reminder**media**

RELATIONSHIP MARKETING GUIDE

MAKE YOUR MARKETING FIT

Frequency. Impact. Trust.

Discover why the professionals who build a consistent presence win more clients, referrals, and repeat business. Then learn the secret to becoming one of them.

For real estate agents, insurance agents, financial advisors, and every other professional who's looking to build better relationships and earn more business.

WHAT'S INSIDE

You're probably very skilled at the work you do, but here is the uncomfortable truth this guide exists to fix: That is not why people will hire you.

They will hire you because, at the exact moment they need someone, you are the one professional they think of. This guide is about engineering that moment on purpose.

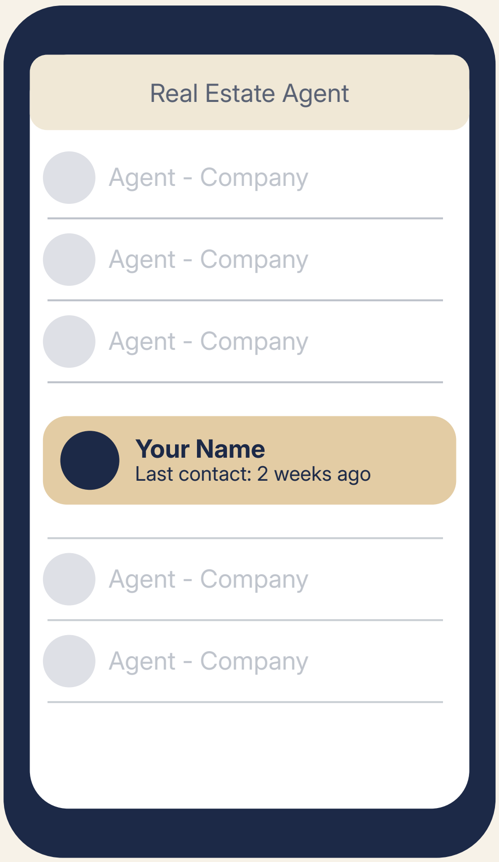
CHAPTER 01

The Forgetting Problem

Being forgettable is expensive.

Ask people if they know a real estate agent, an insurance agent, or a financial advisor, and most will say yes. Ask them which one they'd call today, and you'll get a pause. That pause is where money is lost.

Here's what the data says about how people actually choose. According to the National Association of REALTORS®, the overwhelming majority of buyers and sellers don't comparison shop for their agent at all:



71% of buyers

81% of sellers

Contacted only ONE agent

Source: NAR Generational Trends Report

Read those numbers again. For most of your future clients, **there is no shortlist**. There's one name: the name that's present when a need arrives. The contest isn't won at the initial appointment. It's won in the months and years before, in the contest for a place in someone's memory.

That contest is competitive. The people in your database aren't sitting in a vault; industry estimates suggest nearly half the consumers in a typical database are personally connected to five or more other agents. Your past clients could have loved working with you, but they might also have a cousin who just got licensed or a friend who just worked with another great agent.

> ***People don't choose the best professional. They choose the professional they remember.***

CHAPTER 02

The Science of Staying Top of Mind

Memory may seem complex, but it's actually simple to hack. None of this is a character flaw in your clients. It's how the human mind works, and once you understand three principles, you can build a marketing system that works with how brains actually operate.

1/ The mere-exposure effect

Decades of psychology research (starting with Robert Zajonc in the 1960s) show that people develop a preference for things simply because they're familiar. It's why the brands you see everywhere feel more trustworthy than the ones you've seen once. Every time your name, face, or content crosses someone's path, you don't just remind them you exist; you subtly become their preferred brand.

