

January 2020

Committed to Serving - Not Selling, Coaching - Not Closing

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| | | | 1 Enjoy your family and friends and get ready for your BREAKTHROUGH year! | 2 Pull Expireds or log into RedX for expired leads. Get a jump on calling these prospects BEFORE your competitors. | 3 Contact 10-20 past clients and let them know that one of the services you provide is a Neighborhood Market Report , so they know the value of their home. | 4 Print your Vision Board, Listing Inventory Chart, and Dot Board and laminate if possible. Hang them where they can inspire you all month. |
| 5 Review at least TWO webinars on demand. We suggest one of the FSBO/Expired ones and the 12 Ways to the Farming one to start your year! | 6 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code. | 7 Put up your Breakthrough Year Do Not Disturb Sign and prospect for two hours. Focus on serving, not selling. | 8 Send the first of the "4 Best Prospecting Letters" to at least 100 people in your geo farm area. (We suggest a farm of 300-500 depending on budget.) | 9 It's Houseplant Appreciation Day! ☺ Deliver a lovely houseplant to five great clients with a note, "Helping families set down roots is an honor! Thank you!" (Be careful to get a plant non-toxic to pets!) | 10 Contact 10-20 past clients and let them know that one of the services you provide is a Neighborhood Market Report , so they know the value of their home. | 11 Is TheRedX right for you? Check it out at www.DarrylSpecial.com and use code SMILE to start a free trial. Great resource for FSBO & Expired leads. |
| 12 Spend an hour reviewing the Farming Field Guide and 12 Best Ways to Generate Listing Leads in 30 Days eGuides found in Prospecting. | 13 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code. | 14 Put up your Building My Empire Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling. | 15 Switch gears! Take a new route to work for a mental shift today. Check out neighborhoods that seem to be having higher than normal turnover and see if they might be right for you. | 16 Use the FSBO & FSBO voicemail dialogues found in the Prospecting tab and commit to making at least 5 calls. | 17 Got an older database that needs updating? Consider hiring a temp or breaking list down into 10 contacts per week. Look for Book of Business Letter & Dialogue in Prospecting. | 18 It's National Popcorn Day! Deliver a tin of gourmet popcorn – to five of your top clients with a note that says, <i>"Just wanted to POP by and say thanks for being a client!"</i> |
| 19 Review the 35 Facebook Live Ideas in the Prospecting tab and commit to creating at LEAST one video to share with your social media sphere! | 20 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code. | 21 Put up your Prospecting is My Super Power Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling. | 22 Ask your broker if there are any "Orphan" files from past agents that need attention, then introduce yourself to them as their new company contact. Look in Prospecting tab for directions and dialogues. | 23 It's National PIE Day! Deliver a delicious pie to five great clients with a note, "Any way you slice it – you're a GREAT client! Thank you!" | 24 Contact 10-20 past clients and let them know that one of the services you provide is a Neighborhood Market Report , so they know the value of their home. | 25 Take a look back at your monthly goal for this month and use it to help recalculate what you want to accomplish in February. |
| 26 Spend an hour with your gratitude journal today. Write down 5 things you're grateful for this month and reach out to 5 people who've inspired you to say thank you. | 27 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code. | 28 Put up your Calling My People Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling. | 29 Spend an hour reviewing top agent interviews —you'll find them in Monthly Sessions on the site. Any strategies you want to adopt? | 30 Join us on Long Island for the 5 th Annual Listing Inventory Intensive all-day workshop! 8 Full hours of tools, training, motivation, and skill building! ListingWorkshop.com | 31 Send the HUD statement letter (in farming tab) to anyone who bought or sold last year with a copy of their HUD statement for taxes. | |



HAPPY NEW YEAR



www.ThePowerProgram.com
www.PowerAgentWebinar.com
www.PowerAgentSeminar.com
www.ListingWorkshop.com