

The 15-Minute Weekly Reset

Fifteen minutes, once a week, to get your head out of the hole and back onto the people who actually hired you. This one is blunter than most of what we write, on purpose — because the thing that quietly ends solo careers isn't laziness. It's a full week of motion that moved no one closer to a closing.

THE PREMISE

You get paid at a closing. Everything else is either building toward one or it isn't.

That's not a motivational line, it's an accounting fact — and it's the only standard this reset uses. It doesn't ask whether you were busy. You were. It asks a harder question: **which of the people who hired you is closer to the finish line than they were last Monday, and what did you personally do to get them there?** Fifteen minutes of that once a week will change your year more than any system you could buy.

PART 01 The four holes

Every solo agent falls into these. The reset is how you climb out on a schedule instead of by accident.

1 The one bad transaction

A single difficult file eats eighty percent of your attention and produces one paycheck. Meanwhile four other clients wonder if you've forgotten them. *The hard file feels urgent because it's loud, not because it's the most important thing you own.*

2 Feeling ghosted

Someone goes quiet and you spend the week composing follow-ups in your head, checking to see if they opened it, reading meaning into silence. *That's not work. It's rumination wearing a work costume.*

3 Industry noise

Rule changes, lawsuits, commission debates, agents arguing online. Some of it matters and almost none of it needs your attention this week. *Reading about the industry is not the same as working in it.*

4 Work-shaped comfort

Reorganizing the CRM instead of calling anyone in it. Redesigning a logo. Another training video. Posting something because you felt behind. *All of it produces the feeling of a productive day and none of it moves a client.*

PART 02 The fifteen minutes

Same time every week. Sunday evening or Monday morning — pick one and don't negotiate with yourself about it.

MIN 1-4

Count what actually happened

Not how you felt about the week. Numbers. How many real conversations did you have with people who could hire you or refer you? How many appointments? How many agreements signed? Write the numbers down even when they're embarrassing — especially then.

A week can feel exhausting and still produce a two. That gap is the single most useful thing you'll learn about yourself.

MIN 5-9

Walk every active client

Every person who has actually hired you — under contract, listed, actively looking. For each one, two questions: **what do they need from me next, and when did I last talk to them?** If the answer to the second is "I'm not sure," that's your Monday morning.

The clients who fire you are almost never the ones you failed. They're the ones you went quiet on while you handled someone louder.

MIN 10-12

Name the hole you were in

Look back honestly. What consumed your week that didn't move a single client forward? Say it plainly, without turning it into a character flaw. You're not a bad agent. You had a bad allocation, and the point of noticing is that next week you get to make a different one.

MIN 13-15

Choose three things

Three specific actions for the coming week, each one attached to a name or a number. Not "follow up with people" — *"call the Hendersons about the inspection, get five Top 50 touches done, record one market video."*

Three is the number because three gets done. Ten becomes a list you avoid.

ABOUT THE GHOSTING PROBLEM SPECIFICALLY

Silence is information, not a verdict on you. Decide once: is this person active or not? If they're active, put the next contact on the calendar and stop thinking about them until then. If they're not, move them to your long-rhythm list and stop thinking about them at all. Either way the thinking ends, which is the whole point. Most people who go quiet do eventually transact — usually with whoever stayed calm and stayed in touch.

The honest part

Say these out loud once and they lose most of their power over you.

- **Posting isn't the problem — random posting is.** Visibility on a rhythm builds authority and it compounds. Posting because you feel behind is procrastination with a publish button. One is scheduled work; the other is avoidance.
- **A tidy CRM has never paid anyone.** Organizing is preparation. It only counts once someone in it hears from you.
- **Learning is not doing.** A training you watch instead of making calls is entertainment, however good it is. There's always another one.
- **Being busy is not the same as being booked.** Busy is a feeling. Booked is a calendar with names on it. Only one of those pays.
- **You cannot out-worry a quiet pipeline.** The hours you spend anxious about business are hours you didn't spend creating it — and the anxiety doesn't shorten the wait.

Busy is a feeling. Booked is a calendar.

Find more Get Organized tools at soloagentacademy.com

The Weekly Reset

MIN 1-4 Count what actually happened

Numbers only. No explanations, no excuses, no context.

THIS WEEK	COUNT
Real conversations with people who could hire or refer me	
Appointments held (listing or buyer)	
Agreements signed	
Closings	

MIN 5-9 Every active client

Everyone who has actually hired you. What do they need next, and when did you last speak?

CLIENT	WHAT THEY NEED NEXT	LAST SPOKE

MIN 10-12 Which hole was I in?

Check honestly. Not a character flaw — an allocation you get to change.

- ☐ One difficult transaction took most of my attention.
- ☐ I spent the week thinking about someone who went quiet.
- ☐ Industry news, debate, or drama pulled me in.
- ☐ I did work-shaped things instead of client-moving things.
- ☐ None of these. It was a genuinely good week.

MIN 13-15 Three things next week

Each one attached to a name or a number. Three, because three gets done.

- 1
- 2
- 3

Busy is a feeling. Booked is a calendar.

soloagentacademy.com