

Business engine ranking

Rank every method 1 to 5. Circle no more than two 1s. A 1 means: I will do this weekly for 12 weeks. Everything else waits. 2026 tools. No gadget nostalgia.

1 = weekly for 12 weeks. 2 = monthly, not the main engine. 3 = I know how; not this season. 4 = not me. 5 = not now.

Phone

Past clients	1	2	3	4	5
Sphere (people who would take your call)	1	2	3	4	5
Allied professionals (lender, title, inspector, builder...)	1	2	3	4	5
FSBO	1	2	3	4	5
Expired / withdrawn	1	2	3	4	5
Just-listed / just-sold neighbors	1	2	3	4	5

In person

Open houses	1	2	3	4	5
Client parties	1	2	3	4	5
Networking (one group you actually attend)	1	2	3	4	5
Community (school, civic, rec — serve first)	1	2	3	4	5
Speaking	1	2	3	4	5
Seminars / buyer nights	1	2	3	4	5
Door knocking	1	2	3	4	5

Marketing

Postcards	1	2	3	4	5
Email to your own list	1	2	3	4	5
Newsletter (print or PDF)	1	2	3	4	5
Farming a neighborhood	1	2	3	4	5
Website / blog	1	2	3	4	5
Instagram / short video	1	2	3	4	5
Local sponsorship	1	2	3	4	5

My 1s this season (write two)

What I am explicitly not doing for 12 weeks

Hours per week for the 1s

New agents: sphere + past clients, or open houses with door-knocking attached. Do not start with a farm, a seminar, and Instagram. When a new idea shows up in week 6, say: “Not this season.”