

# A BUSY DAY PLANNER

My Monday's are the busiest days, I ensure all marketing is set up for the week. Including scheduling appointments, planning marketing content, and writing a blog. The below planner is based around my Monday's schedule.

You can use the following planner to schedule your Monday's by following it step by step, or getting inspired and creating one that fits your own schedule.

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|---------|--|
| 6:00am  | Eat healthy breakfast. Workout for 30 to 60 minutes.   |
|         |  |
| 7:00am  | Shower. Complete house chores: dishes, pick up clutter, vacuum, put up any laundry.          |
|         |  |
| 8:00am  | Check all emails, respond back to emails, send out emails to new leads that came in.         |
|         | Respond back to comments/messages on all social media accounts.                              |
| 9:00am  | Spend 15 minutes liking/commenting 100-200 local Instagram photos. Spend 15 minutes          |
|         | Commenting and liking posts in local Facebook groups. Start calling hot leads.               |
| 10:00am | Call/text all leads coming through from social media. Put new leads on drip if I don't get a |
|         | Connection.  |
| 11:00am | If not already automated for the month, post content on Twitter/FB/Insta (15X/month)         |
|         | Enjoy lunch.   |
| 12:00pm | Take one hour break for personal/family time.  |
|         |  |
| 1:00pm  | Edit/Post any new videos of properties to YouTube. Do all new listing marketing on social    |
|         | media. If no listings, advertise in all local groups for leads - (2X/month)                  |
| 2:00pm  | Handle any showings, appts. Between 2-5 P.M.   |
|         |  |
| 3:00pm  | Spend 15 minutes liking/commenting 100-200 local Instagram photos. Spend 15 minutes          |
|         | Commenting and liking posts in local Facebook groups. Respond to messages/comments.          |
| 4:00pm  | Respond back to any emails. Create/schedule 15 social media posts, set to automate.          |
|         |  |
| 5:00pm  | Write short local/real estate blog, post to website, share on social media.                  |
|         | Schedule weekly tasks of must dos in planner. Appts. Open houses, etc.                       |
| 6:00pm  | Dinner/Family  |
|         |  |
| 7:00pm  | Dinner/Family  |
|         |  |
| 8:00pm  | Respond back to emails. Repeat 15 minutes on Instagram, repeat 15 minutes on Facebook.       |

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| 9:00pm  | Watch videos on social media marketing, test marketing, check out best performing social  |
|         | Media accounts on real estate to draw inspiration. Read up on any local events coming up. |
| 10:00pm | Read 15-30 minutes before bed.  |

## WEEKLY TO-DO'S

1. Write out real estate/local blog
2. Visit 1-3 local shops/restaurants to photograph for Instagram.
3. Create video to share on social media. Buyer/seller tips.
4. Schedule a weekend open house. Go FB live with a tour.
5. Schedule out as many listing/buyer appointments as possible. (On weeks with a lot of clients, slow down on social media so you aren't stressed, but don't stop it. This is where automation is important!) On weeks without a lot of clients, ramp up social media engagement, pre-make content to automate so the rest of the month is less stressful. Get in your pajamas, get comfortable, and get those fingers moving.
6. Look for and study the best engaged local social media pages. Study the best engaged real estate pages, doesn't have to be local. Get inspired and incorporate their methods, make it your style, and suit your brand.