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# Realtor Marketing Plan

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Dominate Real Estate

Youtility

SHIFT: How Top Real Estate Agents Tackle Tough  
Times

The Real Estate Agent's Business Planner

Sell It Like Serhant

Mindset, Model and Marketing!

Real Estate Rocket Fuel

The Very Social Broker

The New Rules of Marketing and PR

Sold!

Success as a Real Estate Agent For Dummies

The Conversion Code

Reverse Selling

YouTube for Real Estate Agents

The Millionaire Real Estate Agent

Real Estate Rainmaker

16 Strategies for Sales

Real Estate Agent's Business Planning Guide

Realtor Marketing

Protect Your Family from Lead in Your Home

The Mortgage Marketing Manifesto

The Honest Real Estate Agent

The Digital Real Estate Agent

100 Ways to Grow Your Real Estate Business

Financial Peace

Real Estate Marketing

#Getsocialsmart

Creative Real Estate Advertising Made Easy  
Strategies for Successfully Buying Or Selling a  
Business

Ninja Selling

Facebook Marketing for Realtors

Real Estate Rainmaker

Kick it Up a Notch Marketing

How To Become a Power Agent in Real Estate

Real Estate Marketing Playbook

The High-Performing Real Estate Team

The Lazy Realtor

Soi

Luxury Listing Specialist Book

Big Money Energy

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## **SARA SANTOS**

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### **Dominate Real Estate**

Bookworld

Services

Mocker details

a system

enabling real

estate agents

to operate like

a small

business.

Readers will learn to set up a strategy for getting through the "lean" months; prepare financial projections and learn how to manage a fluctuating income; find creative ways to market

themselves within their budget; and more. *Youtility* Wade Webb From New York Times And USA Today Best Selling Author Pat Hiban ~ "As a Billion dollar producer and through my

podcasts and speaking engagements, I've been blessed to meet thousands of talented, personable, forward thinking real estate marketing professionals. Blaise Dietz and Mike Mannino are two of my favorite, tech savvy digital marketers. "Blaise Dietz and Mike Mannino own a digital marketing agency that specializes in helping real estate professionals build a brand around them. Building the brand of you for less than \$5.00 per day, demystifying Facebook and other social media advertising platforms and showing agents how to automate the follow up process once and for all, is what The Digital Real Estate Agent is all about. The Digital Real Estate Agent also explains:\*

Marketing Blueprint\*  
 How To Use Local Social Business Networks To Grow Your Local Influence  
 Real estate agents need to build a brand around them by offering localized, highly valuable content to their market place. Whether that's a "blueprint" for how to deal with real estate assets during a divorce, or a check list that shows home owners which "7 interior home

<p>improvements generate the greatest return on investment". Delivering quality local content and automating the follow up process is the key to building the brand of you and generating high quality referrals for life!</p> <p><i>SHIFT: How Top Real Estate Agents Tackle Tough Times</i></p> <p>Dearborn Real Estate</p> <p>"If you need more traffic, leads and sales, you need The Conversion Code." Neil</p>	<p>Patel co-founder Crazy Egg "We've helped 11,000+ businesses generate more than 31 million leads and consider The Conversion Code a must read." Oli Gardner co-founder Unbounce "We'd been closing 55% of our qualified appointments. We increased that to 76% as a direct result of implementing The Conversion Code." Dan Stewart CEO Happy Grasshopper</p>	<p>"The strategies in The Conversion Code are highly effective and immediately helped our entire sales team. The book explains the science behind selling in a way that is simple to remember and easy to implement."</p> <p>Steve Pacinelli CMO BombBomb Capture and close more Internet leads with a new sales script and powerful marketing templates The Conversion Code provides</p>
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a step-by-step blueprint for increasing sales in the modern, Internet-driven era. Today's consumers are savvy, and they have more options than ever before. Capturing their attention and turning it into revenue requires a whole new approach to marketing and sales. This book provides clear guidance toward conquering the new paradigm shift towards online lead generation

and inside sales. You'll learn how to capture those invaluable Internet leads, convert them into appointments, and close more deals. Regardless of product or industry, this proven process will increase both the quantity and quality of leads and put your sales figures on the rise. Traditional sales and marketing advice is becoming less and less relevant as today's consumers are

