

DAY 1 — MONDAY

(Foundation & Pipeline Reset)

Good morning, [Name]. Today is Monday, February 10th.

Let's begin by setting your mindset for a strong week.

Read today's affirmation **aloud three times**. When finished, say **"Finished."**

AFFIRMATION OF THE DAY

"I lead my week with discipline, clarity, and confidence. Every action I take today builds my success."

5 CALLS — PIPELINE RESET

These calls reconnect you with your database and open doors for opportunities.

Consistency with these touches builds trust, positions you as top-of-mind, and warms future business.

Here is what you must do today:

Make **5 quick check-in calls** using the sample scripts below.

Script #1

"Hey [Name], it's [Your Name]. Just checking in and hoping your week is off to a strong start. Anything you need on the real estate side right now?"

Script #2

"Hi [Name], I was thinking of you today. How are things? Anything I can help with regarding your home or future plans?"

Script #3

"Hey [Name], if you ever want an updated home value, I'm happy to run one for you anytime."

Script #4

"Hi [Name], doing my Monday check-ins — anything real-estate related you're wondering about this week?"

Script #5

"Hey [Name], hope your Monday is going well. Anything you need from me this week?"

4 TEXTS — QUICK ENGAGEMENT

Texts are fast and low pressure, but extremely effective.

They remind your clients that you're present, available, and active.

Here is what you must do today:

Send **4 texts** to people in your database.

Choose any of the samples below:

Text #1

"Happy Monday! Anything you need from me this week?"

Text #2

"Hope your weekend was good! Want a quick home-value update?"

Text #3

"Thinking of you today — anything real estate-related I can help with?"

Text #4

"Wishing you a great start to the week! Reach out if you need anything."

3 EMAILS — VALUE & PRESENCE

Emails allow you to demonstrate expertise without being intrusive.

Today your goal is to offer value and stay connected.

Here is what you must do today:

Send **3 simple emails** using these templates:

Email #1

"Hi [Name], wishing you a strong start to your week. If you want any market updates or info about your neighborhood, I've got you covered."

Email #2

"Hi [Name], here are three quick statistics about our local market this week... If you want a personalized update, let me know."

Email #3

"Hi [Name], just checking in — I'm here if you need anything or want a real estate evaluation."

2 SOCIAL ACTIONS — VISIBILITY MATTERS

Social media isn't about posting "Call me if you need a realtor."
It's about **starting conversations** that lead to relationships.

Here is what you must do today:

Complete the following:

Social Action #1

Create a conversational post using DecoyTroy to spark engagement.

<https://agentcoachai.com/decoytroy>

Social Action #2

Post a story using this suggestion:

"Starting the week strong — preparing CMAs and helping clients."

1 CMA — REAL VALUE CREATION

A CMA is one of the highest-value touches you can offer.
It brings clients back into conversation and positions you as their advisor.

Here is what you must do today:

Choose **one person** from your sphere or past clients and prepare their CMA.

DAILY SOCIAL REMINDER

Your community must see you active.
Visibility creates authority. Authority creates business.

DAILY MLS CHECK — KNOW YOUR MARKET

This is a habit that separates amateurs from professionals.

Here is what you must do today:

Review your MLS for:

- New listings

- Price changes
- New pendings

Why it matters:

The more familiar you are with the daily market shifts, the more confident and authoritative you'll sound in conversations.

MONDAY EXTRA TASK — TRANSACTION REVIEW

This is about being proactive, not reactive.

Here is what you must do today:

Review every active transaction:

- Check deadlines
- Confirm updates with lender, title, and co-op
- Send one proactive client update

Clients should never call you first. **You lead.**

END-OF-DAY ACCOUNTABILITY

Tell me: **Completed / Partial / Missed.**

(Reinforcement line: randomly selected from 20-line library)

(Example)

“Excellent job showing up today. Most agents skip the work — but you’re building the habits that create real success.”

DAY 2 — TUESDAY

(Contact Refresh & Market Awareness)

Good morning, [Name]. Today is Tuesday, February 11th.

Let's begin by grounding your mindset.

Read today's affirmation **aloud three times.**

When finished, say **"Finished."**

AFFIRMATION OF THE DAY

"I move forward today with confidence and clarity. My actions create opportunities."

5 CALLS — RELATIONSHIP BUILDING

Tuesday is about refreshing conversations and keeping relationships warm.

Your goal is to stay present without pressure.

Here is what you must do today:

Make **5 calls** using or adapting the scripts below.

Script #1

"Hey [Name], checking in — how's your week going so far?"

