

# THE TOUCH PLAN THAT BUILDS RELATIONSHIPS

*A plug-and-play AI prompt to create a 12-month real estate touch plan.*

## WHY MOST TOUCH PLANS FAIL

- Too many emails, not enough intention
- Random touches instead of a system
- No balance between digital, personal, and in-person
- Great ideas that never make it onto a calendar

## THE RULE

Rule #1: Your AI should ask you questions before it gives you a plan. If it doesn't you're getting assumptions, not strategy.

## THE PROMPT: COPY AND PASTE INTO YOUR FAVORITE AI

You are an operations-minded real estate marketing strategist.

I want you to build a 12-month client and sphere touch plan for my real estate business that balances value, relationship-building, and consistency without over-communication.

Before creating the plan, ask me any clarifying questions you need about my business, market, capacity, and goals. Do not make assumptions.

Once you have my answers, create a month-by-month touch plan that includes emails, phone calls, text messages, pop-bys or drop-offs, and client events.

Keep it realistic, executable, and presented in a clean, system-ready format.

## HOW TO USE

1. Paste the prompt into ChatGPT or your favorite AI.
2. Answer the clarifying questions honestly.
3. Delete anything you won't actually do.
4. Calendar it and systematize the rest (automate what you can).

## SAMMI'S PRO TIP

Don't judge the plan by how impressive it looks. Judge it by how easy it is to repeat every year.