spending much more time online, and salespeople are calling, emailing, and texting leads instead of meeting them in person. This book shows you where to find them, how to engage them, and how to position your company as the ideal solution to their needs. Engage with consumers more effectively online. Leverage the strengths of social media, apps, and blogs to

capture more leads for less money  
 Convert more Internet leads into real-world prospects and sales appointments  
 Make connections on every call and learn the exact words that close more sales  
 The business world is moving away from "belly-to-belly" interactions and traditional advertising.  
 Companies are forced to engage with prospective customers first online—the vast majority

through social media, mobile apps, blogs, and live chat—before ever meeting in person.  
 Yesterday's marketing advice no longer applies to today's tech savvy, mobile-first, social media-addicted consumer, and the new sales environment demands that you meet consumers where they are and close them, quickly.  
 The Conversion Code gives you an actionable blueprint for

capturing Internet leads and turning them into customers.  
The Real Estate Agent's Business Planner  
 Createspace Independent Publishing Platform  
 Countless marketing books have been written for real estate agents, and for a good reason: to survive in today's challenging economic climate, real estate agents must wear so many hats at once to have a chance at success, and

thus need as much help as they can get. While many real-estate marketing books offer a whole-life plan to achieving your goals or attempt to impress you with far-out tactics that may have worked for one person, one time, in a market unlike any other, this book is different. The Real Estate Marketing Playbook was inspired by observations and experiences over many years in the real estate

business. Concise chapters get right to the point and offer actionable advice. You'll receive a brief overview of each tactic, learn about best practices, and in most chapters, you'll hear from experts as they chime in on their struggles and successes. This is not to say that the book is merely short; it is merely respectful of your time. Each chapter is its own contained unit. Feel free to flip to any

section that intrigues you, or that addresses a situation applicable to you. Keep in mind that it is not humanly possible to implement every idea in this book. Neither is it possible that every concept applies to every real estate agent. Just like your real estate business, every situation is unique. Use common sense to determine if a plan is right for you, your market, and your business.

This book is meant to be kept within reach throughout your business day - in the car, in your bag or briefcase, etc. It's a perfect companion when waiting for open houses to begin or for clients to arrive. It's a helpful lunchtime read to keep you in the mindset of innovation and forward movement for your business. Anytime you need a helpful hint or a compelling idea to help

boost your current or next marketing project, crack it open; even just flipping it open and reading a chapter at random could spark an idea that skyrockets your real estate business. This book is not for those seeking a shortcut, but for those who are willing to challenge themselves to take advantage of every opportunity to grow their real estate business.  
**Sell It Like**

**Serhant**  
Createspace  
Independent  
Publishing  
Platform  
The "Diva of Direct Marketing" shows and tells real estate professionals how this vital tool can lead to more 'Sold!' signs in their careers  
*Mindset, Model and Marketing!*  
Createspace  
Independent  
Publishing  
Platform  
In an age where individual loan officers and small to medium sized mortgage shops are



competing with billion dollar mortgage operations and lead generation companies, there are ways for mortgage originators to tap into the market and create their own fresh, interested, and targeted leads -- minus the millions of dollars spent on advertising. It's time for these strategies and systems to be made available to mortgage professionals who are

committed to growing their careers and increasing their incomes. Through Andrew Pawlak's years of helping everyone from individual LOs and Realtors to publicly traded mortgage lead generation technology companies, he has used the secrets in this book to help clients increase ROI and get more out of every dollar they spend on marketing and business development. Now, Andrew is sharing this

life-changing information with every mortgage professional who works hard, but needs to get better results from the time and effort they put into growing their business. Inside, you'll discover: 17 critical components of a mortgage website that produces loans and referrals 15 key elements that make for a high-converting mortgage landing page Secrets the billion dollar mortgage lead

generators  
 use to convert  
 clicks into  
 leads How to  
 effectively  
 optimize both  
 digital and  
 traditional  
 marketing to  
 get more  
 clients out of  
 every dollar  
 you spend on  
 advertising  
 Ways to better  
 brand YOU as  
 the preferred  
 mortgage  
 professional in  
 your local  
 market  
 Strategies for  
 creating  
 consistent  
 leads through  
 social media  
 and  
 retargeting  
 campaigns  
 Techniques for  
 using real  
 estate

