylemag.com/americanpie).

### Game-Changing AMERICAN INVENTIONS

America has long been thought of as a place of thinkers and doers, so it's no wonder that some of the world's most important inventions were created right here in the U.S.

For more interesting American history facts, visit [americanlifestylemag.com/americanpie](http://americanlifestylemag.com/americanpie).

- THE WASHING MACHINE**  
Before the washing machine, people took to nearby streams to clean their clothes. Now, more than 84 percent of homes in America have a washing machine, first patented in New Hampshire by Nathaniel Briggs in 1797.
- THE LIGHT BULB**  
The brainchild of Ohio-born inventor Thomas Edison, the light bulb had many precursors to Edison's final creation, which debuted in 1879.
- THE TRAFFIC LIGHT**  
Intersections would be far more dangerous without the traffic light—invented by Salt Lake City policeman Lester Wire in 1912. His original design excluded the yellow light, which wasn't added until 1920.
- THE JUKEBOX**  
What's a diner without a jukebox? Invented by the Automatic Music Instrument Company in 1926, the jukebox has become synonymous with mid-century American youth and the rock 'n' roll era.
- TUPPERWARE®**  
Imagine going to a friend's or a relative's house for dinner and not having a convenient container to bring home leftovers in! We have famed inventor Earl Tupper to thank for developing the product dubbed Tupperware® in 1946.

Take your clients on a ride back into American history.

- Unique spins on classic recipes
- Summer DIY crafts
- Patriotic facts

# Issue 91: American Pie (Aug-Sept)



## TACTICS:

- Send an e-mail to each recipient, and leverage the content as your reason for checking in.
  - Ask them if they were able to try a recipe.

## Social media

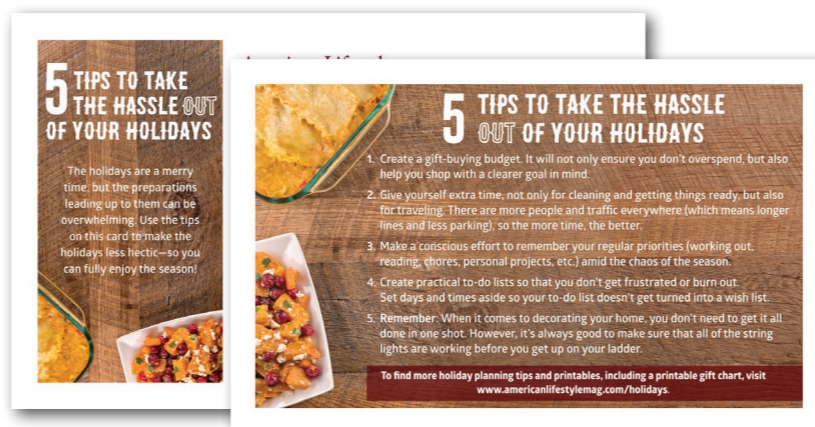
- Share your favorite recipes from ALM—delivering the treats to a client or even making them live on Facebook or Instagram.

# Issue 92: Turn Over a New Leaf (Sept-Nov)



Show your gratitude for your clients by providing them with a seasonal issue that includes charitable content.

- Simple recipes
- Upcycled crafts
- Tips on giving back



# Issue 92: Turn Over a New Leaf (Sept-Nov)



Stacey Shanner  
1100 First Ave.  
King of Prussia, PA 19406

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123 Stump Road  
Winchester, PA 19753

American Diabetes Association

**8.3% OF THE POPULATION HAS DIABETES**  
Diagnosed: 18.8 million people | Undiagnosed: 7.0 million people | Prediabetes: 79 million people\*

**25.8 MILLION ADULTS AND CHILDREN IN THE US HAVE DIABETES**

\* In contrast to the 2007 National Diabetes Fact Sheet, which used fasting glucose data to estimate undiagnosed diabetes and prediabetes, the 2011 National Diabetes Fact Sheet uses both fasting glucose and A1C levels to derive estimates for undiagnosed diabetes and prediabetes. These tests were chosen because they are most frequently used in clinical practice.

**WE LEAD THE FIGHT AGAINST THE DEADLY CONSEQUENCES OF DIABETES AND FIGHT FOR THOSE AFFECTED BY DIABETES.**

- We fund research to prevent, cure and manage diabetes.
- We deliver services to hundreds of communities.
- We provide objective and credible information.
- We give voice to those denied their rights because of diabetes.

**GIVE TODAY TO SUPPORT A CURE**  
Diabetes causes more deaths a year than breast cancer and AIDS combined. It must be stopped! Your gift today will go a long way in helping us save lives and continue to lead the search for a cure, so that one day we can be free of diabetes and its burdens.

