



DAILY/WEEKLY ACTION PLANNER

Name: _____ Week #: _____

Top 3 Priorities of the Week:

1. _____
2. _____
3. _____

Daily affirmations:

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

REAL ESTATE - daily lead generation goal: _____

Activity	M	T	W	T	F	S	S
Hand out five (5) business cards							
Preview five (5) properties							
Learn five (5) + things of relevance to your business							
Contact five (5) + Expired/FSBO listings							
Create/update website							
Advertising: Zillow Public ads SEO etc.							

Some Numbers to Keep in Mind:

Contacts to leads: 12 to 1

Leads to appointments: 3 to 1

Appointments to contracts: 4 to 1

Contracts to closings: 2 to 1

Example: 5 days per week x 48 weeks = 240 workdays per year

Closing goal: 25

Contracts: 50

Appointments (virtual or in-person): 200

Leads: 600

Contacts: 7200

Contacts per day: 30

Closing goal: _____

of Contracts: _____

of Appts.: _____

of Leads: _____

of Contacts: _____

of Contacts/day: _____

