



Week 4

Improve your “personal stock price” with lunches

AGENT

Month 1 2 3

Bolster Your BOTTOM LINE:
“Start Blitzing!”

Affirmation

“I will persist until I succeed.”
– Og Mandino

Recommended Blitz Book

*The Greatest Salesman
in the World*
– Og Mandino

Non-Negotiables

During The Blitz, in addition to the specific focused activities for that week, it is important that you keep doing your normal lead generation activities– what we like to call the Non-Negotiables. As a reminder, these are listed here for you to set your own goals.

_____ **Monthly Item of Value**

_____ **Monthly eReport**

_____ **Calls**

_____ **Notes**

_____ **Pop-Bys**

_____ **Business-to-Business
Contacts**

_____ **New Additions to
Database**

This may possibly be the most enjoyable week of the Blitz. We have designed a week for you to put a bite into your business. Each day you will go grab breakfast, coffee or lunch with someone we have carefully selected from your database. No two days will be the same. You may gain a few pounds this week, but you will also gain some referrals! Not a bad thing.

Day 1 **Grab breakfast, coffee or lunch with an A+ client**

Try to meet with an A+ client you have not seen in a while. You know who they are. This doesn't have to be a major event. If you can arrange anywhere from 15 minutes to an hour, that would be great.

Day 2 **Grab breakfast, coffee or lunch with a business owner**

Get together with a business owner with whom you have a solid relationship. Your goal in this meeting is to connect. Also, tell this person about the Blitz. Let them know your game plan to outperform the recovery and build a strong business. They will be inspired and may feel moved to seek out a referral for you.

Day 3 **Grab breakfast, coffee or lunch with a Buffini & Company Member or fellow agent**

Meeting with a fellow Member or agent may possibly be the most exciting appointment this week. Grab lunch with someone you don't know that well or at all. Go into this meeting with a sense of openness. Share your success stories from the Blitz. Give encouragement.

Day 4 **Grab breakfast, coffee or lunch with someone you admire and want to synergize with**

This can be with someone who may or may not be in the real estate industry. The goal of this day is to allow yourself to be influenced by a person who may be “a little further down the road” than you. Listen for a great habit this person possesses and incorporate it into your daily routine.

Day 5 **Grab breakfast, coffee or lunch with a current client**

Which one of your clients would benefit most from more time with you? Meet with them for breakfast, coffee or lunch. The encounter doesn't have to be long. Many times, the shorter the meeting, the better.

Enter your week's activities in the Lead Generation Tracker