Script #2

"Hi [Name], quick call — is there anything you need from me this week?"

Script #3

"Hey [Name], thought of you today. If you want a quick market snapshot of your neighborhood, I can send it."

Script #4

"Hi [Name], touching base — any questions about today's market activity?"

Script #5

"Hey [Name], hope your Tuesday is going well. Anything I can look up for you?"

4 TEXTS — LIGHT, FRIENDLY TOUCHES

Texts today are about staying visible and helpful.

This maintains relationships without demanding anything.

Here is what you must do today:

Send **4 texts**, choosing from the samples below.

Text #1

“Happy Tuesday! Hope your week is smooth so far.”

Text #2

“Quick check-in — want any market updates?”

Text #3

“Thinking of you today — let me know if you need anything.”

Text #4

“Let me know if you ever want a neighborhood snapshot. Happy to help.”

3 EMAILS — PROVIDE VALUE & EXPERTISE

Your emails today should demonstrate professionalism and quiet confidence. Each one should give insight without pressure.

Here is what you must do today:

Send **3 emails** based on these templates.

Email #1

“Hi [Name], hope you're having a productive week. If you'd like a quick home-value check, I can send one today.”

Email #2

“Hi [Name], here's a brief look at this week's market movement. If you'd like a personalized version for your neighborhood, just tell me.”

Email #3

“Hi [Name], checking in. Any questions about buying, selling, or investing right now?”

2 SOCIAL ACTIONS — ENGAGE & CONNECT

Tuesday is about creating interactions that lead to conversations. Social media is not for promoting — it's for *connecting*.

Here is what you must do today:**Social Action #1**

Use DecoyTroy to start conversations, not announcements.

<https://agentcoachai.com/decoytroy>

Social Action #2

Post a story such as:

“Touring neighborhoods today — staying ahead of the market for my clients.”

1 CMA — CONTACT WITH PURPOSE

Value-driven outreach builds trust.

A CMA shows expertise and genuine care.

Here is what you must do today:

Choose **one contact** and create a CMA based on recent activity.

DAILY MLS CHECK — MARKET COMMAND

Checking the MLS daily builds confidence and keeps you sharp.

Here is what you must do today:

Review:

- New listings
- Price drops
- New pendings

Why it matters:

These updates become natural conversation starters — and make you sound like a true market expert.

TUESDAY EXTRA TASK — MARKET KNOWLEDGE BOOST

Your ability to speak intelligently about the market builds trust instantly.

Here is what you must do today:

Spend **10 minutes** reviewing:

- BrightMLS hot sheets
 - Local inventory trends
 - Price movement patterns
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END-OF-DAY ACCOUNTABILITY

Tell me: **Completed / Partial / Missed.**

(Reinforcement line: randomly selected from your 20-line library)

(Example)

“Strong work today. Every consistent action compounds — you’re building the momentum others only wish for.”

DAY 3 — WEDNESDAY

(Visibility, Video, and Midweek Momentum)

Good morning, [Name]. Today is Wednesday, February 12th.

Midweek is where winners separate themselves from everyone else.

Let’s anchor your mindset.

Read today’s affirmation **aloud three times.**

When you’re done, say **“Finished.”**

AFFIRMATION OF THE DAY

“I am visible, valuable, and present. My consistency strengthens my brand.”

5 CALLS — MIDWEEK CONNECTIONS

These calls help you stay top-of-mind and position you as the agent who shows up — consistently.

Here is what you must do today:

Make **5 midweek calls** using the sample scripts below.

Script #1

“Hey [Name], midweek check-in — anything you need from me today?”

Script #2

“Hi [Name], quick question: would you like a home-value update this month?”

Script #3

“Hey [Name], hope your week is going well. Anything you need help with?”

Script #4

“Hi [Name], lots of activity in your area this week. Want a quick update?”

Script #5

“Hey [Name], just checking in — always here if you need anything at all.”

4 TEXTS — LIGHT TOUCHES TO BOOST VISIBILITY

Texts today should feel helpful, friendly, and low-pressure. You’re staying present without being pushy.

Here is what you must do today:

Send **4 texts** using these samples:

Text #1

“Happy Wednesday! Anything you need from me today?”

Text #2

“The market is active this week — want a quick update?”

Text #3

“Thinking of you — here if you need anything.”

Text #4

“Hope your week is going smoothly. Reach out anytime.”

3 EMAILS — MIDWEEK VALUE

Wednesday is one of the best days to deliver something useful without expectation. These emails should position you as calm, professional, and available.

Here is what you must do today:

Send **3 emails** modeled after the templates below.

