

MONTH 1

WEEK 1

Business Activity Calendar

Focus: Get More Appointments

Strategy: IRL (In Real Life) Community Influencer

Goal: 30 Real Estate Conversations in 30 Days Challenge

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<p>Call a past client (last 36 months) and ask them how they're enjoying their home.</p> <p>Ask them if they've run into any issues where you can recommend a trusted service or professional.</p> <p>Repeat until you have at least 3 real conversations today.</p> <p>Use the Past Client Check-in Script.</p>	<p>Text a past client (last 36 months) and ask them to grab coffee and catch up.</p> <p>Repeat 5 times today or until you have at least 1 appointment scheduled.</p> <p>Use the Past Client Coffee Conversation Format.</p>	<p>Open up facebook. Scroll to the first person you know personally that lives in your area.</p> <p>Click on their profile to see what they've been posting recently.</p> <p>Drop a thoughtful comment on a recent post (use ChatGPT if you don't know what to say)</p> <p>Send a direct message through FB making a connection.</p> <p>Use the Social Connect DM Script. Repeat this 10 times today.</p>	<p>Email the modified this month's MVP Email to everyone in your database.</p> <p>If you don't have a database, open up your email. Scroll through your emails and search for every email exchange you've had with a real person.</p> <p>Not just real estate conversations. All conversations you've had with people you know who live in your area.</p>	<p>Schedule a social engagement. Open up your calendar. What social engagements do you have scheduled?</p> <p>If you don't have at least one social engagement every week, spend the next 90 minutes getting them scheduled.</p> <p>Examples include book club, bible study, hiking or run club, bingo night, pinochle club, yoga or spin class, YMCA classes, self defense classes, etc.</p>	<p>Invite someone from your sphere to try a new restaurant in the area.</p> <p>While at the new restaurant, ask to meet the manager or owners.</p> <p>Take a photo and post on social media, tag the manager or owner and your friend.</p> <p>Leave a nice review in your comments.</p> <p>Or Host an Open House to have conversations with people in the market right now.</p>

MONTH 1

WEEK 2

Business Activity Calendar

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Goal: 30 Real Estate Conversations in 30 Days Challenge

Sun

Mon

Tue

Wed

Thu

Fri

Sat

Text a past client (last 36 months) and ask them to grab coffee and catch up.

Repeat 5 times today or until you have at least 1 appointment scheduled.

Use the **Past Client Coffee Conversation Format**.

Make a list of 5 past clients you sold a home to more than 3 years ago.

Use RPR or your MLS to generate a CMA for their home.

Email the CMA to them with a note explaining how you took the liberty of looking up their home value.

Use the **move-up email** to send the CMA.

Repeat this 5 times today.

Schedule a community engagement on your calendar. You should have at least one community event scheduled every week.

Examples include volunteering, charity events, HOA events, neighborhood watch group, school related events, church or faith related events, food bank, etc.

By getting involved in your community you build your offline reputation while creating opportunities for real estate conversations.

Call a past client (last 36 months) and ask them how they're enjoying their home.

Ask them if they've run into any issues where you can recommend a trusted service or professional.

Repeat until you have at least 3 real conversations today.

Use the **Past Client Check-in Script**.

Open up facebook. Scroll to people you know personally that live in your area.

Click on their profile to see what they've been posting recently. Drop a thoughtful comment on a recent post.

Send a private video message through FB using the **Social Video DM Script**.

Repeat this 5 times today.

Got dogs? Go to a dog park and let your furry friend help you meet new friends.

In social plug the dog park as a place to make furry and fur-free friends.

Take some special baked dog treats from a local pet store to hand out to new furry friends.

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MONTH 1

WEEK 3

Business Activity Calendar

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Sun

Mon

Tue

Wed

Thu

Fri

Sat

Text a past client (last 36 months) and ask them to grab coffee and catch up.

Repeat 5 times today or until you have at least 1 appointment scheduled.

Use the **Past Client Coffee Conversation Format**.

Make a list of 5 past clients you sold a home to more than 3 years ago.

Use RPR or your MLS to generate a CMA for their home.

Email the CMA to them with a note explaining how you took the liberty of looking up their home value.

Use the **move-up email** to send the CMA.

Repeat this 5 times today.

Invite some friends and family to support a local youth sports event.

Attend youth baseball or softball game, offer to provide refreshments at a youth club soccer game, promote a tennis or volleyball match.

Youth sporting events are a great way to get involved with and support your local community.

Leverage social media... take a photo of your group at the event and tag everyone.

Call a past client (last 36 months) and ask them how they're enjoying their home.

Ask them if they've run into any issues where you can recommend a trusted service or professional.

Repeat until you have at least 3 real conversations today.

Use the **Past Client Check-in Script**.

Open up facebook. Scroll to people you know personally that live in your area.

Click on their profile to see what they've been posting recently. Drop a thoughtful comment on a recent post.

Send a private video message through FB using the **Social Video DM Script**.

Repeat this 5 times today.

Pop by your neighbors with a small gift or treat. Baked goods are always a hit. Or stop by the local hardware store & pickup some inexpensive gadgets or tools.

Stop by (when they are home, don't just drop off) and let them know they were recently in your thoughts so you wanted to stop by with a little token of your appreciation.

Or Host an Open House to have conversations with people in the market right now.

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WEEK 4

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	<p>Text a past client (last 36 months) and ask them to grab coffee and catch up.</p> <p>Repeat 5 times today or until you have at least 1 appointment scheduled.</p> <p>Use the Past Client Coffee Conversation Format.</p>	<p>Make a list of 5 past clients you sold a home to more than 3 years ago.</p> <p>Use RPR or your MLS to generate a CMA for their home.</p> <p>Email the CMA to them with a note explaining how you took the liberty of looking up their home value.</p> <p>Use the move-up email to send the CMA.</p> <p>Repeat this 5 times today.</p>	<p>Invite someone from your sphere to try a new restaurant in the area.</p> <p>While at the new restaurant, ask to meet the manager or owners.</p> <p>Take a photo and post on social media, tag the manager or owner and your friend.</p> <p>Leave a nice review in your comments.</p>	<p>Call a past client (last 36 months) and ask them how they're enjoying their home.</p> <p>Ask them if they've run into any issues where you can recommend a trusted service or professional.</p> <p>Repeat until you have at least 3 real conversations today.</p> <p>Use the Past Client Check-in Script.</p>	<p>Open up facebook. Scroll to people you know personally that live in your area.</p> <p>Click on their profile to see what they've been posting recently. Drop a thoughtful comment on a recent post.</p> <p>Send a private video message through FB using the Social Video DM Script.</p> <p>Repeat this 5 times today.</p>	<p>Support local small businesses. Invite someone from your sphere to a farmers market, food trailer park, festival, fund raising event, etc.</p> <p>If you find one you really like, invite them to take a photo to post on your social media, tagging them and giving a plug for their business on social media.</p> <p>Or Host an Open House to have conversations with people in the market right now.</p>

MONTH 1

RESOURCE LINKS

Resources

[Past Client Check-in Phone Script](#)

[Coffee Meeting Format](#)

[Social Connect DM Script](#)

[Real Estate Strategy Session Email](#)

[Move-up Buyer Program Email](#)

[Social Video DM Script](#)

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