2730 New Movers

Product Fieldbook · https://kb.jeffreysummers.com/docs/2730-new-movers-2/

The Demand

This week, find out whether your operation has a system for reaching new movers in your trade area in the first two weeks after they arrive — before someone else's cast has remembered their name. If you have never used a new mover list, that is a decision you have been making by default, not by design. Draft the piece you would send: not a coupon, an introduction that tells them who you are, what you stand for, and why you are worth the drive. Decide this week whether to build the system or name why you are choosing not to.

The Work

Do you currently have a system for reaching new movers in your trade area — yes or no:

When did you last define or re-examine your trade area:

Rate how much you treat your trade area as a living, shifting population versus a fixed zone on a map, 1-5:

Draft the first line of your new mover introduction piece — who you are and why you are worth the drive:

What you will NOT include in that piece (coupon, discount, transactional offer):

The window you are currently losing new movers to competitors in — how many weeks:

The one action you will take this week to close that window: