

DEVELOPING A CENTER OF INFLUENCE

Use the following list to "jog" your memory for additional names of contacts. Ask yourself if you know anyone who is at all involved in any of the following. Write their name next to each, if none, cross them out.

Accountant	Cable TV	Furniture
Advertising	Camping	Gardens
Aerobics	Carpet	Golfing
Airline	Cleaning	Groceries
Alarm Systems	Cellular Phones	Gymnastics
Animal	CPA's	Hair Care
Health/Vet	Chiropractors	Handyman
Apartments	Church	Hardware
Appraisers	Colleges	Health Club
Architects	Computer	Health
Art	Construction	Insurance
Athletics	Consulting	Horses
Attorney	Contractors	Hospitals
Automobile	Cosmetics	Hotels
Baby-sitters	Country Clubs	Hunting
Banking	Credit Union	Insurance
Barber	Day Care	Investments
Bartender	Delivery	Jewelry
Baseball	Dentists	Lawn Care
Beauty Salon	Dermatologists	Libraries
Beeper	Doctors	Limousines
Bible School	Dry Cleaners	Loans
Boats	Dry Wall	Management
Bonds/Stocks	Electrician	Manufacturing
Bookkeeping	Engineering	Massage
Bowling	Firemen	Therapists
Builders	Fishermen	Mechanics
	Florist	

Medical
Mortgages
Motels
Museums
Music
Mutual Funds
Newspapers
Nurses
Nutrition
Office Furniture
Office Machines
Office Supplies
Optometrists
Orthodontist
Pediatricians
Pedicures
Pensions
Pest Control
Pets
Pharmacies
Phones

Physician
Plumbing
Podiatrist
Pools
Preschool
Printing
Property Mgmt.
Rental Agencies
Resorts
Restaurants
Roofing
School
Secretaries
Shoe Repair
Siding
Signs
Skating
Skiing
Skydiving
Soccer
Softball

Software
Spas
Sporting Goods
Surgeons
Tailors
Teachers
Telecommunicat
ions
Tennis
Theaters
Title Companies
Training
Typesetting
Universities
Video
Waste/Garbage
Weddings
Wine

HOW TO PLAN AND STRUCTURE YOUR DAY

1. Take 15 minutes each morning or afternoon to plan your day:
 - a. Decide to make it fun
 - b. Decide your outcome in advance
 - c. Remember real estate is 90% attitude
2. List all the activities necessary to help you achieve your goals.
3. Prioritize these activities into three groups:
 - a. Must do
 - b. Should do
 - c. Could do
4. Focus on the "must do" activities.
5. Block out specific times during the day to do your:
 - a. Administrative work
 - b. Prospecting
 - c. Lead follow-up/appointment setting time
 - d. Going on appointments
 - e. Negotiation/paperwork
 - f. Practice
 - g. Mental preparation

Remember ... treat your prospecting and lead follow-up as individual appointments! They are the engine of your business ... do them daily!

6. Set aside a specific time(s) to return phone calls and only return phone calls at that time ... stop reacting to the phone.
7. Create an action plan, review it daily and stick to it!
 - a. Daily = Daily Schedule
 - b. Monthly = Monthly Action Plan
 - c. Annually= Annual business plan

DAILY LOG SHEET

CONTACTS

Daily Goal: _____

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50
51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73
74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96
97 98 99 100

Ad Calls	1	2	3	4	5	6	7	8	9	10
Sign Calls	1	2	3	4	5	6	7	8	9	10
Leads	1	2	3	4	5	6	7	8	9	10
Appts Set	1	2	3	4	5	6	7	8	9	10

TO DO "TODAY" LIST

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

DAILY AFFIRMATIONS

1. _____
2. _____
3. _____
4. _____
5. _____

DAILY SCHEDULE

7:00 – Wake up

8:00 – Get to office

8:00 – 10:00 –check emails and do paperwork - Admin

10:00- 12:00 – Prospect

12:00 – 1:00 – Lunch

1:00 – 2:00 – Lead Follow up

2:00 – 3:00 – Preview Properties

1:00 – 4:00 – Appointments

3:00 – 4:00 – Admin work, return phone calls

4:00- 6:00 – Prospect!