2/ Know, like, and trust (in that order)

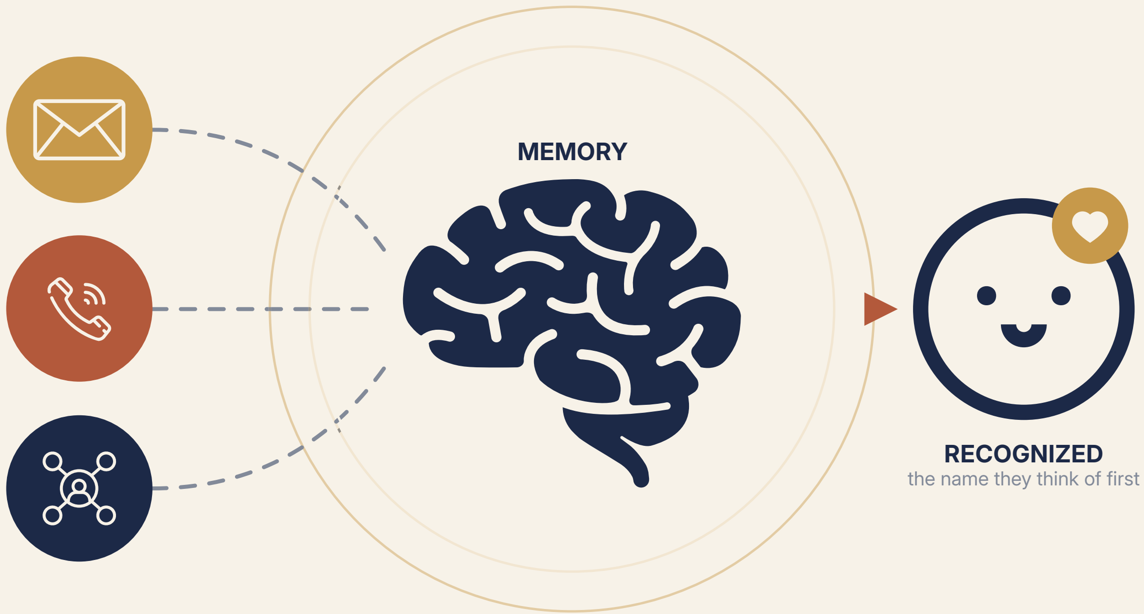
People do business with those they know, like, and trust. Notice the sequence: nobody trusts a stranger, and nobody stays fond of someone they never hear from. Visibility isn't a vanity metric; it's the entry ticket to the only funnel that matters.

3/ The recency bias of memory

When a need arises (e.g., a move, policy question, or windfall), a potential client doesn't mentally run a search of everyone qualified to work with them. They think of the name that surfaced most recently and most often. If your last touchpoint was a holiday card eight months ago, you are, functionally, a stranger to them again.

One touchpoint isn't a strategy.

Relationship marketing compounds. A single mailing, post, or call does little on its own. The returns come from consistent presence over months and years, the same way one gym visit doesn't change your health but a routine does.



The FIT Framework

After running marketing campaigns for more than 100,000 businesses, ReminderMedia President Luke Acree distilled what separates marketing that leads to referrals from marketing that winds up in the recycle bin.

It comes down to three pillars:

F FREQUENCY	I IMPACT	T TRUST
Show up consistently across multiple channels so you're already present the moment a need arrives.	Make every touchpoint something people are glad to receive. Offer the value they want, the personality they remember, and the relevance they'll feel.	Give people proof through credibility, client stories, partnerships, and education that choosing you is the safe, smart choice.
Show up on a schedule	Make it worth receiving	Prove you're the safe choice
Gets you seen	*Gets you remembered*	*Gets you hired*

You can't pick a favorite. Luke is blunt about this, because he learned it from his own campaigns. Frequency alone, without impact behind it, doesn't just underperform; it can actively work against you. Bombarding people with junk teaches them to ignore you. Impact without frequency is a great impression that fades. And frequency plus impact without trust makes you pleasant company that people still don't want to depend on for the biggest transactions of their lives.

> ***Frequency gets you seen. Impact gets you remembered. Trust gets you hired.***

Frequency

Frequency is the discipline of being present on a fixed schedule, regardless of your mood or how business is going. This is a rhythm your sphere can feel, even if they never consciously notice it.

The six channels
Effective frequency isn't about hammering one channel hard. It's about spreading your presence across the ways people actually communicate:

The frequency illusion (your unfair advantage)

Now here's what's known as the multiplier: When someone encounters you on two or more channels, they unconsciously overestimate how present you are. Seeing your magazine on the counter and your post in their feed doesn't feel like two touchpoints. It feels like you're everywhere. Multi-channel presence buys you perceived omnipresence at a fraction of the effort.

