



October



Committed to **Serving** – Not Selling, **Coaching** – Not Closing

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Notes:						<p>1 It's World SMILE Day! Practice a random act of kindness and be the reason someone smiles today!</p>	<p>2 October is Fire Prevention Month! Stop by your area firehouse and deliver a basket of baked treats or sandwich tray and thank the crew for all they do!</p>
<p>3 It's National Get Organized week! Take an hour to put your plan in place for October. Print your Color Dot Board to use as a motivator.</p>	<p>4 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.</p>	<p>5 Put up your Building My Empire Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling.</p>	<p>6 Join us at Noon Eastern for our Wednesday Webinar: Marketing Strategies to Finish the Year Strong. Register at: PowerAgentWebinar.com</p>	<p>7 Choose at least one strategy from the October SMILE Stops flyer to implement this month and plan a day to make it happen!</p>	<p>8 Research expires from 6 month ago and use the old FSBO -Expired dialogue in the Prospecting tab to call and see if they are still interested in selling!</p>	<p>9 Use the Call Intro to Farm dialogue found in Prospecting to reach out to the folks in your neighborhood farm and let them know you'll be stopping by next week!</p>	
<p>10 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!</p>	<p>11 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.</p>	<p>12 Put up your Prospecting Is My Super Power Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling.</p>	<p>13 Join us at Noon Eastern for our Wednesday Webinar – iBuyer Beware: Why Homeowners Should List With You Register at: PowerAgentWebinar.com</p>	<p>14 It's National Dessert Day. Choose a lovely dessert and deliver to 5 great clients and let them know what a sweet treat it is to have them as a client.</p>	<p>15 Use the Expired voicemail dialogue found in the Prospecting tab and commit to making at least 5 calls.</p>	<p>16 Prepare November Newsletters to go out to your sphere and farm. If mailing, pop by the post office. If emailing, schedule to go out November 1st.</p>	
<p>17 It's National Pasta Day! Treat a top client to a nice Italian dinner—or surprise your family with a night out!</p>	<p>18 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.</p>	<p>19 Put up your Do Not Disturb Zombies sign and prospect for two solid hours today. Focus on serving, not selling.</p>	<p>20 Join us at Noon Eastern for our Wednesday Webinar – How to Become a Fearless Listing Machine This Fall. Register at: PowerAgentWebinar.com</p>	<p>21 Pick one flyer or letter from the prospecting tab and send to at least 100 people in your market.</p>	<p>22 It's National Nut Day! Bring a Bag of Gourmet Nuts to Five Top Clients with a note, "I'm NUTS about helping my clients get the most from their investments!"</p>	<p>23 Become a master at prospecting dialogues that work! Download all the dialogue files from the prospecting tab and practice them this weekend.</p>	
<p>24 Up your Open House Game! Review the How to Turn One Open House into a Surge of Listings webinar and choose at least 2 strategies to increase your business.</p>	<p>25 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.</p>	<p>26 Put up your Fear Face Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling.</p>	<p>27 Join us at Noon Eastern for our Wednesday Webinar – Creating Buyer Loyalty: How To Make Sure They Buy From You. Register at: PowerAgentWebinar.com</p>	<p>28 Reach out to 15 people from your sphere. Let them know that markets are shifting and ask if they have any questions or if there is a way you can help them.</p>	<p>29 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.</p>	<p>30 Call a family meeting to review calendars for November, Fall Events and the Holidays.</p>	
<p>31 Happy Halloween! Deliver Halloween treats to at least 5 clients with a note, "Not tricks, just a treat to have you as a client!" Have some FUN!</p>	Notes or Important Dates to Remember:						