



THE 7-DAY SPHERE SPRINT

TURN YOUR SPHERE OF INFLUENCE INTO A PIPELINE OF OPPORTUNITY IN JUST ONE WEEK

The 7-Day Sphere Sprint is a tactical plan to reignite trust, restart conversations, and reactivate business inside your existing database. This isn't about spammy mass texts or generic newsletters. It's about real connection, smart segmentation, and providing value that makes people think: "I need to work with them."

You'll leave this sprint with:

- A re-engaged database primed for referrals & repeat business
- Real conversations, not just vanity metrics
- A clear system to keep your sphere warm month after month

Ready to finish strong? Let's sprint.

DAY 1: Segment Your Sphere

Not all contacts are created equal. Know who you're talking to so your messaging can actually land and resonate.

How To:

- Break your database into 3 buckets:
 - a. Champions: Raving fans, referral givers, past clients
 - b. Connectors: Friends, family, acquaintances
 - c. Cold/Unresponsive: Haven't talked to you in 6+ months

Next Step: Create a spreadsheet or tag in your CRM to sort these groups. You'll market to them differently this week.

DAY 2: Reconnect With Champions

Your past clients and fans are the most likely to refer business. But they need a little nudge.

How To:

- Record a short personal video: "Hey [Name], thinking about you! Hope the family is great. If you know anyone buying or selling, I'd be honored to help."
- Text or DM it directly (no mass send).

AI Prompt:

Act as a real estate agent. Write a warm 3-line text to a past client checking in, offering help, and reminding them you're available for referrals.

DAY 3: Send a Value Bomb Email

Send a short email or BombBomb video to your full list:

"The average homeowner has gained [X]% in equity over the last 3 years. Want a quick, personalized check-in on what your home's worth now?"

Most homeowners have no idea how much wealth they're sitting on—and no one is talking to them about it. This outreach helps you become their go-to resource for market clarity and financial strategy.

How To:

- Pick ONE niche resource:
 - Free home valuation
 - Local market update
 - "5 Home Projects That Add the Most Value" PDF
- Use a strong subject line (e.g. "Your Home Value Might Surprise You")
- CTA: Book a call, reply to email, or click to download

AI Prompt:

Create an email that offers a free home equity update. Use a friendly, helpful tone. Include a strong call to action to reply or click.

DAY 4: Create a Referral Hook Post

Your followers won't refer you if they don't know who you serve.

How To:

- Post on Instagram/Facebook:
 - "This week, I'm helping 3 families relocate to Las Vegas. If you know someone moving soon, I'd love to help them too."
 - Add image of happy clients or behind-the-scenes work
- Use local hashtags and tag a few people who might engage

AI Prompt:

Write a social post that creates referral awareness without sounding desperate. Include who you help and how.

DAY 5: Launch a Poll or Quiz

Low-bar engagement tools build connection and drive DMs.

How To:

- Instagram/Facebook Story ideas:
 - "Would you move if the rate dropped below 5%?" (Yes/No)
 - "Guess the median home price in your zip code."
- Capture responses and follow up with DMs to continue the convo

Pro Tip: Offer to send a custom market update or resource based on their answer.

AI Prompt:

"Act as a real estate marketing expert. Write 3 high-engagement Instagram Story Poll questions designed to spark replies from homeowners and potential sellers who've been in their house for 3+ years. Include one playful and one curiosity-driven version."

Example Output:

- "Are you still in the same home you were in 3 years ago? 🏡 Yes / Nope, Moved!"
- "Still in your 'starter home' or did you upgrade? 🏠 Starter / Upgraded"
- "If your home had a 'Zillow profile,' would it be 🔥 or 🤖?"

DAY 6: Client Story or "Before/After" Post

Share a quick story (text or video) about a client who bought, sold, or refinanced recently.

Focus on the transformation:

"She was scared to sell because she thought she'd lose her rate. But she used the equity to buy her dream home AND came out ahead."

Storytelling sells. It shows what's possible for others in your audience, especially in a market where people are unsure if they should make a move. You're providing both inspiration and proof.

Bonus: End with a call to action: "Wondering what a move could look like for you? Let's chat."

AI Prompt:

"Act like a real estate copywriter. Write a short Instagram caption (under 200 words) for a success story about a client who was hesitant to sell but ended up using their equity to buy their dream home. Make it inspiring, with a CTA at the end."

DAY 7: Open Loop Message

Text your 20 most engaged people from the week:

"Hey [First Name], I've got something you'll want to see. What's the best email for you?"

This Creates intrigue, Builds your email list, And gives you permission to share a value piece or listing, positioning you as the expert with access.

AI Prompt:

"Write a short, curiosity-based SMS I can send to 20 of my most engaged contacts from this week to capture their best email and build my list for a future market update or offer."

Momentum is a choice. And the truth is, your next 3 deals are already in your phone.