

Real Ones Weekly Touchpoint System

*Lead with presence. Build with purpose.
One message at a time.*



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Quick Start: How to Use This

This isn't a CRM script.

It's a rhythm that builds trust, authority, and relevance — one intentional touchpoint at a time.

Use this system to connect with agents, clients, and referral partners consistently without ever sounding like you're chasing.

Here's how:

HOW TO USE THIS TOOL:

- Touch one person per day — you don't need to message 50 people to stay visible
- Pick a message example (or write your own — this system's flexible)
- Keep it light, human, and sharp — no fluff, no awkward follow-ups
- Add your own rhythm to it. This is yours now.

Bonus Tip:

Want to track your week or plan ahead? Use the printable page at the end to map it out.

The Real Ones 5-Day Outreach Rhythm

FORMAT FOR EACH DAY:

MONDAY — Own the Narrative

You're not waiting for questions. You're controlling the room.

Examples:

- "Appraisal due Thursday — no surprises expected."
- "Watching DTI on this one. I'll flag anything before it becomes a problem."
- "File looks clean. If that changes, you'll hear from me first."

You're the one they trust because you move first.

TUESDAY — Stay in Their Orbit

Keep your name in their world without being in their inbox.

Examples:

- React to their IG listing story with emojis
- "That kitchen photo you posted? Criminally underrated."
- "This staging? I'm stealing it."

Top-of-mind doesn't have to mean top-of-inbox.

WEDNESDAY — Drop Strategic Fire

Don't pitch. Position. Make them want more of you.

Examples:

- "Built a scenario that opened \$50k more buying power — want it?"
- "Have a PDF that explains buydowns in 20 seconds — clients love it."
- "Just cracked a script that got a buyer unstuck. Want a copy?"

You're not updating. You're equipping.

The Real Ones 5-Day Outreach Rhythm

THURSDAY — Bridge the Gap

Make the next move easy. You're not following up — you're pulling them forward.

Examples:

- "Let's carve 15 mins next week — I've got something you'll want to see."
- "You give me the buyer friction. I'll bring the tool that breaks it."
- "We don't need to 'sync' — we need to build something better. Let's talk."

You're not chasing. You're co-creating.

FRIDAY — Finish With Power

End the week like someone they remember when deals hit the fan.

Examples:

- "If your weekend gets wild, I'm on call. I don't ghost at game time."
- "Need me to play bad cop with a buyer stalling? I'm lethal in 30 seconds flat."
- "Let's map next week now — you and I don't wing things. We win them."

This isn't a 'touch base.' It's a strategic close.

Real Ones Reminder

You don't need a script. You need a system.

The difference? Real Ones move with *rhythm*, not *randomness*.

Real Ones Weekly Touch Tracker

Plan it. Track it. Own it.
Stay present, not perfect — one intentional move at a time.

Day	Who Did You Reach Out To?	What Did You Say or Send?	Did It Move the Needle
Monday	<input type="checkbox"/>	_____	<input type="checkbox"/> Yes <input type="checkbox"/> Not Yet
Tuesday	<input type="checkbox"/>	_____	<input type="checkbox"/> Yes <input type="checkbox"/> Not Yet
Wednesday	<input type="checkbox"/>	_____	<input type="checkbox"/> Yes <input type="checkbox"/> Not Yet
Thursday	<input type="checkbox"/>	_____	<input type="checkbox"/> Yes <input type="checkbox"/> Not Yet
Friday	<input type="checkbox"/>	_____	<input type="checkbox"/> Yes <input type="checkbox"/> Not Yet

Real Ones don't wing relationships. We track what matters.
Keep this page in rotation until it becomes second nature.