FOCUS STRATEGIES FOR BUSINESS PLANNING SUCCESS

1 KNOW YOUR NUMBERS

A business plan only works if you know the activity required to reach your goals. Clarity on your ratios (conversations → appointments → transactions) helps you define what a winning day looks like.

- Track past appointments and closings to determine your conversion rates.
- Break annual goals into weekly and daily targets (appointments, conversations, follow-ups).
- Focus on productive activity, not just being busy.

2 MAKE TIME BLOCKING NON-NEGOTIABLE

Your calendar should reflect your priorities. Without protected time for revenue-generating activities, your goals will stay out of reach.

- Schedule daily blocks for prospecting, follow-ups, and client care.
- Treat these blocks like appointments with your future success—don't reschedule.
- Balance business-building time with personal recharge time.

3 HOLD YOURSELF ACCOUNTABLE

Good intentions only go so far—consistent tracking and accountability keep you on course.

- Schedule daily blocks for prospecting, follow-ups, and client care.
- Treat these blocks like appointments with your future success—don't reschedule.
- Balance business-building time with personal recharge time.

4 BE PROACTIVE, NOT REACTIVE

Top producers drive their day instead of letting their day drive them. Proactive planning builds momentum; reacting to problems keeps you stuck.

- Start each week with a clear plan for your top priorities.
- Anticipate market changes and adjust strategies early.
- Build systems that minimize distractions and "fire drills."

5 UP YOUR COMMUNICATION

Your reputation and results depend on how consistently and clearly you connect with clients, colleagues, and your sphere.

- Commit to regular touchpoints with your SOI (calls, notes, events, social touches).
- Use multiple channels—phone, text, video, email—to stay visible and accessible.
- Over-communicate during transactions to reduce client stress and build trust.

BREWIN' UP BUSINESS BUSINESS WORKSHOP SERIES
PART 1: BREWING YOUR BLUEPRINT

RSCK School of Real Estate