

12-week calendar

Print it. Write on it. Dates, engine, the coaching call, the 7-day action, a mark when the action actually happened. A calendar you don't write on is decoration.

Agent _____

Coach _____

Season start / season end _____

Engine(s) this season _____

Weekly call (day / time — they call) _____

Wk	Dates	Focus / engine (overwrite as needed)	Call	7-day action	Hit
1		Covenant + SMART + pick the engine			
2		First full week on the engine			
3		GROW on the stuck point			
4		GROW — five options, one will			
5		SEA week 1 of the habit			
6		SEA week 2 + growth-plan appts			
7		SEA week 3 of the habit			
8		Growth plan · back off hovering			
9		Review the numbers · tell the truth			
10		Raise the bar or name the drift			
11		Decide: another 12 or a kind ending			
12		Close the season. Next 1s — or goodbye.			

Notes for the season (listings taken, patterns, the truth)

Week-12 decision (raise the bar / new 12 weeks / kind ending) _____

The focus column follows the 12-week map. Overwrite it when the week is a listing appointment or a crash. The call still happens. The 7-day action still gets a verb.