

Career Launch-Day One™ Business Development Activities (week of __/__/____)

| | | | | | | | |
|--------------|--------|--------|---------|-----------|----------|--------|----------|
| Action Items | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | | | | | |

| <u>Goal</u> | <u>Actual</u> | <u>Lead Generation Activities</u> | <u>F.O.R.D</u> |
|-------------|---------------|--|-----------------------------|
| <u>25</u> | ___ | Phone calls per week (FORD) | Family |
| <u>25</u> | ___ | Handwritten notes (thank you/thinking of you/follow up/events/) | Occupation |
| <u>5</u> | ___ | Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc) | Recreation |
| <u>2</u> | ___ | Real Estate Home Valuation Updates (CMA for sellers in your relationship database) | Dreams |
| <u>1</u> | ___ | Attend event (Chamber/organizations/philanthropic/recreational/etc) | |
| <u>5</u> | ___ | Social Media posts (Boost potential) | |
| <u>10</u> | ___ | Add new contacts to database | |
| | | Total Contacts: _____ | |
| <u>10</u> | ___ | Create Property Tracker accounts | |
| <u>2</u> | ___ | Buyer Presentations | |
| | | Names: _____ | |
| <u>1</u> | ___ | Listing Presentation | |
| | | Names: _____ | |
| <u>2</u> | ___ | Open Houses | |
| | | Address: _____ | |
| | | | Follow up Activities yes/no |

Office Leader _____

Broker _____

Accountability Partner _____

Career Launch Business Development Activities

(week of __/__/__)

Hot List — Ready to Buy/Sell

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Warm List — Buy/Sell (Moving Soon)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

- | | |
|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____

Face to Face Meetings (one per day)

1. _____
2. _____
3. _____
4. _____
5. _____

Real Estate - Home Valuation Updates

1. _____
2. _____

Social Event

1. _____