

The Daily Priority Guide

What to do first, before the day fills up with everything else. Built on the 13 Edge Actions™ — sorted by what you can actually control today, what belongs on a rhythm, and what you have to earn.

THE PREMISE

You can't do a closing today. You can only do the actions that make one inevitable.

That's why a daily priority list built around outcomes fails. "Get a listing" isn't a task — it's a result, several steps downstream of something you actually control. The Business Flywheel™ only turns in one direction, and the first stage is the only one you can put on a calendar this morning.

Actions →

Conversations →

Appointments →

Agreements →

Closings

PART 01 The 13, sorted for a Monday morning

All thirteen matter. They don't all belong at 8 a.m.

GROUP ONE

Do these today

Direct outreach. Available to you every single day, regardless of what's in your pipeline.

- **Intentional People Conversations** — the foundation. Everything downstream starts here.
- **Authority Email Sent** — personal and strategic, not a bulk drip.
- **Intentional Text Message Sent** — direct, quick, and answered more often than email.
- **Intentional Direct Message Sent** — one-to-one, where people already are.
- **Handwritten Note Sent** — slow, memorable, and almost nobody does it.

Why these come first: they require no permission, no appointment, and nothing to be happening in your market. On your worst day with an empty pipeline, all five are still available — which is exactly why they're the ones that get skipped when you feel behind.

GROUP TWO

Keep these on a rhythm

Visibility work. Scheduled, not spontaneous — and not a substitute for Group One.

- **Authority Video Posted** — market updates and niche authority.
- **Social Post Published** — consistent presence, not volume.
- **Listing Postcard Sent** — targeted, tied to inventory or your niche.
- **Mega Open House Hosted** — a face-to-face event, planned well ahead.

Why these aren't first: visibility compounds and it genuinely matters — but it pays on a delay, and it's the easiest place to hide. If posting happens before your conversations, you're not building authority, you're avoiding the phone.

GROUP THREE

You earn these

Outcomes. They land on your calendar because of Group One, never instead of it.

- **Listing Appointment Conducted** — the step that leads to winning listings.
- **Listing Agreement Signed** — the gateway to a closing and to visible inventory.
- **Buyer Consultation Conducted** — converts a prospect into a committed client.
- **Buyer Agreement Signed** — formalizes the relationship.

Why you can't plan these: you cannot schedule an agreement. You can only schedule the conversation that eventually produces one. When these are thin, the answer is never in Group Three — it's always in Group One, three or four weeks ago.

PART 02 The order of the day

Not a schedule. An order of operations — do them in this sequence, whatever time you start.

FIRST

Your clients under contract

Anyone who has already hired you comes before anyone who hasn't. Check what moved overnight, handle what's due today, and send the update nobody asked for. This is short — usually fifteen minutes — and it's the difference between a client who refers you and one who wonders where you went.

SECOND

The protected block

One uninterrupted stretch for Group One actions — conversations, calls, texts, notes. Same time every day. Phone off the other stuff. **This is the only block on your calendar that directly creates future income,** and it's the one that gets sacrificed first when the day gets loud.

If you protect nothing else, protect this. A year of ninety-minute mornings beats a year of good intentions.

THIRD

Appointments and showings

Whatever you earned — listing appointments, buyer consultations, showings, the open house you planned. These are the payoff of protected blocks you ran weeks ago. Give them your full preparation, then let them take the time they take.

FOURTH

Your rhythm work

The video, the post, the postcard — Group Two, on whatever schedule you set. It has a slot, and the slot is after the conversations, not instead of them.

LAST

Everything else

Paperwork, email cleanup, the CRM, the errands, the reading. Real work, genuinely necessary, and none of it creates a closing. It goes at the end because it will expand to fill whatever room you give it.

KNOW YOUR NUMBER BEFORE YOU START

Every Edge Action™ has a target that scales with your closing goal — a 24-closing year and a 75-closing year need very different daily volume. Run your goal through the 13 Edge Actions™ Momentum Tool to get your weekly number for any single action, then divide it across your week. Guessing at volume is how agents end up either coasting or burning out.

The honest part

Read once. These are the five ways a good day quietly becomes a wasted one.

- **Email is not the protected block.** Opening your inbox first hands your morning to other people's priorities. It will still be there at four o'clock.
- **The loud file isn't the important one.** A difficult transaction will take every hour you offer it. Give it a slot, not your day.
- **Posting before calling is avoidance.** Group Two is real work on a rhythm. Group Two done at 8 a.m. instead of Group One is hiding, and you know it while you're doing it.
- **Showings aren't prospecting.** Being in the car all day feels like a full day. If nobody new heard from you, it wasn't one.
- **A blank Group Three means a blank Group One.** No appointments this month is a report on what you did four weeks ago. The fix is never today's calendar — it's today's conversations.

Every Edge Action™ is a deposit. Closings are the withdrawal.

Find more Get Organized tools at soloagentacademy.com

The Daily Priority Sheet

FIRST Clients who already hired me

What needs to happen for them today, before anything else.

1

2

3

SECOND The protected block

Write the time down. Then mark each Edge Action™ as you complete it.

GROUP ONE — DO THESE TODAY

TALLY

TOTAL

Intentional people conversations

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Authority emails sent

☐ ☐ ☐ ☐ ☐ ☐

Intentional texts sent

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Intentional DMs sent

☐ ☐ ☐ ☐ ☐ ☐

Handwritten notes sent

☐ ☐ ☐ ☐

THIRD Earned today

Appointments, consultations, showings, agreements.

GROUP THREE

COUNT

COUNT

Listing appointments conducted

Buyer consultations conducted

Listing agreements signed

Buyer agreements signed

Showings held

Open house hosted

FOURTH Rhythm work

Only if it was already on the schedule for today.

Authority video posted

Social post published

Listing postcards sent

END OF DAY One honest line

Did the protected block happen? If not, what took it?

You can't do a closing today. You can do the actions that make one inevitable.

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