marketing to  
 drive 5X more  
 purchase  
 leads A  
 complete  
 game plan for  
 getting more  
 business from  
 producing  
 Realtors  
 Everything  
 you need to  
 know about  
 search engine  
 marketing for  
 mortgage  
 loans Proven  
 scripts to open  
 up doors and  
 generate  
 more referral  
 business How  
 to integrate  
 plug-and-play  
 mortgage lead  
 funnels to  
 revolutionize  
 your  
 marketing ROI  
 Methods for  
 streamlining  
 and finessing

advertising  
 efforts so they  
 work for you  
 24/7  
[Real Estate](#)  
[Rocket Fuel](#)  
 Createspace  
 Independent  
 Publishing  
 Platform  
 2018 Axiom  
 Business Book  
 Award Winner,  
 Gold Medal  
 Stop Selling!  
 Start Solving!  
 In Ninja  
 Selling, author  
 Larry Kendall  
 transforms the  
 way readers  
 think about  
 selling. He  
 points out the  
 problems with  
 traditional  
 selling  
 methods and  
 instead offers  
 a science-  
 based selling  
 system that

gives predictable results regardless of personality type. Ninja Selling teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. Ninja Selling is an invaluable step-by-step guide that shows readers how to be more effective

in their sales careers and increase their income-per-hour, so that they can lead full lives. Ninja Selling is both a sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives. *The Very Social Broker* McGraw Hill Professional Take your real estate career

to the highest level! "Whether you are just getting started or a veteran in the business, *The Millionaire Real Estate Agent* is the step-by-step handbook for seeking excellence in your profession and in your life." -- Mark Victor Hansen, cocreator, #1 New York Times bestselling series *Chicken Soup for the Soul* "This book presents a new paradigm for real estate and should be

required reading for real estate professionals everywhere." - Robert T. Kiyosaki, New York Times bestselling author of Rich Dad, Poor Dad The Millionaire Real Estate Agent explains: Three concepts that drive production Economic, organizational, and lead generation models that are the foundations of any high-achiever's business How to "Earn a Million," "Net a Million," and "Receive a Million" in annual income *The New Rules of Marketing and PR* John Wiley & Sons Are you looking for a complete guide to real estate agency marketing? Your search ends here with this comprehensive book! This book offers 17 unique marketing strategies to help you succeed, providing an abundance of tips, tricks, ideas, and examples. Real-world ad copy examples are included for each marketing strategy, making it a powerful tool to re-imagine, think out of the box, see new possibilities, or even simply use the same ad copy samples to get started faster. You may have known a marketing strategy before, but when you have multiple ad copy examples about the same marketing strategy, it will open up your eyes to new ways that it

can be done. This comprehensive guide offers a unique opportunity to generate fresh and innovative ideas, elevating your real estate agency marketing to the next level, with insights that only a marketing expert could provide. Whether you're a professional or just getting started, this book is the perfect resource to take your real estate agency marketing to the next level. Sold! Hachette

Go Shift your real estate business into high gear, this REALTOR training book makes listing and selling property easy. Learn lead generation, marketing strategy and tips, client prospecting, systems, formulas, scripts and more. No more stumbling blindly trying to build a successful real estate business, follow Wade Webb's proven real estate success system and generate a

great income while creating the lifestyle of your dreams. Simply follow the field tested tactics in this realty handbook loaded with creative advertising and promotional ideas for the beginner and seasoned professional alike. Executive coaching for full time and part time REALTORS seeking effective tools and professional, business and life coaching backed with a solid business

philosophy	with it. The	clients
Real Estate	Lazy Realtor	everywhere,
Business	goes into	multiplying
Training to	great detail on	leads, lead
Build a Market	all the main	generation,
Proof	components	cashing in on
Successful	required to	leads
Realty Empire	start, grow,	Glengarry
The Lazy	and maintain	style, sales
REALTOR by	a recession	and power
Wade Webb is	proof real	prospecting
built on	estate empire.	methods Enter
universal,	Learn about	the World
proven and	getting	Wide Web,
tested	started, the	power of
business	learning	connecting,
principles	curve,	new Marketing
designed to	budgeting,	IT Open House
inspire and	goal setting,	strategies
educate you	how to	Triggering
into reaching	become an	emotions,
and	EXPERT Buyer	features vs.
surpassing	& seller	benefits,
your wildest	cycles, listing	psychology in
dreams to	cycles, pricing	sales Staging
build a	psychology	homes, selling
successful real	Databases &	sellers on
estate	relationship	staging
business and	lists,	Farming,
to enjoy the	expanding	direct mail,
lifestyle that	your database	cold calling,
goes along	Potential	warm calling