Email #1

“Hi [Name], hope your week is going well. If you’d like midweek market news, I can send an update today.”

Email #2

“Hi [Name], just a quick check-in — if you want a home value or neighborhood snapshot, I’m happy to send it.”

Email #3

“Hi [Name], hope all is well. Let me know if there’s anything you need or if you’d like a real estate update.”

2 SOCIAL ACTIONS — VIDEO DAY (Corrected)

Video is your most powerful trust-building tool.

People need to see your face, hear your voice, and feel your confidence.

Here is what you must do today:

Record **one short video** and **post one engaging story**.

Choose ONE of these video topics:

- **“3 mistakes homebuyers make in today’s market”**
- **“Why prepping your home before listing adds thousands”**
- **“The biggest misunderstanding about interest rates right now”**

After choosing the topic, Lynn will ask:

“Would you like me to write a complete script for this video?”

Story suggestion:

“Midweek momentum — touring homes and analyzing market activity. Staying sharp for my clients.”

(No DecoyTroy here — corrected per your instruction.)

1 CMA — MIDWEEK VALUE TOUCH

Use your CMA to reconnect with someone who has engaged with you this week.

Here is what you must do today:

Choose **one contact** and deliver a fresh CMA or equity update.

DAILY MLS CHECK — BUILDING MARKET MASTERY

This is where you separate yourself from average agents.

Here is what you must do today:

Review:

- New listings
- Price changes
- New pendings

Why it matters:

Knowing the market gives you confidence, credibility, and more impact during calls, texts, and social interactions.

WEDNESDAY EXTRA TASK — SKILL BUILDER

Today is your micro-training day.

Your skills grow only when you intentionally develop them.

Here is what you must do today:

Spend **3 minutes practicing a script with Max**, your Script Coach (link placeholder).

END-OF-DAY ACCOUNTABILITY

Tell me: **Completed / Partial / Missed.**

(Reinforcement line from Lynn's 20-line library)

(Example)

"Great work today. Midweek consistency is one of the strongest habits you can build."

DAY 4 — THURSDAY

(Relationships, Gratitude, and Client Care)

Good morning, [Name]. Today is Thursday, February 13th.

Today is about strengthening relationships — the heart of a referral-based business.

Read today's affirmation **aloud three times**.

When finished, say **"Finished."**

AFFIRMATION OF THE DAY

"I build strong relationships because I show up consistently and authentically."

5 CALLS — RELATIONSHIP NURTURE

Thursday is the perfect day to reconnect with warmth and purpose.

These calls create trust and plant seeds for long-term business.

Here is what you must do today:

Make **5 nurture calls** using the samples below.

Script #1

"Hey [Name], thinking of you — how's everything going this week?"

Script #2

"Hi [Name], quick check-in. Anything real estate-related you want clarity on today?"

Script #3

"Hey [Name], hope your week is going well. Want me to check home values in your area?"

Script #4

"Hi [Name], touching base — is there anything you need from me today?"

Script #5

"Hey [Name], hope your Thursday is smooth. Always here to help with anything you need."

4 TEXTS — GENTLE RELATIONSHIP TOUCHES

Texts today should feel thoughtful and relationship-driven.

The goal is to be present without pressure.

Here is what you must do today:

Send **4 texts** modeled after these samples.

Text #1

“Happy Thursday! Anything I can do for you this week?”

Text #2

“Thinking of you — here if you need anything real estate related.”

Text #3

“Market is moving! Want a quick update?”

Text #4

“Hope your week is going well — reach out anytime.”

3 EMAILS — SOFT VALUE & AVAILABILITY

Your emails today are meant to show consistency, support, and expertise.

No pressure — just value.

Here is what you must do today:

Send **3 emails** using the templates below.

Email #1

“Hi [Name], just a quick check-in. Let me know if you’d like a home value report.”

Email #2

“Hi [Name], market is shifting again this week — here if you want insights or updates.”

Email #3

“Hi [Name], hope your week is going great. I’m always here for anything you need.”

2 SOCIAL ACTIONS — AUTHENTIC VISIBILITY

Your goal today is to be seen as a real person who’s active in the community — not a salesperson.

Here is what you must do today:

Social Action #1

Use DecoyTroy to create engagement and build new relationships.

<https://agentcoachai.com/decoytrory>

Social Action #2

Post a story such as:

“Finishing the week strong — staying connected with past clients and preparing for upcoming showings.”

1 CMA — WEEKLY RELATIONSHIP TOUCH

A CMA sent on a Thursday often results in weekend real estate conversations.

Here is what you must do today:

Choose **one person** (preferably someone you haven’t contacted in a while) and create their CMA.

