



Official White Paper

How Football Schedule Magnets Will Grow Your Business

Hear from front-line practitioners like you on the effective use of football schedule magnets



www.houseofmagnets.com/football

Introduction

Football magnets will not bring about world peace. However, according to your fellow business owners and sales professionals quoted here, they are effective tools for growing your business.

All of the ideas and guidance in this white paper are in their own words – created and proven in the trenches of real-life business development.

Follow only a few of their street-tested methods and you're bound to see a boost in contacts and resulting business!

See our full line of football schedule magnets here: www.houseofmagnets.com/football

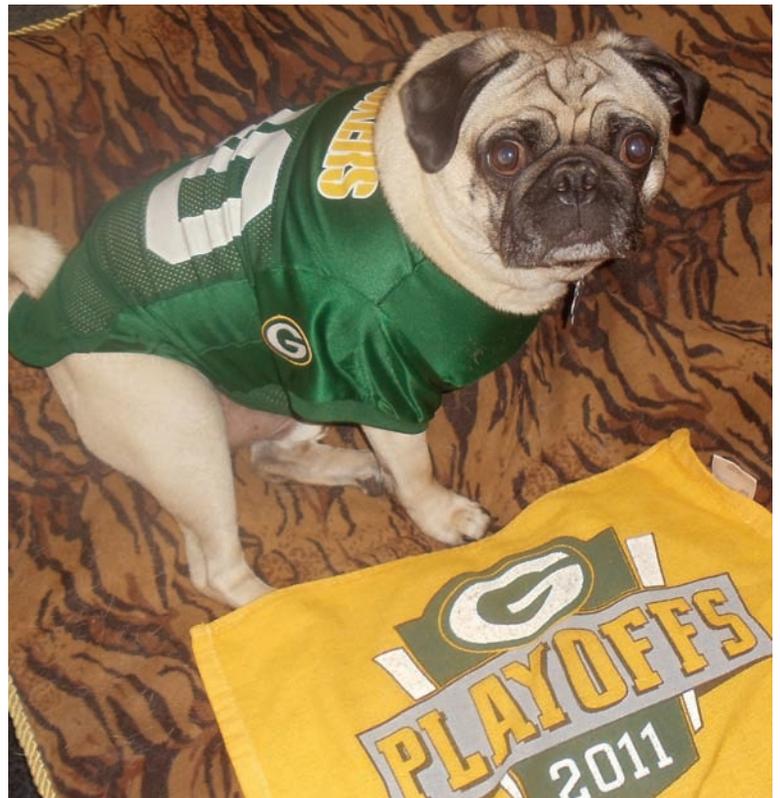
“I put my pug in his Packer jersey when I walk him to hang the schedules around my farm area, at open houses, just-sold or just-listed properties. We both get exercise, lots of (cheap) distribution, and LOTS of conversations with real people.

“I've found the best time is between Monday through Friday after 5 pm, Saturday mornings & afternoons, and Sunday mornings and evenings.

“Bobo, my pug, never says a thing, but is the best conversation starter in his Packer jersey!

“This has helped me get listings, and/or more referrals, because they know someone who needs a Realtor, and I'm not just another name - I'm the friendly one with the pug in the football jersey who walked their neighborhood!”

Gail Rutkowski, WI





“Just last night at a financial planner’s seminar I ran into clients who wanted to make sure they were getting the football schedule again this year for their refrigerator. Other people heard them talking to me about it and asked for them, too. What better place to pick up new clients than in a seminar discussing financial planning. It gave a perfect in for introducing myself, where I work, and what I do. Everyone was talking to me by the end of the night.”

~ Nyla Krulik, IA

Do they really work?

Don’t just take it from us. Here are a few folks with an opinion.

“I can honestly say that the football magnets that I send every year have always produced a buyer, a seller, or both.”

Greg Breslin, PA

“My latest sale was from sending out magnets to my farm area. A resident gave my name to her daughter and I sold them a \$475,000 home. Not too bad!”

