HATCH COACHING

REALTOR WORKOUTS OF THE DAY

Learn more at www.HatchCoaching.com

REALTOR WORKOUTS OF THE DAY

Examples:

Tuesday the 11th - 20 contact Tuesday. Lead follow up with your B's, C's, and D's.

Wednesday the 12th - Find at least 3 CURRENT CLIENTS to write a Zillow review.

Thursday the 13th - Hand Cramp Thursday. Write 13 cards on the 13th! Doesn't matter to who.

Friday the 14th - Make at least 10 connections with people just to tell them how much you love and appreciate them.

Monday the 17th - Business card Monday. Connect with at least 10 people to give them your business card. You must COLLECT at least 20 cards as well.

Tuesday the 18th - Texting Tuesday. Send at least 30 text messages to people with a message that reads something like this: "Hey, I've been thinking about you lately. Is there anything I can do to help you as a friend/client/family member?"

Wednesday the 19th - Random Acts of Kindness day (RAK). Do something kind for at least 2 people. Tip HUGE. Pay for someone's coffee. Help a stranger or someone that needs an extra hand just because it's the right thing to do.

Thursday the 20th - Dumpster dive for people we've never been able to get in contact with. Every cleaned dumpster dive client results in a $100 bonus at closing for you. Call, text, email. REPEAT.

Friday the 21st - Farming Friday. Knock on at least 30 doors to offer home valuations.

REALTOR WORKOUTS

OF THE DAY

How to set up a great RWOD:

1. Have a specific time each day that you and your team members will be doing this lead gen activity. Have it scheduled.

2. Don't assume they know what to say and what to do. ROLE PLAY and practice before you do this!

3. When you're done, gather again to establish what you learned - what worked/what didn't - and what success people had.

4. A great RWOD has 3 elements: Who, What, & How many (IE "Expired sellers" + "phone call" + 10 contacts)

5. To prepare, make a list of at least 20 "who's" and a list of at least 15 "what's" - this allows you to interchange and build a really robust RWOD plan

6. Deep is better than wide. You may need to stay on the same WHO for more than a few days to work towards mastery.

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Examples of WHO's:

Open house clients

A's, B's, C's, or D's

Past clients

Have not mets

Sphere

Vendors

Social media connections

Your wedding list/Christmas card list

Leads from _____ lead source (lots of options here)

Neighbors

SO MANY MORE (please work on adding at least 10 more WHO's to this list)

REALTOR WORKOUTS

OF THE DAY

Examples of WHAT's:

Make a video

Text

Phone Call

Email

Hand-written note

Pop-by

Connect via social media

Post on their FB/LinkedIn wall

Comment on their social media posts

Lunch/coffee/happy hour together

SO MANY MORE (please work on adding at least 5 more WHAT's to this list)