

# WIN THE YEAR

## One Week at a Time

Generate a steady stream of high-quality leads by taking daily actions to reach your goals. Complete these activities Monday through Friday to help you win the week and then the month and eventually the entire year!

### MONDAY

- ✓ Review your goals in your customer relationship management tool (CRM).

- ✓ Call five people.

- ✓ Write three personal notes.

During each phone call, ensure that you are this client's go-to real estate agent. Focus your energy on people who have sent you multiple referrals by providing them with consistent value (informative monthly mailers, appreciation gifts, etc.).

These relationships are the gateway to more quality leads!

### TUESDAY

- ✓ Deliver four Pop-Bys.

- ✓ Call five people.

- ✓ Add one person to your database.

A Pop-By is a small appreciation gift you can drop off at your client's door to thank them for their business. If they're home, catch up with a quick conversation, then head to the next client.

### WEDNESDAY

- ✓ Call five people.

- ✓ Write three personal notes.

- ✓ Get coffee with a favorite client.

### THURSDAY

- ✓ Deliver four Pop-Bys.

- ✓ Get lunch with a business owner.

- ✓ Add one person to your database.

### FRIDAY

- ✓ Review weekly progress in your CRM.

- ✓ Call five people.

- ✓ Write three personal notes.

Referral Maker® CRM will send weekly, at-a-glance summaries to keep you updated on your progress.

Building your business is simple when you are consistent and never miss a beat to keep your pipeline full. Follow this proven system every day so you can spend your weekends doing what you love, working with clients.

# PLAN YOUR Business Goals

Write your goals down and keep them front and center. Start with the big ones, then break them down into smaller, more manageable goals.

# MY 10-DAY BUSINESS GOALS

# MY QUARTERLY BUSINESS GOALS

# MY YEARLY BUSINESS GOALS

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