Joanne Mamrosch, PA

“The coffee shop I go to every morning has a supply of them at the counter. Sometimes on Saturdays when it’s really busy, I talk to people as I pass them out. One of those customers just closed his son’s home purchase loan with me.”

Nyla Krulik, IA

“Our clients absolutely love the magnets! One of our clients gave one to a friend who called us and opened an account.”

Catherine Dufrene, IA

“I have gotten business from the football schedules and have sold houses. Some of my clients ask for more – they want to give to their boss and others in their office or they just want another one at the office or in their car.”

Dave Atcheson, OK

“I started doing spring baseball and fall football about 3 years ago. I mail them along with a personalized letter that features information about our market, rates, and always a personal paragraph about what is going on in my life. I ALWAYS get 30-40 emails, texts, phone calls about my letters and magnets. Keeping your name out there is key!”

Amber Ernst, IA

Danger, Will Robinson!

We'll be honest - start using football magnets to promote your business and you may not be able to stop – at least according to these poor souls. (They don't sound too upset, though, do they?)

"I've been using your football magnets for some time now, mailing them personally in a handwritten envelope to my client base. They are now totally spoiled and as the season gets closer, the calls start coming: 'Where's my magnet?'"

Lin Tyler, WA

"They get so excited to have the magnets on their refrigerator; they call me and wonder when the new ones are coming out. Now that is prospecting!"

Judy Stream, OH

"I give both football and baseball magnets to past, present, and future clients. I forgot to mail them out one season and received calls from clients asking where their magnet was! I'll never forget to order again!!"

Jason Miller, MN



"The first year in my booth at the county fair, I handed out large, postcard-size football schedules. An unbelievable number of people would flip them over, look and ask, 'No magnet?' Oops. I found that people tore off or folded back my contact info.

"The following year I bought your magnet schedules. People at the county fair turned them over and smiled. I would smile back and say, 'You asked for a magnet, so I got magnets.' It was a simple but nice way to say that I listen to what you, my potential client, say to me. And best of all, I haven't seen a football or baseball schedule with my contact information removed."

~ Dori Ann, MN



“I had a listing appointment this morning from someone I never met. When I went to his house to meet him and preview the home I asked how he got my name. He picked up the football magnet (and this is April, not football season) and said, ‘This is why I called you.’ I was stunned! But now I have a new client thanks to the football magnet!!”

~ Camille Wurm, VA

Uses: The obvious ones

Here are the standard best practices that virtually everyone does with football magnets.

“I suggest you order football magnets early and begin sending them out in June till the regular season starts in September. If you do not have a professional team in your area, pick the closest college(s) and use them or Monday Night Football.”

Jennifer Brown, NH

“After mailing them to past and potential clients, I will hand them out throughout the day at meetings and other interactions.”

Cory Bemis, WA

“Of course I hand them out at my open houses. Even if they don't like the home, they still want the magnet!”

Bob Rodriquez, KS

“I have marketed faithfully and monthly to my sphere - past clients, family, and friends - for 9 years now. The football magnet is a nice change every year to mail out for a monthly marketing touch.”

Monica Shull, AZ

“We use the football magnets with every proposal. We put the magnet inside the proposal booklet. We also keep a stack of them up front at our reception desk.”

Kristine Avram, CA

“My friends and family have them on their refrigerators—I always check when I'm at their homes. It's a great way for them to know what you do and there's no excuse to say they didn't have my number or email.

These magnets do work!”

Mike Boehme, CA

“I give several to my family members to share with their friends and co-workers.”

Cyndi Kane, OH

Uses: Other ways

And here's the jackpot: Cool – maybe even unorthodox – ideas for becoming the football magnet hero in your community!

Other ideas for magnet distribution:

• Barber shops	• Doctors/dentists offices	• Kids sporting events
• Bars	• Dry cleaners	• Nail salons
• Cafés	• Farm stands	• Pharmacies
• Civic clubs, like Kiwanis and Rotary	• Fitness gyms	• Private clubs
• Coffee shops	• Golf courses	• Restaurants
• Convenience store	• Hardware stores	• Tanning salons
	• Insurance companies	

Also...

