

WEEKLY CALENDAR — TIME ARCHITECTURE

THE PLAYBOOK SOCIETY — WEEKLY OPERATING CALENDAR					
 THE PLAYBOOK SOCIETY	Pipeline Review & Prospecting	Listing & Buyer Activity	Market Intelligence & Content	Transaction Management & Follow-Up	Prospecting, Planning & Recovery
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Review all active leads. Update CRM. Identify the three most time sensitive opportunities. Execute outbound prospecting.	Listing appointment preparation or Active prospecting.	Market data review. Comparable sales analysis. CMA preparation for upcoming appointments.	Active contract management. Lender, title, and inspector coordination. Client updates.	Final prospecting push for the week.
AFTERNOON	Follow-up calls with warm leads. Email management.	Buyer showings, consultations, or offer preparation.	Marketing activity. Social content. Database communication.	Follow-up with leads who have gone quiet. Re-engagement sequences.	Next week planning. Calendar review. Administrative tasks. Email cleanup.
⚡ NON-NEGOTIABLE: Protected prospecting block every morning Weekly planning session every Friday afternoon					
The agent who starts Monday without a plan is already reacting. The agent who walks in Monday with a designed week is already operating.					
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