Donate by Phone: Call us toll-free at 1-800-DIABETES (800-342-2383) to donate by credit card.  
Donate Online: [www.diabetes.org/donate](http://www.diabetes.org/donate)

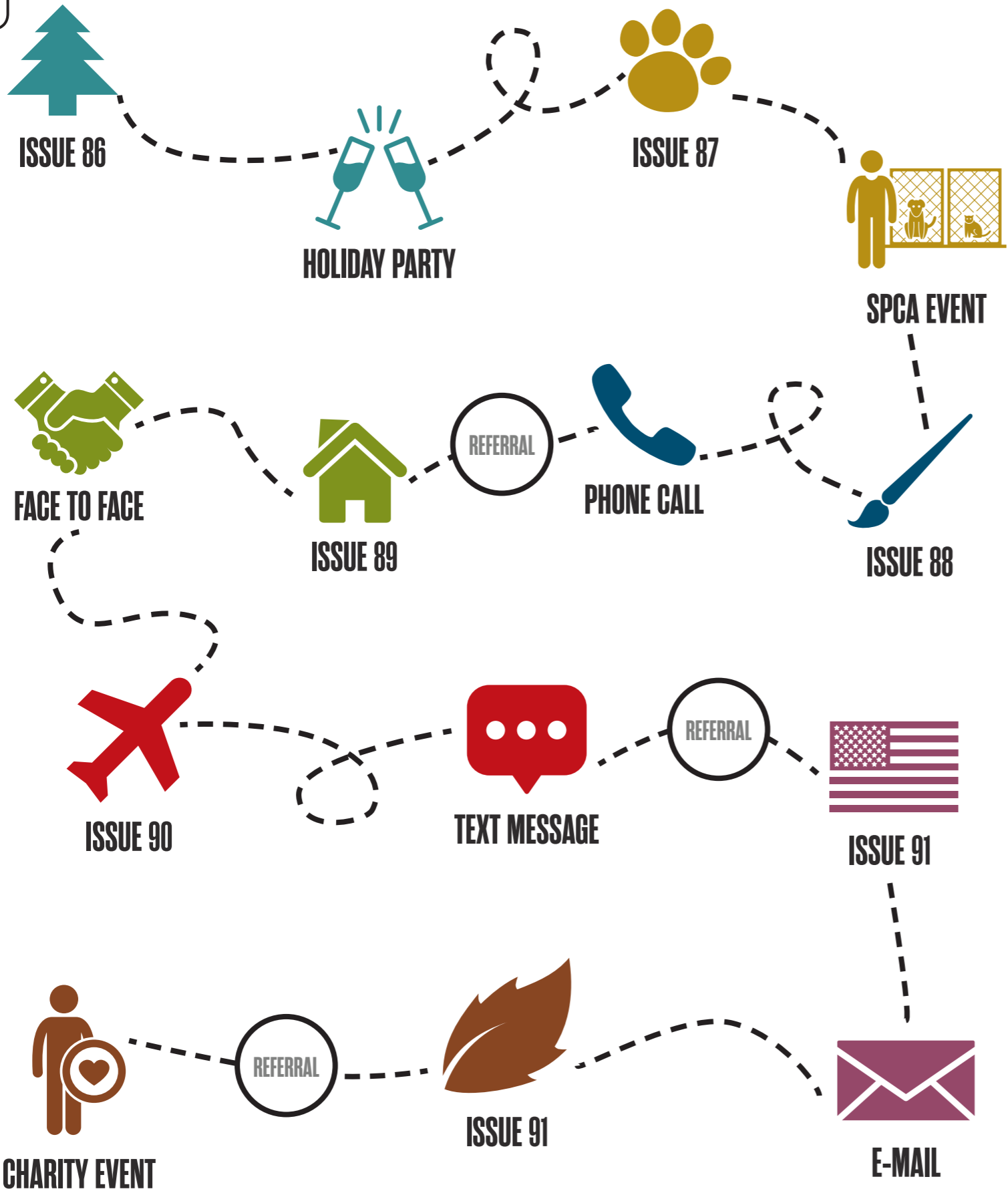
## TACTICS:

- Partner with a local charity to host a fundraising event.
- Customize the Back Cover to support your favorite charity, or showcase your client's go-to foundation.

## Social media

- Run a social media campaign to support a well-loved charity.
- If possible, throw in a little friendly competition, where you'll match the sponsorship up to a comfortable dollar amount.

