



The Marketing Mama's MILLIONAIRE MAKER CHECKLIST

DAILY INSTRUCTIONS

1. Best Practice: print & tape to your workspace OR buy my **Smart Agent Daily Planner** on Amazon to have each day, week, & month mapped out for your success with over 180 pages, your year is covered for success!
2. Complete tasks & check them off the list. If you don't complete, don't check! Measuring accurately will keep you accountable & you need that DATA to deliver the RESULTS. Utilize 2 & New Tracker for prospecting notes.
3. Repeat these not-so-sexy but oh-so-necessary daily habits to sell more real estate (& have more fun).
4. Be kind to yourself...but also don't settle for excuses. Eat the Nutella out of the jar & then get to gettin'!
5. Start each working day with an INTENTIONAL EFFORT to be a PROFESSIONAL. Mornings should be steady & structured, gathering details & data to allow those afternoons/evenings/weekends, my Weekend Warriors, to be more flexible & fluid (without freaking out).
6. REMINDER! Always have a contingency plan mapped out. Working hours are hours for working. Stay on course.

POWERFUL PRODUCTION	BEGIN, INTENTIONALLY	Begin a daily habit of being intentional about your day. Whether it's exercise, meditation, affirmations, visualization, WHATEVER...get yourself geared up for greatness. POSITIVE THOUGHTS = POSITIVE RESULTS. NO DRAMA - love, Mama!
	HOW'S THE MARKET	This is MARKET specific research/data tracking to help you be of better service to your current clients and/or your desired farm area/niche. This is where HOT SHEETS help! Daily effort to be the expert results in regular OPPORTUNITIES to actually BE THE EXPERT. Educated answers when asked (and we're always asked) are the open door to start opening doors (get it, 'cause we sell houses). They also save deals. PERIOD.
	CURRENT CONTRACTS	Separate from the Weekly Updates to Buyer/Seller (below), this item is a daily reminder to address the dates/appointments/contingencies/fires/etc. of your current contracts. It's your job to see the contract through. It's your job to keep the contract together. It's your job to stay in compliance. And if you don't do your job, you don't get paid. Be poised & professional with a PLAN. Reminder, there's always going to be something that comes up because each contract has different people & different scenarios. So, while you won't know all the answers all the time, take the time to get the answers & provide the DATA TO DELIVER RESULTS. If you don't have current contracts, that's your cue for getting your mission critical prospects out of limbo & on with their life.
	CLIENTS IN QUEUE = AGENT CUE	This is line item specific to Buyers/Sellers who have agreed to work with you to buy/sell within 3 months. These MISSION CRITICAL clients are not yet pending sale or under contract. That's your CUE as an agent to fully understand their WHY, WHEN & HOW & make it your MISSION: OUT OF LIMBO, ON WITH LIFE!
	THE ORGANIZED AGENT	IF YOU DID IT, LOG IT. You will spend so much less time wondering what to do next if you know what you did last. Also use this time to prep for any appointments of the day/week ahead.
PURPOSEFUL PROSPECTING	REHEARSAL/PRACTICE	In SALES you perform at the level you practice. We are better prepared if we practice scripts with the right tone & canned responses. Be sure to practice the script for the type of prospecting you're doing on that day. KNOW YOUR AUDIENCE.
	2 - SOI/DATABASE	Connecting with clients you have sold real estate to & people you personally know needs to be part of your DAILY HABITS. You can't be a secret agent & make money.
	NEW LEADS/THE WHEN	Any referral you have received until communication reciprocates. And then any of the leads in your pipeline that are later than 3 months. THEIR WHEN IS YOUR WHEN.
BOTH	VIDEO CMA FOR THE WIN	This is your time to shine. Prospective Sellers who have pondered selling can get a lot of the answers they need from any old agent, but they don't want any old agent, they want and THEY NEED YOU!. If you commit to doing 2 Video CMAs each week & combine it with dropping off your Active Marketing Plan-WOWSA!
	SHOWTIME/GAME ON POST SHOW/GAME RECAP	ACTUAL APPOINTMENTS: Showings & Listings Presentations. BRING IT! Do the whole job so you can have a whole LIFE. Do an in the moment recap so you can sharpen your skills, communicate effectively, & WIN/WOW EVERY TIME!

The Marketing Mama's 5G TIME BLOCKING FOR AGENTS



BLOCK 1: 6AM

GET TO BUSINESS

GET TO IT

- ☐ D-Begin, INTENTIONALLY
- ☐ D-How's the Market
- ☐ D-Current Contracts
- ☐ D-Clients in Queue = Agent Cue
- ☐ W-Weekly Update: Buyers
- ☐ W-Weekly Update: Sellers

BLOCK 2: 10AM

GET THE BUSINESS

GO GET IT

- ☐ D-The Organized Agent
- ☐ D-Rehearsal/Practicing
- ☐ D-2 - SOI/Database
- ☐ D-ALL "New" Leads/"The When"
- ☐ W-Expert Agent Training

BLOCK 3: 1PM

GATHER IN BUSINESS

GATHER IN & AROUND IT

- ☐ W-Accountability Meeting
- ☐ W-Industry Involvement
- ☐ W-Social Media Post - 1
- ☐ D-Video CMA/Other

