



TOOLS TO USE TO REACH 1-3-5 GOAL | FREE

Online Presence

1. Social media communication | do it yourself regularly
2. Social media landing page | do it yourself
3. 4 pages to your free ERM provided website | do it yourself
4. 3 training courses | search free trainings online or via YouTube videos
5. Blogging | add it to your free ERM provided website and post | do it yourself regularly

Lead Generate

1. Lead generate | call existing SOI list including family, friends, past clients, prospects, etc. and ask the questions – Do you know of anyone looking to sell or buy this year that I can reach out to? Call all FSBOs through free Zillow.com search
2. Meet with accountability partner | friend or colleague in the business
3. Block your calendar to lead generate daily | do it yourself
4. Role play scripts | search free scripts online or via YouTube videos
5. Obtain new listings, buyer contracts, closed deals | you have control of your own destiny!

SOI Database

1. Update SOI contacts | call existing SOI list including family, friends, past clients, prospects, etc.
2. Contact 50 contacts per week | do it yourself
3. Enter all contacts in CRM database | use www.hubspot.com for free CRM and add 10 contacts per week
4. Attend CRM trainings to maximize use | search free trainings online or via YouTube videos
5. Systemize campaign touches and calendar | use www.asana.com for free to track your work and get results