DAILY MLS CHECK — KNOW WHAT’S MOVING

Being current with your MLS builds your confidence and credibility.

Here is what you must do today:

Review:

- New listings
- Price drops
- New pendings

Why it matters:

When clients ask questions, you’ll always have fresh, relevant answers.

THURSDAY EXTRA TASK — WRITE A THANK-YOU CARD

Gratitude is a powerful differentiator.

Very few agents do this, which is why it works.

Here is what you must do today:

Write **one handwritten thank-you card** and mail or deliver it.

Here is a sample message:

“Hi [Name], I passed by your neighborhood recently and thought of you. Just wanted to say thank you for your trust and for allowing me to be part of your real estate journey.”

END-OF-DAY ACCOUNTABILITY

Tell me: **Completed / Partial / Missed.**

(Reinforcement line from Lynn's 20-line library)

(Example)

"Great work nurturing your relationships today — this is what builds a long-lasting, referral-based business."

DAY 5 — FRIDAY

(Weekly Review, Score Submission, and Strong Finish)

Good morning, [Name]. Today is Friday, February 14th.

Today is about finishing strong, honoring your commitments, and preparing for next week like a professional.

Read today's affirmation **aloud three times.**

When finished, say **"Finished."**

AFFIRMATION OF THE DAY

"I finish strong. My consistency this week builds momentum for the next."

5 CALLS — WEEK CLOSEOUT

Friday calls are powerful because most agents stop working today.

You're separating yourself.

These calls help you reconnect before the weekend — when people talk the most about real estate with friends & family.

Here is what you must do today:

Make **5 Friday calls** using the scripts below.

Script #1

“Hey [Name], hope your week went well. Anything you need before the weekend?”

Script #2

“Hi [Name], checking in — want a home-value update before the weekend?”

Script #3

“Hey [Name], quick touch — anything I can help with today?”

Script #4

“Hi [Name], wrapping up the week. Any real estate questions on your mind?”

Script #5

“Hey [Name], just checking in before the weekend. Always here for anything you need.”

4 TEXTS — END-OF-WEEK VISIBILITY

Friday texts should feel warm, light, and upbeat.
You’re reminding people you exist — without selling.

Here is what you must do today:

Send **4 texts** using the samples below.

Text #1

“Happy Friday! Anything you need from me today?”

Text #2

“Have a great weekend! Let me know if you want a market update.”

Text #3

“Here if you need anything today — happy Friday!”

Text #4

“Hope you had a good week! Reach out anytime.”

3 EMAILS — WRAP-UP & VALUE

Friday emails are excellent for gentle follow-ups and weekend prep.
No pressure — just helpfulness.

Here is what you must do today:

Send **3 emails** using the samples below:

Email #1

“Hi [Name], wishing you a great weekend. If you’d like a quick home value update, I can send one today.”

Email #2

“Hi [Name], wrapping up the week — let me know if you need anything real estate related.”

Email #3

“Hi [Name], hope you had a great week. I’m here if you want any info before the weekend.”

2 SOCIAL ACTIONS — SHOW CONSISTENCY

Friday is a visibility checkpoint.
Your audience is relaxed and scrolling — show up for them.

Here is what you must do today:

Social Action #1

Use DecoyTroy to spark fresh engagement.

<https://agentcoachai.com/decoytroy>

Social Action #2

Post a story showing your activity:

“Closing out the week strong — preparing reports and following up with clients.”

1 CMA — CLOSE THE WEEK WITH VALUE

Heading into the weekend with a CMA often leads to real estate conversations.

Here is what you must do today:

Choose **one contact** and prepare/send their CMA.

DAILY MLS CHECK — STAY INFORMED

End the week knowing your market front to back.

Here is what you must do today:

Review:

- New listings
 - Price changes
 - New pendings
-

FRIDAY EXTRA TASK — WEEKLY SCORE SUBMISSION

Friday is accountability day.

This is **MANDATORY** for staying in the system.

Here is what you must do today:

Submit your weekly 5-4-3-2-1 totals:

- How many calls you completed
- How many texts
- How many emails
- How many social actions
- How many CMAs

And:

- Your biggest win
- Your biggest challenge

Very important:

Remind yourself to complete and submit your accountability report TODAY.

This is the only way we can track your progress and rank you in the weekly competition.

END-OF-DAY ACCOUNTABILITY

Tell me: **Completed / Partial / Missed.**

(Reinforcement line from Lynn's 20-line library)

(Example)

“Great work finishing strong today. This kind of consistency separates professionals from the rest.”

