

DOWNTIME CHECKLIST



**What to do when you *think* you don't have anything to do.
The following are high pay-off activities.**

***DAYLIGHT* HOURS**

- Add video to my linked-in profile
- Attend an educational event
- Attend Service Club Meetings
- Call Sphere of Influence
- Call out-of-state clients
- Check in with your past clients
- Create a Self-Branding Video
- Distribute Pop-By Items
- Go Door Knocking
- Go Exercise
- Go Meet people in public
- Host a webinar
- Preview Properties
- Schedule a Speaking opportunity
- Schedule coffee meetings
- Send handwritten notes
- Send "thinking of You" gifts
- Knock around any listing
- Call Vendors – Offer Referrals
- Letter to Orphan Buyers

***EVENING* HOURS**

- Clean up the CRM
- Create a drip mail campaign
- Create a promotional brochure
- Go Exercise
- Go Meet people in public
- Make sure all CRM info is correct
- Plan / Host a Seminar
- Plan a Client Party
- Prepare Pop-By Items
- Review the marketing plan
- Schedule an Open House
- Take a Walk
- Update your Facebook Bus Page
- Update your mailing list
- Update your Packets.
- Update your profile websites
- Post a Blog Article
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