



Builders Publishing Group

# The 7 Step Marketing Strategy



Helping 70+  
Other Builders in  
U.S & Canada

**Graphics, Templates and  
Letters Included!**

*Separate Yourself from the Competition*

# The 7 Step Marketing Strategy

Graphics, Templates and Letters Included!

**Step 1: Email** to every contact you have

- Email Kindle App

**Step 2: Mail** Book to:

- Top Prospects
- Past and Current Clients
- Vacant lots sold past 6 months
- Top 100 Realtors
- Top Architects

**Step 3: Book Drop**--High Value/Lakefront

**Step 4: Website Landing/Opt-In Page** - Capture Leads

**Step 5: Job Site Signage** - Closest 20 Neighbors

**Step 6: Calls** to Your Office

**Step 7: Events**/Models/Parade Homes

**Plus:**

- Email header & signature
- Book Displays
- Postcard Announcement
- Mail/Email to Doctors, Attorneys, Engineers, Business Owner
- Donate

