

WHITE BELT
Week One • Day One

! **You must have a CRM day-one.** You will need it for ALL your marketing efforts.

- Get on-board with your firm's CRM. If your firm does not provide a CRM, go immediately to www.LACRM.com and sign up. **DO IT NOW.**
- Spend one hour learning the basic functions.
- Input ALL your personal and business contacts that work in your Market Service Area (MSA).
- Block 20-minutes in your calendar daily this week to learn the advanced functions.

TODAY

- **Watch** 'Introduction to CRE' video.
- **Listen** to 'The Five Daily Disciplines'.
- **Learn** your company's story. You will be using it shortly to create your core marketing message.
 - It's biography
 - Ranking
 - Market positions
 - Market service area
 - Areas of specialization
 - Typical clients
 - Types of property listings
 - Transactions
 - Location of all branch offices and all affiliated office
- **Learn** if there are network affiliations, or other company affiliations. If so:
 - When and where are their meetings and conventions held?
 - Make plans to attend these in person meetings or on-line.
- **Get** a list of the people that work in your firm and get them into your CRM. Start to introduce yourself to them and get to know what they do.
- **Create** a playlist for the upcoming downloadable audio programs and listen to them again when you are on the go. You will get the first one tomorrow so set this up now.

DAILY

- Continue to get all your contacts into your CRM.
- Conduct an end of the day review on your progress.