

Things To Do Today

What to do when you don't have anything on your to-do list:
High-payoff activities to keep you focused

- Schedule open houses for this weekend
- Do 5x5s (circle prospecting) on a new listing, an upcoming open house, or a sold property.
- Make calls to your past or current clients
- Offer CMAs to your sphere; prepare "annual updates" or unsolicited CMAs for your clients
- Send out a direct mail piece or email campaign
- Take floor duty and really work it!
- Preview properties—know the inventory
- Do pop-bys (business or personal)
- Write handwritten notes
- Work FSBOs or expired listings
- Attend a networking event and follow up after the event
- Meet someone for a face-to-face (coffee, lunch, etc.)
- Update your mailing list
- Have a booth at a trade show or event
- Host a get-together for people in your Sphere of Influence
- Farm a neighborhood—offer valuable information
- Volunteer—Get out and meet new people! Be seen in your community!
- Attend an education and then DO something out of what you learned
- Meet with a colleague or an affiliate to get ideas on your business and/or ways to collaborate
- Call to get updated emails addresses/contact info from your clients
- Put your name tag on and go meet people in public place
- Review your business and marketing plan. What needs work? Then, do something about it!
- Schedule a public speaking opportunity
- Update your web profile, write a blog post, or participate in social media
- Do random acts of prospecting—pay for someone behind you in the drive-through and give them your card!
- Attend service club meetings (Rotary, Kiwanis, etc.)
- Door knock
- Create a video. Highlight a neighborhood/area, or yourself
- Host an educational class, session, or seminar
- Contact your out-of-state clients for referral opportunities