



THE DOORLARK

30-Day Lead *Roadmap*

60 to 90 minutes a day, Monday to Friday. One job per day, a checkbox for each, and three numbers to track: conversations, appointments set and notes sent.

Deals can come quickly. A pipeline takes weeks of showing up. This sheet is how you show up.

Week 1: Build the habit

	DAY	THE BLOCK (60-90 MIN)	CONV.	APPTS	NOTES
☐	Day 1 • Mon Sphere calls	5 conversations with people who know you (not past clients). Log each in your CRM with one personal note. "Hey [name], it's [you]. No real estate pitch, I'm calling a handful of people this week to catch up. How's [the thing they told you last time]?" Let them talk. Before you hang up: "Anyone you know thinking about a move this year?..."	Conv. —	Appts —	Notes —
☐	Day 2 • Tue Past-client touches	3 personal touches to past clients: a home-value note, a video, or a handwritten card. Ask for one review if you haven't. Prompt: "Write a 4-sentence text to [past client] who bought [address] in [year]. Mention [one real detail: their kitchen remodel, the dog]. Offer to send what 2 nearby homes sold for this year. No exclamation points, no 'just che..."	Conv. —	Appts —	Notes —
☐	Day 3 • Wed Open house or expired/FSBO follow-up	Call or text every open-house sign-in from the last 30 days who gave consent, or send letters to that week's expireds and FSBOs. "Hi [name], [you] from the open house at [address]. You mentioned [the detail]. Two homes like it hit the market this week, want the links?"	Conv. —	Appts —	Notes —
☐	Day 4 • Thu Content and reviews	Publish one hyperlocal piece (Section 6), ask for 2 Google reviews, reply to every review you got this week. Prompt in Section 6 (hyperlocal post). Review ask in Section 7.	Conv. —	Appts —	Notes —
☐	Day 5 • Fri Pipeline review	Go through every active lead: next step, next date. Anyone with no next step gets one or gets moved to monthly nurture. Book next week's appointments. Prompt: "Here's my lead list with last contact date and notes: [paste]. Sort into: book this week, nurture monthly, close out. For each 'book this week', write one text under 280 characters that references their notes."	Conv. —	Appts —	Notes —

Week 1 totals: Conversations ____ · Appointments set ____ · Notes sent ____ · Reviews asked ____
This is your baseline. There's no "right" number yet.

Week 2: Fill the calendar

	DAY	THE BLOCK (60-90 MIN)	CONV.	APPTS	NOTES
☐	Day 6 • Mon Sphere calls	5 conversations with people who know you (not past clients). Log each in your CRM with one personal note. "Hey [name], it's [you]. No real estate pitch, I'm calling a handful of people this week to catch up. How's [the thing they told you last time]?" Let them talk. Before you hang up: "Anyone you know thinking about a move this year?..."	Conv. —	Appts —	Notes —
☐	Day 7 • Tue Past-client touches	3 personal touches to past clients: a home-value note, a video, or a handwritten card. Ask for one review if you haven't. Prompt: "Write a 4-sentence text to [past client] who bought [address] in [year]. Mention [one real detail: their kitchen remodel, the dog]. Offer to send what 2 nearby homes sold for this year. No exclamation points, no 'just che..."	Conv. —	Appts —	Notes —
☐	Day 8 • Wed Open house or expired/FSBO follow-up	Call or text every open-house sign-in from the last 30 days who gave consent, or send letters to that week's expireds and FSBOs. "Hi [name], [you] from the open house at [address]. You mentioned [the detail]. Two homes like it hit the market this week, want the links?"	Conv. —	Appts —	Notes —
☐	Day 9 • Thu Content and reviews	Publish one hyperlocal piece (Section 6), ask for 2 Google reviews, reply to every review you got this week. Prompt in Section 6 (hyperlocal post). Review ask in Section 7.	Conv. —	Appts —	Notes —
☐	Day 10 • Fri Pipeline review	Go through every active lead: next step, next date. Anyone with no next step gets one or gets moved to monthly nurture. Book next week's appointments. Prompt: "Here's my lead list with last contact date and notes: [paste]. Sort into: book this week, nurture monthly, close out. For each 'book this week', write one text under 280 characters that references their notes."	Conv. —	Appts —	Notes —

Week 2 totals: Conversations ____ · Appointments set ____ · Notes sent ____ · Reviews asked ____
Compare with week 1. Beat your own number, not someone else's.

