

# Three Ideas for April

**SMILE STOPS™**

**21<sup>st</sup>: Kindergarten Day.** Deliver fresh muffins for the kindergarten teachers at your local elementary school. (Call ahead to find out how many.) Leave notes for each, “Thanks for all you do to inspire our future! Love, Your Local REALTOR®.” Attach a business card.



**22<sup>nd</sup>: Jelly Bean Day.** Bring a jar of gourmet jelly beans to five top clients with a note that reads, “Thanks for all your SWEET referrals! Happy Jelly Bean Day!”



**27<sup>th</sup>: Arbor Day:** Head to your local plant nursery and pick up 5 tree seedlings (or try this site: [shop.arborday.org](http://shop.arborday.org) to see the perfect tree seedlings for your area) and deliver to five amazing clients with a note, “Happy Arbor Day! Thanks for helping me plant seeds for the future!”



## What's a Smile Stop™?

**SMILE STOPS** are fun reasons to stop for quick visits with past and potential customers to show your appreciation and continuously cultivate your connection and trust.

**S:** Service (focus on service not selling)

**M:** Meet face-to-face

**I:** Invite them to share their needs by asking questions

**L:** Leave behind a token of gratitude

**E:** Elevate the relationship

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