BLOCK 4: 3PM

GRIND IN BUSINESS

GRIND IN IT

- ☐ D-Showtime/Game On
- ☐ W-Re-Evaluate Client "Why"
- ☐ W-Smart Agent Time
- ☐ W-Community Involvement

BLOCK 5: 5PM

GROW THE BUSINESS

GROW IT

- ☐ D-Post Show/Game Recap
- ☐ W-Track Income/Expenses
- ☐ W-Social Media Post - 2
- ☐

REAL-LIFE REAL ESTATE EXAMPLE:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUN
6 AM	D-Begin, INTENTIONALLY; GET READY	D-Begin, INTENTIONALLY; GET READY	D-Begin, INTENTIONALLY; GET READY	D-Begin, INTENTIONALLY; GET READY	D-Begin, INTENTIONALLY; GET READY	OFF	OFF
7 AM	BREAKFAST; TAKE KIDS TO SCHOOL	TURN ON THE CROCKPOT! BREAKFAST; TAKE KIDS TO SCHOOL	BREAKFAST; TAKE KIDS TO SCHOOL	BREAKFAST; TAKE KIDS TO SCHOOL	BREAKFAST; TAKE KIDS TO SCHOOL	OFF	OFF
8 AM	D-HOW'S THE MARKET; SCHEDULE COOK WALKTHRU/CLOSING NEXT WEEK (W-WEEKLY UPDATE FOR SELLERS)	REMOVE COOK HOTSHEET (D-HOW'S THE MARKET); ORDER CLOSING GIFT CONFIRM UTILITY TRANSFER (D-CURRENT CONTRACTS)	D-HOW'S THE MARKET; DOUBLE CHECK COMPLIANCE ON ALL FILES (D-CURRENT CONTRACTS)	8-10 ASSOCIATION BREAKFAST (W-INDUSTRY INVOLVEMENT) POST PICS, TAG FRIENDS (W-SOCIAL MEDIA POST - 2)	D-HOW'S THE MARKET; PALMER PURCHASE UPDATE - EMB? (W-WEEKLY UPDATE FOR BUYERS)	D-Begin, INTENTIONALLY; GET READY	OFF
9 AM	GOT AN OFFER!!! (D-CURRENT CONTRACTS); PRESENT/NEGOTIATE OFFER	PREPARE JONES CMA (D-CLIENTS IN QUEUE) RECORD & SEND TO JONES, LOCK DOWN APPT (D-VIDEO CMA/OTHER)	PRINT PROPERTY SPECIFIC REPORT TO ADD TO LP (D-THE ORGANIZED AGENT) JONES LISTING PRESENTATION 9:45 (D-SHOWTIME/GAME ON)	8-10 ASSOCIATION BREAKFAST (W-INDUSTRY INVOLVEMENT)	9:30 - MEET WDO INSPECTOR AT 123 INCOME LN/LEVY PURCHASE (D-CURRENT CONTRACTS)	9AM - SOCCER GAME (W-COMMUNITY INVOLVEMENT)	CHURCH IN THE PARK
10 AM	D-CLIENTS IN QUEUE (1-3)	UPDATE SMART AGENT PLANNER/FUB (D-THE ORGANIZED AGENT)	QUICK NOTES IN FUB APP ON WAY TO LUNCH N LEARN; COMPLETE END OF DAY (D-POST SHOW/GAME RECAP)	D-HOW'S THE MARKET; D-CURRENT CONTRACTS; D-CLIENTS IN QUEUE (1-3)	SEND VIDEO TEXT FROM INSPECTION TO HODGES, GETTING THEM EXCITED TO START HOUSE HUNTING (D-CLIENTS IN QUEUE (1-3))		CHURCH IN THE PARK
11 AM	(D-THE ORGANIZED AGENT) ONCE OFFER ACCEPTED - TURN IN FILE & CREATE ANY MARKETING OR UPDATE TEMPLATES/ACTION PLANS	11:30-1PM LUNCH AT TOWN ELEMENTARY (W-COMMUNITY INVOLVEMENT)	11:30-1PM LUNCH N LEARN W/PREFERRED LENDER (W-EXPERT AGENT TRAINING)	D-THE ORGANIZED AGENT; D-REHEARSAL/PRACTICE; SHARE FLOOD DONATION FLYER WITH DATABASE-TEXT (D-2 - SOI/DATABASE);	D-THE ORGANIZED AGENT; D-REHEARSAL/PRACTICE; ROSE'S DAUGHTER GOT MARRIED! FB MESSAGE HBD TO RENEE (SING!) (D-2 - SOI/DATABASE)	SET UP 5 MORE BUYER PACKETS; UPDATE BUYER PACKET FOR SMITH SHOWINGS (D-CLIENTS IN QUEUE)	OFF
12 PM	LUNCH	LUNCH AT SCHOOL	LUNCH N LEARN	LUNCH	LUNCH	12-3: SMITH SHOWINGS (D-SHOWTIME/GAME ON)	OFF
1 PM	D-REHEARSAL/PRACTICE; D-2 - SOI/DATABASE	WHO IS IN LIMBO? (W-RE-EVALUATE CLIENT WHY) D-REHEARSAL/PRACTICE; D-2 - SOI/DATABASE;	WATCH CRAZY AGENT DINNER PARTY LIVE SHOW! (W-SMART AGENT TIME)	MAP OUT EXPIRED CMAS (D-ALL "NEW"/THE WHEN POTENTIAL SELLERS)	LENDER/PDF FOLLOW UP FOR ALL 5 WARM BUYERS-SEND APP! (D-ALL "NEW"/THE WHEN 3 - 6 MOS)	TRY MARKETING MAMA'S SHOW N SELL METHOD (D-SHOWTIME/GAME ON)	OFF
2 PM	D-ALL "NEW" LEADS/THE WHEN LONG TERM NURTURE, 6 MOS+ PREP NOVEMBER NEWSLETTER	SEND MARKETING MAMA'S LEAD MAGNET APPRAISAL VS INSPECTION (D-ALL "NEW" LEADS/THE WHEN -PILLARS)	CONFIRM SMITH DAD CAN ATTEND SHOWINGS (D-CLIENTS IN QUEUE (1-3)) PUT TOGETHER BUYER SHOWING PACKET FOR SMITH SHOWINGS	2PM MARKETING MAMA MENTORSHIP (W-ACCOUNTABILITY MEETING)	LEARN SHOWINGTIME APP; UPDATE EMAIL TEMPLATES TO INCLUDE CLIENT APP (W-SMART AGENT TIME)		OFF
3 PM	UNDER CONTRACT REEL (W-SOCIAL MEDIA POST - 1) REMINE LIST FOR MS. SIMKO'S DREAM NEIGHBORHOOD FARMING (D-VIDEO CMA/OTHER)	D-VIDEO CMA/OTHER	3-7: SMITH SHOWINGS (D-SHOWTIME/GAME ON)	SEND OUT CMAS TO FACEBOOK RESPONSES (D-VIDEO CMA/OTHER)	HAPPY HOUR	SMITH OFFER OR COMING TO JESUS TALK; D-POST SHOW/GAME RECAP	OFF
4 PM	PICK UP GOODIE BAGS FOR SCHOOL LUNCH TOMORROW (W-COMMUNITY INVOLVEMENT/SOI)	LOG RECEIPTS FROM GOODIE BAGS IN SMART AGENT PLANNER/DOUBLE CHECK OTHER EXPENSES (W-TRACK INCOME & EXPENSES)		KIDS TO BOXING	FAMILY GAME NIGHT WITH MULCAHYS	PLAN OUT NEXT WEEK'S SCHEDULE (D-THE ORGANIZED AGENT)	OFF
5 PM	PICK UP KIDS	CROCKPOT DINNER!				OFF	OFF
6 PM		630 BIBLE STUDY	D-POST SHOW/GAME RECAP	DATE NIGHT		OFF	OFF
7 PM			TENNIS MATCH AT DHS			OFF	OFF

