

WEST + MAIN



Summer Break Challenge

1 - ACCOUNTABILITY PARTNER:

2 - Nurture + Connect

- Complete a **100 Touch Challenge**
- Update or Create your West + Main Home **Magazine list** for the Fall/Winter 2022 Issue
- Add at least **10 people** to your Mailchimp Audience + CRM
- Write **5 Reviews** for businesses/professionals you have personally used/loved
- Attend 1** Professional Networking Event

3 - Simplify + Streamline

- Create **10 Email Templates** to Streamline Your Client Communication
- Flip your Inbox: **Unsubscribe** from at least 5 E-Newsletters that don't deliver value
- Bookmark** Company Resources
(westandmaintoolbox.com, learnatwestandmain.com,
westandmainmarketing.com + westandmainlistings.com)
- Add Blocks/**Save the Dates** in your calendar including **West + Main University, Weekly Company Updates/Property Tours, First Fridays, etc**
- Try a New **Timeblocking** Strategy or Recommit to Yours

4 - Learn + Stay on Top

- Subscribe to at least **3 industry podcasts**
- Sign up for at least **5 industry newsletters**
- Save at least **5 NEW auto property searches** for yourself
- Read at least **2 Business Books**
- Complete the **Fairhaven Challenge**
- Attend 1 Class** Outside West + Main

5 - Know the Stats + Inventory

- Attend a **Market Update**
- Attend a **Property Tour**
- Preview at least 1 **New Home Development** + post info/photos in #newbuildguide channel
- Show or Preview at least **20 properties**
- Pull **Stats for a Neighborhood** via Info Sparks

6 - Work + Habits

- Complete a **Perfect Week Sheet** + Trade with your Accountability Partner
- Ask at least **5 People for Testimonials**
- Deliver at least **5 CMAs/Property Reviews**
- Send at least **20 Handwritten Cards**
- Deliver at least **10 Pop-By Gifts**
- Host at least **1 Open House**
- Work at least **1 Floor Shift**
- Visit an **A-Team Meeting** or Attend Yours
- Send** the creative team your **best pic** of a W+M event, office or swag

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Summer Break Challenge

Mailchimp

Reviews

Networking Event

Email Templates

Unsubscribe

Podcasts

Industry Newsletters

New Saved Searches

Business Books

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Summer Break Challenge

Property Addresses

Handwritten Cards

Testimonials

Pop-by's

CMAs

Open House

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100 TOUCH CHALLENGE

- | | | |
|-----------|-----------|-----------|
| 1. _____ | 18. _____ | 35. _____ |
| 2. _____ | 19. _____ | 36. _____ |
| 3. _____ | 20. _____ | 37. _____ |
| 4. _____ | 21. _____ | 38. _____ |
| 5. _____ | 22. _____ | 39. _____ |
| 6. _____ | 23. _____ | 40. _____ |
| 7. _____ | 24. _____ | 41. _____ |
| 8. _____ | 25. _____ | 42. _____ |
| 9. _____ | 26. _____ | 43. _____ |
| 10. _____ | 27. _____ | 44. _____ |
| 11. _____ | 28. _____ | 45. _____ |
| 12. _____ | 29. _____ | 46. _____ |
| 13. _____ | 30. _____ | 47. _____ |
| 14. _____ | 31. _____ | 48. _____ |
| 15. _____ | 32. _____ | 49. _____ |
| 16. _____ | 33. _____ | 50. _____ |
| 17. _____ | 34. _____ | |

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100 TOUCH CHALLENGE

- | | | |
|-----------|-----------|------------|
| 51. _____ | 68. _____ | 85. _____ |
| 52. _____ | 69. _____ | 86. _____ |
| 53. _____ | 70. _____ | 87. _____ |
| 54. _____ | 71. _____ | 88. _____ |
| 55. _____ | 72. _____ | 89. _____ |
| 56. _____ | 73. _____ | 90. _____ |
| 57. _____ | 74. _____ | 91. _____ |
| 58. _____ | 75. _____ | 92. _____ |
| 59. _____ | 76. _____ | 93. _____ |
| 60. _____ | 77. _____ | 94. _____ |
| 61. _____ | 78. _____ | 95. _____ |
| 62. _____ | 79. _____ | 96. _____ |
| 63. _____ | 80. _____ | 97. _____ |
| 64. _____ | 81. _____ | 98. _____ |
| 65. _____ | 82. _____ | 99. _____ |
| 66. _____ | 83. _____ | 100. _____ |
| 67. _____ | 84. _____ | |