

**Design Your Day - The Trend Way**

What does a productive day look like for an agent? It’s not what you may think. Here are some steps that got me to $10M in sales my first year in the business.

The closer you get to completing this checklist daily the better your year will be. Just like you can’t lose weight or get abs in a single day...you can’t make $1M in a day either. It’s a practice. It’s a routine. You must fall in love with the process or you will tire of it. Fatigue always beats willpower.

To be successful you must Design Your Day. You must create a day you love...or you will not stick to it.

Every day 6-7 days a week I work out. I’ve been able to lose 50 pounds in 2019 and the only way I’ve been able to do this is because I love it. If you don’t love your day, you won’t do it. PERIOD. If you set up an impossible day...or what you believe to be impossible...you won’t even attempt it.

If I told you to eat 700 calories in a day...you could do it. For a while. After day 2-3 you’d quit. The brain would say, “STOP this is not worth it”. The pain is “too much” for the reward. After 3 days of a super low calorie diet you wouldn’t have lost much weight...if any at all, but you’d be STARVING.

***Let’s not take the 700 calorie approach to work.***

Let’s not torture ourselves. Let’s set up a day you love. Let’s set you up to WIN.

Here’s what a day should look like if you want to sell $2-$3M a year. $60K - $90K in GCI.

**Organic Network (30 minutes)**:

1- Make 3 calls a day telling anyone and everyone you know that you just switched companies or started your career in real estate. Don’t ask for referrals...just let them know your situation. Don’t ever be “salesy”. Be genuine. Be helpful. Ask questions. Listen.

2 - Make a Fun and engaging Social Media post about Real Estate each day.

**Buyer Leads (30 Mins returning daily call, 2 hours on a weekend)**:

1 - Sit an open house every weekend, Saturday or Sunday 12-2 or 1-3 or whatever you can do. You’ll meet people. Make them sign in on a sign in sheet...put them in your database. Stay in touch with them. They will become your friends, clients and the rest. MAKE A SCENE at the open. Signs, Directionals, Banners...make it absurd. Turn heads.

2 - Claim 3 leads per day. This is 1000 leads per year….and will lead to 6 figures in income if you focus on it.

Best,

Joshua Blank

Trend Realty Managing Broker