@YOURMARKETINGMAMA

TIME BLOCKING KEY

GET TO IT

GO GET IT

GATHER IN IT

GRIND IN IT

GROW IT

PERSONAL

WEEKLY TASK HOW-TO:

- Weekly Update: Buyers
- Weekly Update: Sellers
- Expert Agent Training
- Accountability Meeting
- Industry Involvement
- Social Media Post - 1
- Re-Evaluate Client "Why"
- Smart Agent Time
- Community Involvement
- Social Media Post - 2
- Track Income/Expenses



The Marketing Mama's MILLIONAIRE MAKER CHECKLIST WEEK OF: _____

M	T	W	R	F	S	S	DAILY	WEEKLY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Begin, INTENTIONALLY	<input type="checkbox"/> Expert Agent Training
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	How's the Market	<input type="checkbox"/> Accountability Meeting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Current Contracts	<input type="checkbox"/> Weekly Update: Buyers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Clients in Queue = Agent Cue	<input type="checkbox"/> Weekly Update: Sellers
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Organized Agent	<input type="checkbox"/> Smart Agent Time
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Rehearsal/Practicing	<input type="checkbox"/> Re-Evaluate Client "Why"
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2 - SOI/Database	<input type="checkbox"/> Community Involvement
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ALL "New" Leads/"The When"	<input type="checkbox"/> Industry Involvement
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Video CMA for the Win	<input type="checkbox"/> Social Media Post - 1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Showtime/Game On	<input type="checkbox"/> Social Media Post - 2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Post Show/Game Recap	<input type="checkbox"/> Track Income/Expenses

GCI Goal: \$_____/YTD GCI: \$_____
____ Transactions @ ____ Conv Rate = ____ Calls ____ Appts

NOTES:

Monday:	Tuesday:	Wednesday:	Thursday:	Friday:
Saturday:			Sunday:	

2 & NEW PURPOSEFUL PROSPECTING TRACKER WEEK OF:

2 - SOL/Database

Clients you've sold real estate to or have worked with; people you know. Don't be a secret agent!

10 SOI Contacted

Warm Buyers (PQ)

10 SOI Results

Sellers & Potential Sellers

WINS: