

“DAILY NON-NEGOTIABLES”

Tuesday, May 5th 2026

LEAD GENERATION / (2 - 4 HOURS / DAY)

Call, Texts, DMs, Conversations, Etc....

Sources:

- Sphere, Past Client, Online Leads, Expireds / FSBOs

Script Mindset: “I’m not bothering people, I’m building relationships”

FOLLOW-UPS

- The Fortune is in the Follow-Ups
- Most Deals Happen After 5-12 Touches
- No Follow-Up = No Pipeline

Rule: “If they are not a “NO” = They are a “ NOT YET”

APPOINTMENTS / (SET 1-2 PER DAY)

- This is the ONLY place money is made
- Your ONLY Job:
- Set Appointments
- Go on Appointments
- Conversations = Appointments = Closings = \$\$\$

YOUR DATABASE & CRM / (DAILY)

- Add New Contacts Daily
- Update Notes After Ever Conversation
- Tag & Categorize Every Lead

Rule: If it is NOT in your CRM ... It Does NOT Exist

PERSONAL GROWTH / (30-60 MINUTES DAILY)

- Training, Scripts & Mindset
- Role Play
- Market Knowledge

Reminder: YOU ARE THE PRODUCT!

BONUS ACTIVITIES

(DAILY)

- Social Media Posts & Comments
- Gain Market Knowledge (Preview Homes)
- Health & Energy (Exercise & Eat Healthy)

Reminder: Be Visible Online & Show Your Knowledge

CALL TO ACTION / (DAILY)

- “You Don’t Need to Do Everything ... You Need to do the RIGHT Things Consistently
- Challenge Yourself:
 - Commit to 5 Days a Week
 - Don’t Skip
 - Track It

“If You Win the Day, You Win the Week. If You Win the Week, You Win Your Career”