Week 3: Tighten follow-up

	DAY	THE BLOCK (60-90 MIN)	CONV.	APPTS	NOTES
☐	Day 11 · Mon Sphere calls	5 conversations with people who know you (not past clients). Log each in your CRM with one personal note. "Hey [name], it's [you]. No real estate pitch, I'm calling a handful of people this week to catch up. How's [the thing they told you last time]?" Let them talk. Before you hang up: "Anyone you know thinking about a move this year?..."	Conv. —	Appts —	Notes —
☐	Day 12 · Tue Past-client touches	3 personal touches to past clients: a home-value note, a video, or a handwritten card. Ask for one review if you haven't. Prompt: "Write a 4-sentence text to [past client] who bought [address] in [year]. Mention [one real detail: their kitchen remodel, the dog]. Offer to send what 2 nearby homes sold for this year. No exclamation points, no 'just che..."	Conv. —	Appts —	Notes —
☐	Day 13 · Wed Open house or expired/FSBO follow-up	Call or text every open-house sign-in from the last 30 days who gave consent, or send letters to that week's expireds and FSBOs. "Hi [name], [you] from the open house at [address]. You mentioned [the detail]. Two homes like it hit the market this week, want the links?"	Conv. —	Appts —	Notes —
☐	Day 14 · Thu Content and reviews	Publish one hyperlocal piece (Section 6), ask for 2 Google reviews, reply to every review you got this week. Prompt in Section 6 (hyperlocal post). Review ask in Section 7.	Conv. —	Appts —	Notes —
☐	Day 15 · Fri Pipeline review	Go through every active lead: next step, next date. Anyone with no next step gets one or gets moved to monthly nurture. Book next week's appointments. Prompt: "Here's my lead list with last contact date and notes: [paste]. Sort into: book this week, nurture monthly, close out. For each 'book this week', write one text under 280 characters that references their notes."	Conv. —	Appts —	Notes —

Week 3 totals: Conversations ____ · Appointments set ____ · Notes sent ____ · Reviews asked ____
Compare with week 1. Beat your own number, not someone else's.

Week 4: Review and repeat

	DAY	THE BLOCK (60-90 MIN)	CONV.	APPTS	NOTES
☐	Day 16 • Mon Sphere calls	5 conversations with people who know you (not past clients). Log each in your CRM with one personal note. "Hey [name], it's [you]. No real estate pitch, I'm calling a handful of people this week to catch up. How's [the thing they told you last time]?" Let them talk. Before you hang up: "Anyone you know thinking about a move this year?..."	Conv. —	Appts —	Notes —
☐	Day 17 • Tue Past-client touches	3 personal touches to past clients: a home-value note, a video, or a handwritten card. Ask for one review if you haven't. Prompt: "Write a 4-sentence text to [past client] who bought [address] in [year]. Mention [one real detail: their kitchen remodel, the dog]. Offer to send what 2 nearby homes sold for this year. No exclamation points, no 'just che..."	Conv. —	Appts —	Notes —
☐	Day 18 • Wed Open house or expired/FSBO follow-up	Call or text every open-house sign-in from the last 30 days who gave consent, or send letters to that week's expireds and FSBOs. "Hi [name], [you] from the open house at [address]. You mentioned [the detail]. Two homes like it hit the market this week, want the links?"	Conv. —	Appts —	Notes —
☐	Day 19 • Thu Content and reviews	Publish one hyperlocal piece (Section 6), ask for 2 Google reviews, reply to every review you got this week. Prompt in Section 6 (hyperlocal post). Review ask in Section 7.	Conv. —	Appts —	Notes —
☐	Day 20 • Fri Pipeline review	Go through every active lead: next step, next date. Anyone with no next step gets one or gets moved to monthly nurture. Book next week's appointments. Prompt: "Here's my lead list with last contact date and notes: [paste]. Sort into: book this week, nurture monthly, close out. For each 'book this week', write one text under 280 characters that references their notes."	Conv. —	Appts —	Notes —

Week 4 totals: Conversations ____ · Appointments set ____ · Notes sent ____ · Reviews asked ____
Compare with week 1. Beat your own number, not someone else's.

DAYS 21–30

Days 21–30: keep the block, then review

	DAY	TASK
☐	Day 21	Mon block: sphere calls
☐	Day 22	Tue block: past-client touches
☐	Day 23	Wed block: open house / expired follow-up
☐	Day 24	Thu block: content and reviews
☐	Day 25	Fri block: pipeline review
☐	Day 26	Weekend: one open house, or rest. Rest counts.
☐	Day 27	Rest
☐	Day 28	Run the cost-per-closing math on every paid source (Section 3)
☐	Day 29	Count 30-day totals. Which day produced the most appointments?
☐	Day 30	Plan the next 30 days: keep what worked, double the block that produced appointments.

Before you call or text anyone you don't already know: scrub against the National Do Not Call Registry and your state list, and make sure you have the consent the TCPA requires for texts. Rules vary by state and brokerage.
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