What top producers actually do

So how often is often enough to stay in touch? Luke's published floor is **26 quality touchpoints a year** spread across multiple channels. That's the starting line. Top producers blow this number out of the water, like Brion Harris, a financial advisor in the top 1% of his industry, whose secret isn't a magic lead source. It's arithmetic:

275 touchpoints a year

Across mail, email, social, text, calls, and events—the perfect mix, not 275 of any single thing

That sounds enormous until you break it down: a magazine every other month, weekly social posts, a monthly email, quarterly calls, a couple of events, and holiday touchpoints. The key is building and maintaining such a rhythm.

Consistency beats intensity

The most common frequency failure isn't doing too little. It's actually doing plenty in bursts: a flurry of activity in January, silence in April, a guilty scramble to get back in touch in September. Your sphere can't build familiarity with that kind of inconsistent behavior.

This is also where professionals separate themselves, based on who keeps marketing through the slow seasons. When summer or the holidays hit, many agents pull back on marketing, but this effectively hands the reins over to whoever doesn't. Top producers treat slow seasons as setup: the families they stay in front of in July become the transactions they close in October. The best time to be visible is precisely when your competitors aren't.

> ***You don't need a new strategy. You need more consistency inside the one that's already working.***

Impact

Frequency answers "How often?" Impact answers *"So what?"* This is the difference between marketing that gets opened and marketing that get tossed.

The junk-frequency trap
By Luke's own confession, he has run high-frequency campaigns that flopped because volume was all he had. Frequent junk builds a reflex to disregard you. Every touchpoint must pass one test: **Would the recipient be glad this showed up?**

Lead with value they actually want
Don't just send people ads. Ads are all about you; think about content that's all about them. Send people mail they will enjoy and even keep, like recipes, home and lifestyle articles (this is the design philosophy behind the personally branded magazine), and local guides. Impact peaks when a touchpoint feels like it could only have come from you.

Stuck on what to send? Use the three Es.

Educational

Enlighten your base with market updates, how-to tips, buying guides for the decisions they're facing. Answer their questions before they have to ask.

Entertaining

Make them smile with lighthearted clips of your team at work or behind-the-scenes looks at how you do what you do.

Endearing

Connect heart-to-heart with client wins, community involvement, and personal stories about what your work means to you.

If a planned touchpoint doesn't hit at least one E, swap it for one that does.

Trust

Frequency and impact make people fond of you. Once people trust you, they will be willing to hand you the largest transactions of their lives. It's the conversion layer, and it's built deliberately, through four kinds of proof:

Authority
Credentials, track record, years served, awards. The reasons audiences listen up when a speaker is introduced. Are you new to the business? Borrow institutional authority; your brokerage's or firm's decades and thousands of clients are part of your story too.

Social proof
Testimonials and reviews are the modern reference check, the first thing people look at before buying anything. Collect client stories relentlessly and put them everywhere: your magazine's back cover, your emails, your social profiles. Others' words about you will always outsell your own.

Partnerships
Trust can be borrowed. When the lender, contractor, or attorney people already rely on vouches for you (or shares a page in your magazine), you inherit some of their credibility.

Education
Teach what you know. Answer your real FAQs in posts, videos, and articles. Educators get trusted; advertisers get skipped.

The part nobody likes to hear

Trust is a slow build. But it's worth the grind. Luke's podcast, *Stay Paid*, spent for roughly three years with barely an audience before becoming one of ReminderMedia's biggest brand builders. Most professionals quit their marketing in exactly that quiet stretch, the months where the compounding is happening but the results aren't visible yet.

> ***Trust is built in the months when nothing seems to be working.***

CHAPTER 07

Your FIT Plan

You don't need 275 touchpoints on day one. You need a rhythm you'll actually keep. Here's a starter plan with roughly 80 marketing touchpoints, plus 260 personal check-ins from the 5-for-5 habits. Each of these can help establish one or more of the pillars: **frequency (F), impact (I), or trust (T)**.

