

Part 1: Discover Your Lead Gen Superpower

Instructions: Fill this out as we go through class. Be honest about your strengths, personality, and what excites you about lead generation!

1 DISC Profile Reflection

- My DISC type is: _____
 - Top 2 strengths of my personality in real estate:

 - One potential challenge I need to be aware of:

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2 How My Personality Influences Lead Generation

(Check or circle what resonates most)

Lead Gen Activity	D – Driver	I – Influencer	S – Steady	C – Compliant
Calling FSBOs/Expireds	☐			
Open Houses		☐	☐	
Social Media Video Content		☐		
Database / SOI Follow-Up			☐	☐
Door Knocking / Pop-Bys	☐	☐		
Networking Events		☐	☐	
Direct Mail & Newsletters			☐	☐
Data / Market Reports				☐

3 My Chosen Core Lead Gen Pillar

(Select one to focus on for the next 8 weeks)

- ☐ SOI (Database)
- ☐ Open Houses
- ☐ Social Media Marketing
- ☐ Cold Calling / Prospecting
- ☐ Door Knocking / Farming
- ☐ Events & Networking
- ☐ Other _____

Why I chose this pillar: _____

Specific daily action I'll commit to: _____

4 Mini BOLD Commitment (8×8 Challenge)

I commit to the following daily and weekly activities for the next 8 weeks:

- Add 5 new contacts into Command each week.
- Write 1 handwritten note every day.
- Have 5 real-estate conversations per day.
- Conduct 3 role-plays each week.
- Host 2 open houses each week.

Signature: _____

Date: _____