Expired listings, for sale by owner, FSBOs Making listings more salable	Pricing strategies, connecting with your sellers, getting inside their head	through your real estate career learning the hard way when you can learn from a master who has "been there, done that" and chiseled through all the trial and error for you? The last thing you want when trying to attain your financial and professional goals as a REALTOR is to waste days, months and even years spinning your wheels not to mention thousands of dollars on mis-spent
Managing your time, time blocking, breaking the realtor-phobia, selling yourself	22 solutions to kick-start your business (and yourself!) Insider's Tips	
Showing luxury homes	7 figure income for me?	
In buyers shoes, one house at a time,	Specifications 6" x 9" (15.24 x 22.86 cm)	
Exclusive Agent anyone?, helping owners with direct sales	Black & White on White paper 126 pages	
Winners never quit, quitters never win, discipline can go a long way,	Wade Webb Real Estate Coaching Handbook for Seasoned Professionals and "Dummies"	
3-Part Formula for Success	Alike Why stumble	

advertising dollars and business expense... and let's not forget the potential lost income of doing it right the first time. Buy Wade Webb's The Lazy Realtor and Receive the Following All the rock solid real estate training mentioned above and much more Bonus training materials Bonus videos from Wade and marketing materials Product Guarantee - The ONLY Real Estate Coaching eBook Backed	by a Lifetime Satisfaction Guarantee Order Now as You Risk Nothing With Our Guarantee. Buy 2 and Get One for a Friend? <i>Success as a Real Estate Agent For Dummies</i> Createspace Independent Publishing Platform 16 Strategies for Sales will help you understand your own innate preferences, identify sales strategies best suited for your natural abilities and provide you	tools to work with other personality types. Many companies spend hundreds of thousands of dollars on assessments to find the magic personality combination for building a successful sales team. In my experience, there are hundreds, if not thousands, of ways to achieve this goal. Most companies focus on a narrow personality type that has been blessed
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with a natural gift for sales. But, we can all agree that some personalities are more likely to be successful at typical sales strategies. You will see throughout this book how personalities that are not naturally sales-oriented can also achieve success in sales. The key is not to find the rare diamond in the coal, but to find the best way to turn the coal into diamonds. If you are

unhappy with what you are doing, or even the business you've created, consider the possibility that you are simply operating outside of your innate preferences. Imagine if there was a strategy you could apply, one in which you worked in alignment with your natural abilities, to achieve your desired success. Our solution was to create our own assessment based on the Myers-Briggs

Type Indicator and to develop simple descriptions of each personality type to help you decide what sales strategy might be the most natural for your own innate preferences. The Myers-Briggs Type Indicator has sixteen psychological types, therefore, we developed our own "16 Strategies for Sales," offering a sales strategy for each personality type. We

believe the key to individual success is to become aware of our own innate preferences and how they affect our life, happiness and accomplishments. This book is a tool to help you become more aware of yourself and others. When we understand this about ourselves and the people around us, we become influential and will be happier and achieve more success.

### **The Conversion**

**Code** John Wiley & Sons  
"Tired of spinning your wheels when it comes to social media? In this book, I take you through the nuts and bolts of what it takes to create a smart and sustainable social media strategy that will help you grow your business!"