ONE YEAR OF MARKETING

EVERY OTHER MONTH:

Mail personally branded magazines to your list. These six high-impact, long-shelf-life touchpoints will run without you. (F + I)

MONTHLY:

Write one email letter with genuinely useful content. (F + I)

WEEKLY:

Schedule one social post; automation keeps it consistent. (F)

WEEKLY:

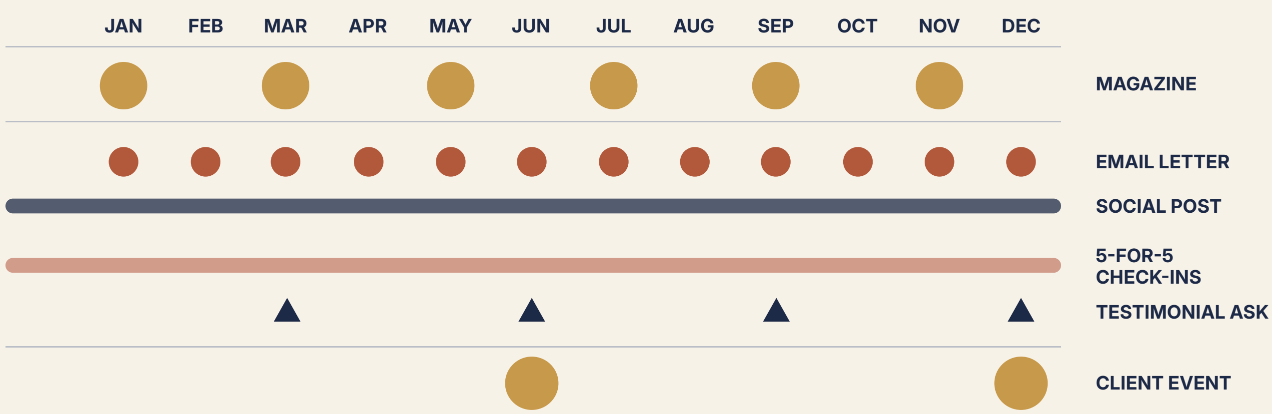
Do a 5-for-5 session of five personal texts or calls, five minutes, no pitch. (I + T)

QUARTERLY:

Ask one happy client for a testimonial or review. (T)

TWICE A YEAR:

See your list in person; host a client event, do a pop-by round, and/or send handwritten notes. (I + T)



Every contact should be able to encounter you on two or more of these rows.

The 5-for-5, spelled out

Pick five people from your database. Devote five total minutes to them. Send each a personal message that references something of value. For example, "The article on backyard gardens in my magazine made me think of you. How's the deck project going?" No pitch needed. You're starting conversations, and conversations are where referrals live. Done weekly, this single habit adds 260 personal touchpoints a year.

The multi-channel rule: Make sure every person on your list can encounter you in at least two channels. That's what triggers the frequency illusion, turning a modest plan into perceived omnipresence.

The FIT Scorecard

Score each statement from 1 (never) to 5 (always). Total each pillar. Your lowest pillar will highlight where you should focus your next 90 days.

FREQUENCY /15

I make at least 26 quality touchpoints a year with everyone in my database (the published FIT minimum).

① ② ③ ④ ⑤

My marketing runs on a schedule; it doesn't pause when I get busy or when the season slows.

① ② ③ ④ ⑤

My contacts can encounter me on two or more channels (mail, email, social, text, calls, in person).

① ② ③ ④ ⑤

IMPACT /15

The things I send are built around what my contacts want, and they'd notice if it stopped.

① ② ③ ④ ⑤

I regularly make personal, individual touchpoints: a text, a call, or a note that could only be for them.

① ② ③ ④ ⑤

My marketing includes local, personal flavor no competitor could copy.

① ② ③ ④ ⑤

TRUST /15

I actively collect testimonials and reviews, and my audience sees them regularly.

① ② ③ ④ ⑤

I share educational content that answers the questions my clients actually ask.

