# Appendix K: The 7-Day Foundation Reset

*There were moments in Mason's story — and there will be moments in yours — when the business feels loud, scattered, and reactive. Work is happening, but nothing feels like it's actually moving. When that feeling arrives, this is the protocol. Seven days. Fifteen to thirty minutes each. A return to the fundamentals that hold everything else up.*

## Why This Matters

Busy is not the same as productive. This reset is not about doing more — it is about returning to the right things, done consistently. One focused week can shift the entire feel of a business. Each day requires only 15–30 minutes. Consistency matters more than perfection.

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## Day 1: Calculate Your Burn Rate

*(15 minutes — See Chapter 4: The Real Cost of Showing Up)*

Determine what it costs your business to exist each month. Not what you want to earn — what it costs to operate before a dollar of profit arrives.

Include:

- All business expenses (marketing, technology, licensing, support)
- Personal income needs (rent, food, transportation, obligations)
- Owner pay and any tax reserves

My current monthly burn rate: $_____

**Outcome:** You stop guessing and start making decisions from clarity.

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## Day 2: Clean 50 CRM Contacts

*(See Chapter 3: The System Nobody Sees)*

Select 50 contacts in your CRM and complete the following for each:

- Update contact information (phone, email, address)
- Add notes from the last interaction
- Assign a next action with a specific due date

No next action = no relationship momentum. A database without next actions is just a list.

**Outcome:** Your database becomes active, not passive.

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## Day 3: Block Your Calendar — Protect Q2 Work

*(See Chapter 5: The Rhythm of the Day and Chapter 14: The Calendar War)*

Time block your upcoming week with intention. Before anything else fills the calendar, protect:

- Lead generation blocks
- Follow-up windows
- Relationship-building time (sphere calls, lunches, referral partners)

Work ON your business before working IN it.

**Outcome:** Your calendar reflects your priorities, not the loudest urgency of the moment.

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## Day 4: Make 20 Sphere Calls

*(See Chapter 6: The Conversation That Counts)*

Reach out to 20 people you already know. These are not sales calls — they are human ones.

- Check in genuinely
- Offer help if it fits
- Stay present and curious; let the conversation lead

No scripts required. Care creates opportunity.

**Outcome:** Relationships are strengthened without pressure or agenda.

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## Day 5: Review Your Numbers and Pipeline

*(See Chapter 12: The Numbers and Chapter 8: The Pipeline)*

Pull up your metrics and pipeline and spend 20 minutes looking at the full picture.

Review:

- Active and upcoming transactions
- Pipeline strength across all stages (Hot / Warm / Nurture)
- Upcoming opportunities and next steps

Ask yourself:

- What's moving?
- What needs attention this week?
- What's missing from my pipeline right now?

**Outcome:** You lead your business instead of reacting to it.

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## Day 6: Refine One Process

*(See Chapter 11: The Handoff and Chapter 19: The Standard)*

Choose one process you already use and make it better. Not a full rebuild — a refinement.

Options:

- Buyer consultation flow
- Seller consultation and listing prep
- Follow-up sequence
- Transaction handoff to TC

Do not rebuild. Refine. Small improvements compound quickly, and a cleaner process is a more confident process.

**Outcome:** Small improvements compound quickly.

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### Day 7: Plan for the Next Week

*(See Chapter 5: The Rhythm of the Day)*

End the reset looking forward, not backward. Take 20 minutes to review the week and set up what comes next.

Plan:

- Next week's time blocks
- Priority conversations and follow-ups
- Any unfinished items from this reset week

Review what worked. Adjust what didn't. End the week prepared, not depleted.

**Outcome:** Momentum carries forward instead of resetting every Monday morning.

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### Final Note

This reset is not about doing more.

It is about doing the right things, consistently — the same fundamentals that Mason returned to every time the noise got loud. Repeat this rhythm whenever your business feels reactive, scattered, or stalled.

Foundations are built one intentional step at a time. So are comebacks.