**Reverse Selling**  
AMACOM/American Management Association  
Dave Ramsey explains those scriptural guidelines for handling

money.  
[YouTube for Real Estate Agents](#) Lampo  
Learn how to plan, budget and spend your own funds wisely with a planning system that has been revised and refined over a ten year period. This book includes over 50 worksheets and checklists such as:  
Ready to use customer surveys that inform you and generate referrals;  
Creative, low-cost promotional tactics; Two

<p>compete sample business plans; Checklists for effective newsletters, brochures and direct mail campaigns...a nd more! <u>The Millionaire Real Estate Agent</u> John Wiley &amp; Sons Learn how to attract your ideal clients through video marketing using YouTube. <i>Real Estate Rainmaker</i> Tom Ferry Publishing Real estate is a tricky business. Some agents dominate the market, while</p>	<p>others can barely keep their heads above water. There are secrets the top producers possess that every agent needs to know. This invaluable guidebook from #1 New York Times best-selling author Tom Ferry explores the systems and strategies that can transform you and your team into real estate rock stars. In Mindset, Model and Marketing you'll learn how to: Take the massive</p>	<p>action necessary to become the dominant agent in your marketplace Win listings by presenting and closing with confidence Profit from your database and geographic farm Implement one of four team models to scale your business Take control of your time to work smarter, not harder With Tom's proven business- building techniques, you can become a force to be</p>
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reckoned with in the real estate industry and secure the future you've always wanted.

## **16 Strategies for Sales**

DMA4U  
I have been in the real estate business for 23 years AND have been marketing products online, including real estate, since 1992 - BEFORE there was even an "internet" as we know it today. For the first time ever... Here's the "back story" behind

312 real estate agents who learned the Free Internet strategies that immediately boosted their incomes by over 100%....even in THIS market Now - and I'm going to be brutally honest with you - there are literally thousands of so called "internet marketing" companies out there whose sole goal is to TAKE YOUR MONEY. All of them offer websites and different methods and they all

promise to generate customers and leads for you. I know you've been called, emailed, harassed, and begged to buy this junk. I have too and I am sick of it. Here's what you will discover: \* How to set up your own free Blog \* How to use a simple tool to get to the first page of Google \* How to get EVERY listing you have on Google's first page \* How to "capture leads" online - FREE \* How to add video and virtual tours to

<p>your Blog *</p> <p>How to get traffic to your pages from your local MLS - without violating IDX rules * How to get FREE traffic from realtor.com *</p> <p>How to Dominate and Own Google's first page for ANY listing *</p> <p>How to use "Social Media" *</p> <p>How to get FREE traffic from Facebook *</p> <p>How to turn traffic into real leads, and then turn them into customers *</p> <p>How to TARGET Twitter users and only</p>	<p>"follow" homebuyers and sellers *</p> <p>How to set up Multiple FREE Traffic funnels that send traffic to YOUR pages *</p> <p>How to create an "irresistable offer" so people want your advice * and lots more.... And that's not all - you see - this is a COMPLETE system.... *</p> <p>How to EXACTLY measure the effectiveness of an ad, a sign, or even a webpage to see if it is getting results *</p> <p>How to set up an AUTOMATIC</p>	<p>follow-up system * How to turn a first name and e-mail address into a real live buying customer *</p> <p>How to broadcast your video to 12 video distribution sites with one click! *</p> <p>How to "control" social bookmarking sites *</p> <p>How to create multiple "links" to your site with just one click You will learn free marketing strategies, how to set up free traffic funnels, and how to capture your</p>
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own leads for free. Agents began leaving the business in 2008 due to the so-called "market downturn". Why? They had NOT CHANGED their marketing as the consumers changed their behavior. The few agents who had at least some internet presence continued to get leads and business. Those that had always relied upon print advertising saw that their business was going down so

what did they do? Spent MORE money on ads. It took me about 9 months of researching, writing, and experimenting and I developed two 3 hour training classes on "How to Use Free Internet Tools to Generate Traffic and Leads". I even sent the two classes to our State Real Estate Commission and they were APPROVED as CE classes (imagine a course on how to make more money being approved!). I

started offering them as CE classes - and guess what happened? The Agents That took the classes and USED the techniques began to get ONLINE leads and Business. The local Board Scheduled a full day for me to teach these 2 classes on March 4th, 2009. The Course Sold out a FULL WEEK before it was scheduled to take place That had NEVER happened before I called

a professional film production crew and scheduled for them to be there. It was a tense and exciting day - and the agents that attended absolutely gobbled up the information. And That's how the "Real Estate Rocket Fuel" Training Course was born

[Real Estate Agent's Business Planning Guide](#) McGraw Hill Professional

This national bestseller is a lively and practical guide on how to sell anything and achieve long-term success in business. Ryan Serhant was a shy, jobless hand model when he entered the real estate business in 2008 at a time the country was on the verge of economic collapse. Just nine years later, he has emerged as one of the top realtors in the world and an authority on the art of selling. Sell It Like Serhant is a smart, at times hilarious, and always essential playbook to build confidence, generate results, and sell just about anything. You'll find tips like: The Seven Stages of Selling How to Find Your Hook; Negotiating Like A BOSS; How to Be a Time Manager, Not a Time Stealer; and much more! Through useful lessons, lively stories, and vivid examples, this book shows you how to employ Serhant's

principles to increase profits and achieve success. Your measure of a good day will no longer depend on one deal or one client, wondering what comes next; the next deal is already happening. And Serhant's practical guidance will show you how to juggle multiple deals at once and close all of them EVERY. SINGLE. TIME. Whatever your business or expertise, Sell It Like Serhant will make anyone a

master at sales. Ready, set, GO! Sell It Like Serhant is a USA Today Bestseller, Los Angeles Times Bestseller, and Wall Street Journal Bestseller.

### **Realtor Marketing**

Createspace Independent Publishing Platform National bestselling author and star of Bravo's Million Dollar Listing and Sell It Like Serhant shows readers how to restructure their approach to money so they can achieve success in

business and life. Big Money Energy is the feeling you get when you encounter someone who is massively succeeding at life. They're the ultimate picture of self-confidence. There's no bravado, no bragging—the y know they have BME and so does everyone else. You get Big Money Energy by being 100% committed to making your vision a reality . . . and that vision has to be BIG. Ten years ago, Ryan Serhant,



billion dollar broker and costar of Million Dollar Listing New York was living paycheck-to-paycheck and didn't even own a suit. Serhant realized that while he couldn't change his circumstances or the balance of his bank account, there was one thing he could change—his energy. The energy you give off impacts every area of your life, from how much money you earn and how much

power you have, to who you socialize with and the jobs you get. Determined to leave his low-rent lifestyle behind forever, Serhant took life-changing steps that resulted in his getting cast on television, graduating to seven-figure sales, and doubling his income every year for the next decade. Serhant is now the CEO and Founder of SERHANT., a multi-dimensional real estate brokerage and media

company, and averages a billion dollars in sales every year. In Big Money Energy, Serhant will show readers how he tapped into his Big Money Energy to crush his goals and achieve huge success, earning his first million before he turned thirty. Whether you're a self-made entrepreneur, a corporate executive or barista, Serhant will teach you how to climb the ladder to

success better and faster than anyone else. If you want Big Money Energy, this is your blueprint. This book is an inspirational, lively guide for anyone who is ambitious enough to dream big and is committed to doing whatever it takes to conquer them. *Protect Your Family from Lead in Your Home* Greenleaf Book Group The modern real estate market is online, and if

you are not making social media an integral part of your marketing strategy, your competitors will soon be eating your lunch. In 2015, Ryan Garson entered the real estate market with dismal results. Then he tapped into social media techniques that caused his real estate business to explode. Very quickly, he went from selling almost nothing to closing on millions of

dollars of business a year. Now he's sharing his secrets. In *The Very Social Broker*, you'll learn: - Why your social media isn't working - How to turn Instagram into your primary marketing tool - Strategies for creating killer content that generates leads You can no longer afford to ignore social media. Ryan Garson shows how you can use it to make your real estate business explode!

Best Sellers - Books :

- [Taylor Swift: A Little Golden Book Biography](#)
- [The Courage To Be Free: Florida's Blueprint For America's Revival](#)
- [Dog Man: Twenty Thousand Fleas Under The Sea: A Graphic Novel \(dog Man #11\): From The Creator Of Captain Underpants By Dav Pilkey](#)
- [Twisted Lies \(twisted, 4\) By Ana Huang](#)
- [World Of Eric Carle, Around The Farm 30-button Animal Sound Book - Great For First Words - Pi Kids By Pi Kids](#)
- [Flash Cards: Sight Words By Scholastic Teacher Resources](#)
- [Bluey And Bingo's Fancy Restaurant Cookbook: Yummy Recipes, For Real Life By Penguin Young Readers Licenses](#)
- [Little Blue Truck's Valentine By Alice Schertle](#)
- [Verity](#)
- [The Going To Bed Book](#)