



ANATOMY OF THREE HOURS A DAY



Prospecting Activities

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| <ul style="list-style-type: none"> • Assemble call list (current and past customers, sphere, FSBOs and expireds, cold calls) • Rehearse scripts for calls (role play) • Prepare handouts for visits • Prepare for open houses | <ul style="list-style-type: none"> • Mail out invitations to events • Make calls • See people (door knocking, networking, customer parties) • Host open houses • Make follow-up phone calls and visits | <ul style="list-style-type: none"> • Enter results into database • Write follow-up notes • Record your work • Track results • Schedule and calendar • Fulfill promises |
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Marketing Activities

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| <ul style="list-style-type: none"> • Assemble mailing list • Plan and maintain “touch” activities • Prep, work on mailers, ads, messages (design, print, proof) • Work on Web site • Prep auto-responders • Secure postage • Take photos | <ul style="list-style-type: none"> • Mail merge and mail • Deliver mail and ad copy • Write note as a “warm” touch in your marketing plan (Thank You, Birthday, Thinking of You, etc.) |
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FIGURE 17 It’s easy to allow preparation and maintenance to eat up the majority of your three hours. Don’t! A minimum of one hour or more should be dedicated to taking action.