START



END



Send American Lifestyle magazine to **50 recipients**



avg 38% referral rate



avg 19 referrals



avg 50% close rate



9.5 clients



Average home sells for **\$200,000**



3% commission



**\$6,000 GCI**



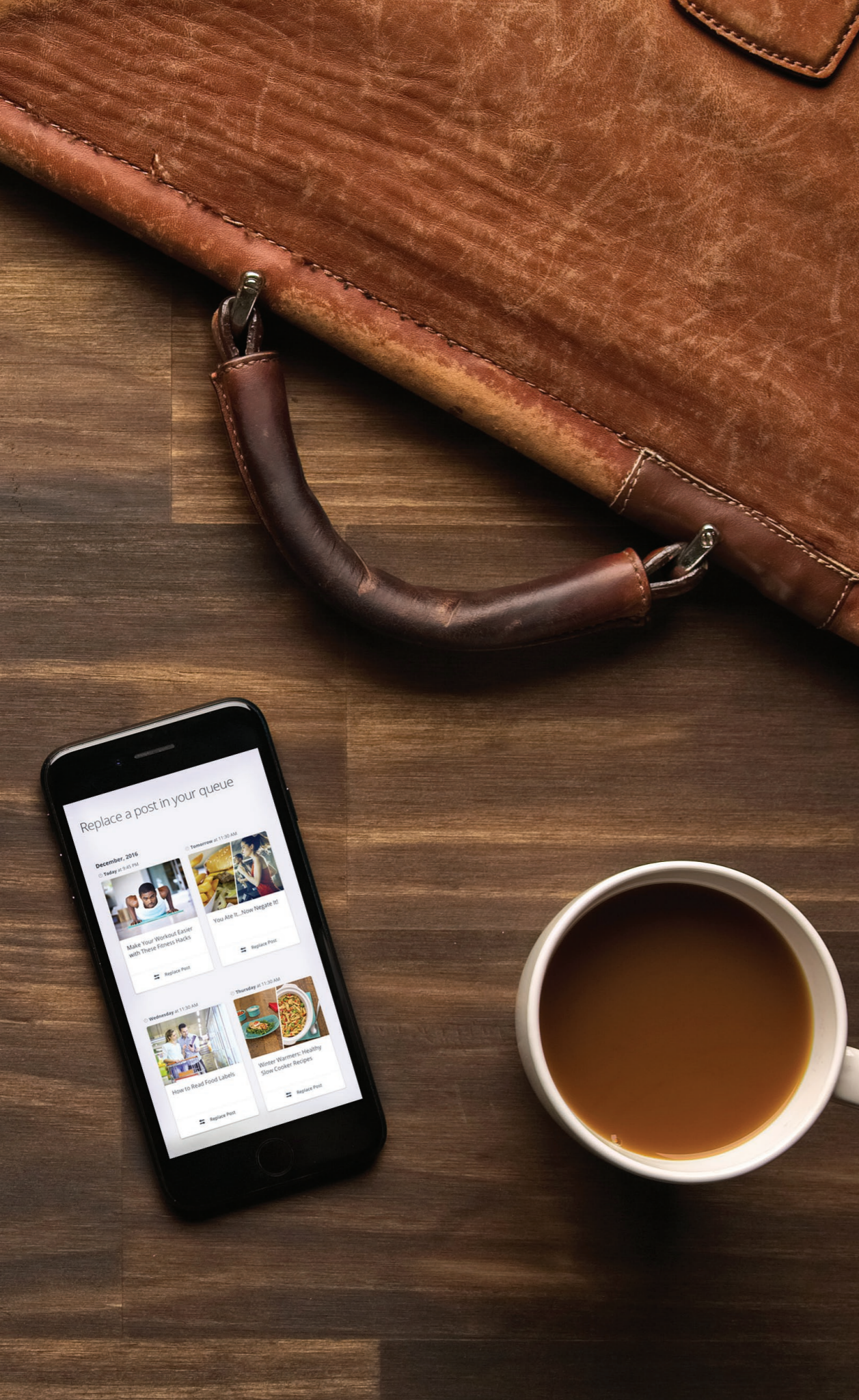
x 9.5 clients

**\$57,000**  
PROFIT



# QUESTION & ANSWER

- Type all questions in the chat box!



# THANK YOU FOR LISTENING!

- Recorded session and slides will be e-mailed to you.
- For daily Real Estate coaching tips and motivation, follow us on social media.
-  Instagram: @remindermedia
-  Facebook: RMconnect
-  Youtube: ReminderMedia
-  LinkedIn: ReminderMedia
-  Twitter: @remindermedia