



# The Marketing Mama's MILLIONAIRE MAKER CHECKLIST

## DAILY INSTRUCTIONS

1. Best Practice: print & tape to your workspace OR make a binder of all 52 \*Mama loves a binder & LIVES for a Planner
2. Complete tasks & check them off the list. If you don't complete, don't check! Measuring accurately will keep you accountable & we 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 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.

POWERFUL PRODUCTION	<b>BEGIN, INTENTIONALLY</b>	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!
	<b>HOW'S THE MARKET</b>	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.
	<b>CURRENT CONTRACTS</b>	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.
	<b>CLIENTS IN QUEUE = AGENT CUE</b>	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!
	<b>THE ORGANIZED AGENT</b>	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	<b>REHEARSAL/PRACTICE</b>	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.
	<b>2 - SOI/DATABASE</b>	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.
	<b>NEW LEADS/THE WHEN VIDEO CMA FOR THE WIN</b>	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.  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!
BOTH	<b>SHOW TIME/GAME ON</b>	ACTUAL APPOINTMENTS: Showings & Listings Presentations. BRING IT!
	<b>POST SHOW/GAME RECAP</b>	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 MILLIONAIRE MAKER CHECKLIST JAN 1-7, 2024

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## WEEKLY

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

## DAILY

- Begin, INTENTIONALLY
- How's the Market
- Current Contracts
- Clients in Queue = Agent Cue
- The Organized Agent
- Rehearsal/Practicing
- 2- SOI/Database
- ALL "New" Leads/"The When"
- Video CMA for the Win
- Show Time/Game On
- Post Show/Game Recap

### NOTES

## 2 & NEW PURPOSEFUL PROSPECTING TRACKER- WEEK OF JAN 1-7, 2024

### 2-Database/SOI

Clients you have sold real estate to & people you personally know.  
Don't be a secret agent!

### New Leads/When

Any referral you have received in the last 24-hrs; until communication reciprocates

### Current Clients

Mission Critical 1-3 mos Buyers/Sellers who have agreed to work with you.  
**WHY, WHEN, HOW?**

#### MONDAY

#### TUESDAY

#### WEDNESDAY

#### THURSDAY

#### FRIDAY