"I usually drop 10-15 magnets off at different businesses around town that my past clients work at."

Cory Bemis, WA

"At our local Chamber meeting, I hand out the schedules instead of just a business card."

Deborah Rhodes, MO

"I distributed them to all the local establishments surrounding the local football stadium - bars, pizza joints, etc."

Lori Pyanowski, NY

"I brought them to a Chargers game and gave them to some fans who were tailgating. I got 2 new clients from that! (But don't do this on the day they are giving away anything like this at the game.)"

Mike Boehme, CA

"While grocery shopping, I wear my Saints gear and pass out my magnets."

Maggie Foster, LA

"Sports bars were the biggest hit! Even the bar managers look forward to getting them, so they have the Monday and Sunday Schedules to hand out to customers."

Bob Rodriguez, KS

"The local pizza place keeps it on their soda refrigerator out front. They use it to know when they're going to be extra busy. When I go in to pick up a pizza they always recognize me as the football magnet guy!"

Doug Wolfe, VA



Many cities have bars known to be a popular spot for fans from other, non-local teams, such as the Packers, Patriots, and college teams (for alumni). Buy those team's schedules and leave them at those establishments and you'll be the hit of the town!



"We run a tax preparation business. Every year our city does a big Apple Harvest Fest the last week in September. We rent a booth and use the football schedule to get our business cards in front of people just a few months before tax season. Since football season is still going in January, it'll still be on their refrigerator when they need to start thinking about their taxes. Many people tell us they saw us at Apple Harvest and are glad they have the football schedule to get our number from. One guy this year said he was at his friend's house, saw the magnet on their fridge and called us right then to make an appointment. It was March! I'm glad people don't clean off their magnets very often! Our advertising budget is low so you guys always make it on the list!"

~ Jennifer Brown, NH



“I was at my dermatologist and there was a man there getting some hair removal done. He kept staring at me & finally asked where he knew me from. I replied that I didn’t know but I was a Realtor and marketed all over town. He said, ‘OH! That’s where I’ve seen you. We have your football magnet on our fridge!’”

~ Laura Landen, ID

More Ideas!

“I stamp the front of every envelope with REFRIGERATE AFTER OPENING. Why? Because they all seem to end up on the refrigerator door!”

Greg Breslin, PA

“I include a letter with the magnets and suggest my clients keep the magnet in their car to help them avoid game traffic surrounding the stadiums. I’ve gotten a good response from that!”

Jayne Johnson, WA

“Carry them with you all the time. I keep some in my car at all times. When I go in somewhere, I carry about a dozen inside with me and if I run out, I just go to the car and get some more. It’s a good conversation opener and a perfect way for us to advertise.”

Catherine Dufrene, LA

“I am a loan officer at a local bank. We have a lot of people in our town involved in Fantasy Football Leagues. Each year when the teams have their draft night, I stop by and hand out my football magnets. I do not even have to figure out when the drafts are anymore - they automatically call and let me know so that I am sure to be there with my magnets! The plus side - I have gotten a lot of business from these guys. I guess seeing my picture on their beer fridge has made me popular!”

Julie Pruemmer, IL

“We often will sponsor a golf tournament hole for charity. We will have our table display with free items for the golfers to add to their bags. Depending on the time of year, they will either get a Padre’s schedule or a Charger’s schedule. It is a way for us to get our business card out to the players while also giving money to our favorite charity.”

Kristine Avram, CA

“Our town has a huge Polka Day Parade. We walk the 5-mile route and give them out to the spectators who are enjoying the parade. A lot of people chase me down for a schedule.”

Jerrilynn Vandenberg, WI

“Last year I purchased red envelopes for my Cardinals mailing and blue for the Rams. I found that year more people approached me to say they got my magnet.”

Deborah Rhodes, MO

www.houseofmagnets.com/football



We’ve heard from folks who take the stack of extra magnets in their car and every time they park somewhere, they put the magnets all over the outside of their car with this sign:
“TAKE ME, I’M FREE!”