



HOW TO MAKE 6-FIGURES A YEAR IN REAL ESTATE THE \$100K AGENT BLUEPRINT

THE MATH: Let's keep it simple

Target Weekly Income: \$2,000+

- Annual Goal: $\$2,000/\text{week} \times 52 \text{ weeks} = \$104,000/\text{year}$
- Average Commission per Deal: \$6,000
- Deals Needed: 17-18 per year (that's about 1.5 closings/month)

That means you don't need a closing a week, you just need a weekly system that keeps the pipeline full enough to deliver 1-2 closings per month on repeat. Use this system and daily non-negotiables do that. Action creates reaction and these actions lead to closings through consistency.

DAILY INCOME-GENERATING HABITS

1. Prospect for 90 Minutes

Block off time (ideally 9:00-10:30 AM) for pure lead gen:

- 30 mins: warm lead follow-ups
- 30 mins: cold outbound (text, email, DM)
- 30 mins: database reactivation (past clients, stale leads)

AI Prompt Pro-Tip:

"Write 5 text message follow-ups to re-engage old buyer leads who ghosted me in the last 60 days. Use a helpful, casual tone."

2. Prospecting Power Hour (60 Minutes)

- 30 mins of new outbound: DMs, texts, calls (Focus: local homeowners + past leads)
- 30 mins of warm follow-up (people in pipeline)

AI Prompt:

"Write 5 short text messages I can send to past leads to re-engage them and ask if real estate is still on their radar."

3. Social Media that Sells (30 Minutes)

Don't scroll. Make Posts 3-5x /Day

- Post: Market tip, story, behind-the-scenes, client success, reel, poll, or CTA.
- DM: Anyone who engages. Ask questions, offer help, start convos.

AI Prompt:

"Give me 3 Instagram Reel ideas that local homeowners in Las Vegas would engage with. Make them short, hooky, and real-estate relevant."

4. Nurture Your Database (15 Minutes)

Send a value-add message to 5 people in your sphere:

- Market update
- Tip for homeowners
- Story of someone who made a move
- Invite to a local event

Message Idea:

"Rates have dropped slightly. I just helped a couple sell and upgrade without losing equity. Want to see if you could do the same?"

5. Skill Up or System Up (15 Minutes)

Pick one:

- Watch a short training (listing consults, buyer scripts, objection handling)
- Organize 1 system (email template, checklist, video DM)

BUILD THE \$100K TOOLBOX (Optional Resources to Support You)

Choose what you'd like to use, these are just some examples and of what you need

- FollowUpBoss (CRM)
- Canva (Content)
- CapCut or Reels app (Video editing)
- Mojo Dialer / RedX / Homebot / LoLo (Lead tools)
- AI (ChatGPT) – Prompts, Scripting, Content Planning

STRATEGY CHART

Phase	Daily Tie-In
Attract	Social posts, lead magnets, DM convos, community engagement
Capture	CRM forms, polls, CTAs, lead magnets
Nurture	Weekly emails, value texts, check-ins, social touches
Convert	Scripts, objection handling, consultations
Deliver & Wow	Listing/buyer presentations, pro-level follow-through, repeatable systems
Refer	Ask for referrals post-close, video testimonials, client events

DAILY NON- NEGOTIABLES

Time	Activity	What to Do	Example/Pro Tip
8:00 AM	Mindset Reset	Read, journal, or walk—start clear-headed	“The Compound Effect” or “10x Is Easier Than 2x”
9:00 AM	Prospect Power Hour	Text, DM, call 10 people daily (from CRM or Sphere)	Use: “Hey [Name], quick Q—are you still in the same home you were in 2020?”
10:00 AM	Content Creation	Post 1 value-packed story or post (use AI for help)	🧠 Prompt: “Give me 5 hooks for a Realtor talking about why now is still a smart time to sell.”
11:00 AM	Follow-Up Flow	Respond to leads, past clients, and reengage convos	Use ChatGPT to rewrite your scripts in your brand voice
1:00 PM	Business Building	Improve your systems, practice scripts, set appointments	Use A-Z Sales Process to roleplay or audit your buyer flow