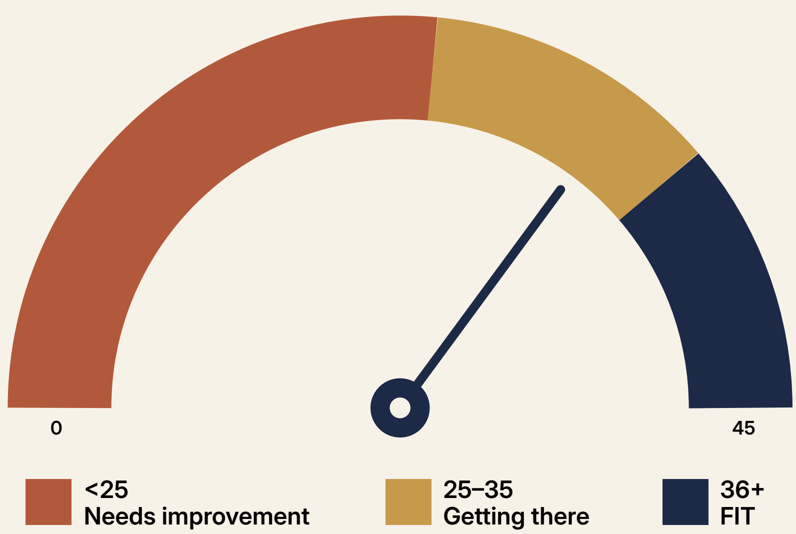
① ② ③ ④ ⑤

I have visible partnerships with other trusted professionals my clients rely on.

① ② ③ ④ ⑤

SCORING:

Whatever you scored, here's the fix: Pick your weakest pillar, choose one habit from Chapter 07, and run it for 90 days before judging the results.



“But What About...”

Here are answers to some frequently asked questions about the FIT marketing method.

“Can I just focus on my marketing when business slows down?”

That’s like planting seeds the week you’re hungry. Relationship marketing takes time: Build visibility today, and calls will follow two, four, six months later. Pulling back in a slow season guarantees the next one; staying present is how top producers make sure their slow season is shorter than everyone else’s.

“Won’t I annoy people if I show up too often?”

Only if what you send is about you. Almost no one is annoyed by a magazine they enjoy, a market answer they needed, or a friend checking in. If every touchpoint offers genuine value, your contacts won’t just tolerate hearing from you but also appreciate it. The professionals who worry most about annoying people are usually the ones sending the least value.

“I tried consistent marketing once, and it didn’t work. Now what?”

How long did you really give it? One mailing isn’t a strategy, and neither is one quarter. Remember the pattern from every compounding system, like the podcast that ran three years before it caught. You only see the payoff after a stretch where quitting feels reasonable. Most professionals cancel their marketing at almost exactly the moment they were about to convert that familiarity into new clients. Decide up front to judge the system in years, not mailings.

> *By the time someone needs you, it’s too late to start marketing to them.*

PUT FIT TO WORK

You now know what most of your competitors never will.

Show up consistently. Make every touchpoint worth their time. Give people proof that you're the safe choice. Do it for longer than feels comfortable. That's the whole game, yet almost nobody plays it.

ReminderMedia exists to make the FIT framework something you can actually run alongside a full-time business:

Personally Branded Magazines (Frequency + Impact):

A publication with your name and face on the cover, mailed to your list every other month, and filled with content people keep on a schedule you never have to think about.

Digital Marketing Platform (Frequency):

Branded email letters and automated social posting, two more channels that run consistently so the frequency illusion works in your favor.

Paid Marketing (Frequency):

Facebook ads that position you in the digital spaces your contacts occupy most, helping you create a consistent flow of leads.

Postcards, Events & Custom Touchpoints (Impact + Trust):

Geographic farming campaigns, custom covers, back-cover client features, and tear-out cards that turn mailings into conversations.

Need help building your FIT plan? Call us now at (877) 442-1635, or get your free sample magazine and see what your sphere will be keeping on their coffee table.

Sources: National Association of REALTORS® Home Buyers and Sellers Generational Trends Report; R. Zajonc, "Attitudinal Effects of Mere Exposure" (1968); Luke Acree, "FIT Marketing: A Framework for Success," Business in Action Issue 26 (2026); Luke Acree, FIT Marketing Framework (BAM webinar) and BAM columns; ReminderMedia campaign data.