

January 2021

Committed to Serving - Not Selling, Coaching - Not Closing

SUN	MON	TUE	WED	THU	FRI	SAT
NOTES:					1 Enjoy your family and friends and get ready for a BREAKTHROUGH year!	2 Print your Vision Board, Listing Inventory Chart, and Dot Board and laminate if possible. Hang them where they can inspire you all month.
3 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!	4 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.	5 Put up your Breakthrough Year Do Not Disturb Sign and prospect for two hours. Focus on serving, not selling.	6 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.)	7. Is TheRedX right for you? Check it out at DarrylSpecial.com and use code SMILE to start a free trial. Great resource for FSBO & Expired leads.	8 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.	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 Spend an hour reviewing the Farming Field Guide and 12 Best Ways to Generate Listing Leads in 30 Days eGuides found in Prospecting.	11 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.	12 Put up your Planting Seeds of Success Do Not Disturb Sign and prospect for two solid hours today. Focus on serving, not selling.	13 Switch gears! Take a drive! Check out neighborhoods that seem to be having higher than normal turnover and see if they might be right for you.	14 Use the FSBO & FSBO voice-mail dialogues found in the Prospecting tab and commit to making at least 5 calls.	15 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.	16 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.
17 Review the 35 Social Media Live Ideas in the Prospecting tab and commit to creating at LEAST one video to share with your social media sphere!	18 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.	19 It's National Popcorn Day! Deliver a tin of gourmet popcorn -to five of your top clients with a note that says, "Just wanted to POP by and say thanks for being a client!"	20 Put up your Prospecting is My Superpower Do Not Disturb Sign and prospect for two solid hours today. Focus on serving, not selling.	21 Check out BoxBrownie.com to create virtual tours and edit your listing photos. Head to Tech Tools and Training for a \$40 Coupon and training video!	22 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.	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 It's National Compliment Day! Call up at least 5 past clients and complement them on something that makes them unique and special to you!	25 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.	26 Put up your Calling My People Do Not Disturb Sign and prospect for two solid hours today. Focus on serving, not selling.	27 Spend an hour reviewing top agent interviews -you'll find them in Monthly Sessions on the site. Any strategies you want to adopt?	28 Check out the Cole Realty Resource training in the Tech Tools & Training tab to review some great data mining strategies and get your \$200 credit coupon code!	29 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.	30 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.
31 Check out the February SMILE Stops in the Smile tab of your classroom to see which you want to implement next month!						