



WINBYNOON[®]



DAILY DISCIPLINES

DO THESE. EVERY DAY. NO MATTER WHAT.



LEAD CALLS

Your first daily discipline is to call and follow up with your leads. Studies have shown that it takes an average of at least 6 calls to convert most leads, which is why you need to schedule and commit to these calls each day if you want to change your results.



DATABASE CALLS

Your other daily discipline is making scheduled calls to your database. These calls ensure top-of-mind awareness of YOU when your clients need your services again.



TARGET DAY COMMITMENTS



MONDAY

REVIEW, PLAN & LAUNCH

If you haven't already completed your Weekly Review for the prior week over the weekend, reviewing last week's activities and results should take priority on Monday. You cannot formulate a good plan for this week, without reviewing what happened last week. Launch your week for success by completing your Week Ahead Action Plan and your Ideal Week. Monday should also be spent taking care of anything that came in over the weekend.



TUESDAY

IN ESCROW UPDATE CALLS

Tuesdays are spent giving updates on the status of any transactions in escrow. These are calls to your clients to answer questions and provide any updates about their transaction. The best practice is to include an emailed update as well, but don't skip the call! These regularly scheduled calls help to avoid any issues at the end of the transaction.



WEDNESDAY

BUYER & SELLER CALLS (NOT IN ESCROW)

Wednesdays are set aside to call your pipeline of buyers and sellers who are not yet in escrow. These are your *Pipeline Protection* calls. Buyers are less likely to shop around because they think you haven't shown them every possible listing, if you proactively and consistently touch base with them, providing them with new listings and timely market information each week. Regular proactive calls to your sellers is equally important and should include updates on your marketing efforts to sell their home.



THURSDAY

REAL ESTATE REVIEW CALLS

Thursdays are set aside for real estate review calls with your past clients. These calls should ideally be scheduled quarterly, or annually at a minimum. They give you an opportunity to regularly reconnect and add value to past clients. On the call, you are simply learning about any changes to their family, finances, or goals and providing them with a current market valuation of their home. You want your clients to turn to you as the expert in home valuations, not a website!



FRIDAY

WEEKLY WRAP-UP

Fridays are for wrapping up any loose ends from the week, completing any commitments you made to your clients, rescheduling any missed activities or appointments, and preparing for your weekend activities.

YOUR DAILY DISCIPLINES & TARGET DAY COMMITMENTS ARE ESSENTIAL TO **WINNING BY NOON!**

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