

Executive Summary

Full Webinar

1:37 – The Perfect Daily Schedule is not the same for every agent

- **Why you need to develop your time segmented schedule**

2:16 – Goal for your Perfect Daily Schedule

- **What a Perfect Daily Schedule should look like – every minute should be filled**

2:40 – [Frank Klesitz](#) introduction

3:13 – Where to start – “Begin with the End in Mind” – Napoleon Hill

- **Step 1 – What is your #1 goal? “What is most important to you?”**
 - **Develop your schedule to ensure your goal is met**
- **Step 2 – What are the priorities in your schedule – set a recurring appointment in your schedule**
 - **Here are a few examples:**
 - **Family time**
 - **Family Night**
 - **Date Night**
 - **Church**
 - **Working Out**
 - **Getting Ready for the Day**
 - **Scripture Study / Meditation**
 - **Daily Huddle**
 - **Prospecting Time**
 - **Lead Generation Time**
 - **Bed Time**

10:39 – Prospecting Time – First thing you should be doing when you get in the office – do something proactive to bring in business

10:44 – For a Hardcore Agent, the first 4 hours of your day should include:

- **FIRST HOUR – Call new EXP'D and new FSBOs**
 - Put them in your follow-up program – if you're a Club Wealth Member, you're probably using Commissions Inc.'s automatic drip campaign. You **MUST** be a Club Wealth Member or sign up for [CINC through Club Wealth](#) to use the **ONLY** campaign consistently converting 18-20 appointment within the first 48 hours of being implemented!!
 - If you're a higher producer ([Tier 3-5](#)) with a team and [lead generation](#) systems, you want to get away from chasing business to **ATTRACTING** business.
 - **SECOND HOUR – Call old EXP'D and old FSBOs**
 - **THIRD HOUR – [Follow-up Calls](#)**
 - **FOURTH HOUR – Call past clients and sphere of influence**

13:47 – As you graduate from chasing business to attracting business, your first 2 hours will change from out-bound [lead generation](#) to simple [lead follow-up](#).

14:40 – You need to develop one new lead source every quarter (1 source / 3 months)

15:30 – The more time you can spend uninterrupted each day, the more productive you'll be, the more money you'll make, and the better life you will have in terms of freedom and flexibility.

15:49 – Appointment plugged into your schedule (Get the [FREE Download](#) for completed Perfect Daily Schedule examples!)

- **Some suggested color code:**
 - **GREEN** – Proactive – bringing business in
 - **BLUE** – Checking emails, voicemails and text messages
 - **RED** – For a 'Lone Ranger' agent – working in the business.

This red section goes away once you [Hire an Assistant!](#)

17:42 – Question: How do you handle it when personal things come up – do you extend your day, or just ignore personal things and try to take care of them at the end of the day?

- Coach [Michael Hellickson](#)'s Answer: I have a schedule. When I'm at work, I'm at work! That's what I do! When I'm at home, I'm at home! That's what I do. What I don't do is business when I have time with my family. When I have scheduled time to be with my family, I'm with my family. I almost always Facebook early Saturday mornings before my family gets up. ABSOLUTELY! I might as well do something productive as I'm used to getting up at 4:30am! But once my family is up, I'm done! I'm off with my family and that's where my focus is.

19:14 – There are many distractions that can pull you away from your Perfect Real Estate Agent Daily Schedule... DON'T ALLOW IT!

19:52 – Don't appointments always have to be in the evening?? NO! They don't!

20:15 – Coach Michael Hellickson's 12 days/month work schedule

- Monday – Thursday | 7am – 10pm | 3 weeks per month
- Design your life first, then choose what you want to do for your business.

22:06 – You must create a schedule that you will follow. For example, it's a waste of time for you to put in 4 hours of prospecting time a day if you know you're never going to do it!!

- Pick what you will do, start with what you ABSOLUTELY will do, and then get disciplined enough to do it!

22:53 – You are far more likely to be efficient and effective with your schedule if you set aside small amounts of time on a daily basis versus large amounts of time on a weekly, bi-weekly, or monthly basis.

23:35 – [Club Wealth Members](#) – Homework time!! Don't forget to schedule it!

24:00 – Plan a time to implement what you've learned on THIS webinar!! ANY Webinar! Don't waste time watching without doing.

25:00 – Schedule time for extinguishing fires!! When you let other people control your schedule, you get out of control.

26:00 – [Social media time](#)

- **10.10.10 Strategy: Be on social media for 10 minutes in the morning, 10 minutes in the afternoon, and 10 minutes in the evening.**
- **20.20.20 Strategy: 20 minutes before focus time, 20 minutes right after focus time and 20 minutes right before bed.**
 - **Check out [Tristan Ahumada](#), Club Wealth Member and CEO of [Lab Coat Agents](#), who is KILLING it on [Facebook](#). Watch for his strategy as he posts early morning on Saturdays!**

28:45 – Recreation – You HAVE to find time to sharpen the saw – time to have fun!

30:23 – ME TIME! One-on-one with yourself.... You NEED THIS!!

32:28 – Track what you do for the next two weeks to compare what's actually getting done versus what you want to get done.

34:12 – Rules to live by:

- **Creating recurring appointments in your schedule**
- **Don't check your email, text messages, or social media before noon – UNLESS you're checking it prior to leaving for the office in the morning**
- **Don't take inbound calls during your prospecting time**
- **Download YouMail.com – voicemail transcription program**
- **Turn off the notifications on your phone and computer. Be selfish with your time!**
- **Work out daily**
- **Eat right six days a week**

38:07 – Examples of some of the biggest time wasters:

- **Social media**
- **Inbound calls, text, and emails**

- **Team members**
- **Drop-by visitors**
- **Taking advice from those who haven't been or done what you want to do or where you want to go**

39:00 – Q&A session