



Daily Focus Planner Whitepaper

Working in real estate has some great advantages. Unlimited income and flexible hours are a couple of them. Being your own boss is another. It's not just real estate that allows that either. Any business or job you can work from home has these benefits.

They also have some challenges.

No guarantee of income and flexible hours. Having a jerk for a boss (you), no paid vacation, no paid holidays, just to name a few.

Just like there is no ceiling on your income, there is no floor. No one tells you this before you get into business and how you spend your time usually determines the difference between no ceiling and no floor. Not having a boss can be liberating but can also be fearful. I think the most frightening word in the English language is 'Freedom'. If you don't impose some structure into your day, no one else will either.

This is how to focus on what you **ought to be doing** during those flexible hours. It will help you plan your day and get those things done that need to be done.

I have been a student of flexible hours for over 25 years. 14 of those have been in real estate and I've owned my own business before that so I have a lot of experience to share. I want to help if you're in that position just starting out or you've been doing it a while with limited results.

This **Daily Focus Schedule** is made up of 9 parts. It's simple to use and all fits on one page. It can be filled out in 5 minutes and those might be the best 5 minutes of your day. I grab one of these sheets every day I work and I fill it out. It is a compilation of several things I have learned over the years and it keeps me on track.




Here is a sample filled out and a description below of each section and how to use them.

Daily Focus Schedule

Today's Date **12/13/2020**

Prime Directive / Stretch Goal

60 incoming referrals in the next 12 weeks / Build my passive income stream by 25% in the coming year

<div data-bbox="289 581 782 802"> <p>Today's Goal One - 42 minutes focused <input checked="" type="checkbox"/> </p> <p>Sent out at least 20 handwritten note cards</p> <hr/> <p>Rest / Reward - 18 minutes break</p> </div>	<div data-bbox="812 588 1256 724"> <p>If I could live today over again I'd ...</p> <p><input type="checkbox"/> Pay close attention to what I eat - be healthy</p> <p><input type="checkbox"/> Exercise at least 30 min today - go for a walk</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> </div>
<div data-bbox="289 831 782 1052"> <p>Today's Goal Two - 42 minutes focused <input type="checkbox"/> </p> <p>Lunch with Don McLean</p> <hr/> <p>Rest / Reward - 18 Minutes break</p> </div>	<div data-bbox="812 745 1256 892"> <p>Things I get to enjoy today!</p> <p><input type="checkbox"/> Date night with Susan tonight</p> <p><input type="checkbox"/> Dancing with the Stars Finale</p> <p><input type="checkbox"/> Next episode of The Walking Dead</p> <p><input type="checkbox"/> _____</p> </div>
<div data-bbox="289 1081 782 1302"> <p>Today's Goal Three - 42 minutes focused <input type="checkbox"/> </p> <p>Clean out my desk and bookshelves</p> <p>Clear the decks for the new year!</p> <hr/> <p>Rest / Reward - 18 minutes break</p> </div>	<div data-bbox="812 913 1256 1060"> <p>Appointments</p> <p>11:30 / Lunch with Don</p> <p>3:30 / Closing on Horse With No Name Ranch</p> <p>____ / _____</p> <p>____ / _____</p> </div>
<div data-bbox="289 1331 782 1551"> <p>What did you learn today and Describe an Ideal Tomorrow. Be Specific!</p> <p>Even stars have trouble writing songs</p> <hr/> <p>Need to spend tomorrow working on business plan for</p> </div>	<div data-bbox="812 1081 1256 1302"> <p>Things to do inside my goals</p> <p><input type="checkbox"/> Review all my listings and update sellers</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> </div>
<div data-bbox="289 1564 782 1669"> <p>Notes and follow up items</p> <p>Get a book for Don that helps with writing new song lyrics</p> <hr/> </div>	<div data-bbox="812 1323 1256 1543"> <p>Devils Vortex</p> <p><input type="checkbox"/> Rake the leaves</p> <p><input type="checkbox"/> Get the oil changed in the El Camino</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> <p><input type="checkbox"/> _____</p> </div>

What is the 1 Thing you can do so that everything else is easier or unnecessary?

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The nine areas are:

Prime Directive or Stretch Goal – You need to know why you're working. You can have a 'big why' and for years I struggled to identify mine. I made vision boards, listed stuff I wanted to buy or do or go see but nothing worked until I understood my 'big why' was a 'who'. Susan is my big why. She's my wife and we've been married 38 years and counting. I'm hoping for another 38+ years. I don't write her name down in this space however because I understand I need intermediate goals. My big why right now is to get more referrals than ever before and to build my passive income. I know what that means to me and that is all that is important for this step. You need to figure out what your Big Why is or your stretch goal so you know why you're doing this stuff when it gets hard.

Today's Goals – 3 things. Just 3. If you write more than that down I would suggest you are never going to get them done. Some days I only have one thing that HAS to get done and it fills up all 3 slots. Write out your daily goals and ideally they feed into your Big Why. Notice they have a battery symbols next to them. This represents your energy level as you do these things. You need to do the most important thing first, when you have the most energy.

Energy and will power are exactly like a cell phone battery.

The later in the day you go the less you have to invest in those things that are important. You'll also notice there is a time limit. 42 minutes to work and 18 minutes to relax and refresh. It's an hour and if you can manage 3 of those hours in a day I promise it will be more done in one day than most folks get done in a whole week.

Focus time means **no email, text messages, etc.** No Facebook or Twitter. Put your phone in the other room and focus for 42 minutes at a time. When you get it done then you can check it off for a little positive feedback.

What did you learn today / Your Ideal Tomorrow – Reflection on your day just finished helps you figure out what you learned. We all make mistakes and we all succeed at things during the day. It's a shame to waste them by not learning from them. Write out one thing you learned and maybe transfer that to a journal. It's a great resource.

If you don't know what the ideal day looks like you'll never have one. This is a mind model of your ideal day. Be specific. It will set your mind on the things you need to get done and make you more aware of the day going off track. Fill this out at the end of the day when energy is low. Reflect on what you learned and note what has to get done tomorrow and then put it away. Go home and be present with your family. Tomorrow has enough trouble of its own. Don't bring it into today.

If I could Live Today Over – This is a little mind game. Pretend you are at the end of the day but do it before you begin. This idea comes from a quote we find from Viktor Frankl.

“So live as if you were living already for the second time and as if you had acted the first time as wrongly as you are about to act now!”— Viktor E. Frankl, Man's Search for Meaning.

Designing our day this way gives a second chance to do it right before you do it wrong. Try it. It really does work.

Things I get to enjoy today – This can keep you from procrastinating. We procrastinate because we think we don't get to do the things we enjoy if all we do is work. At the end of the day or even during the work day, do your “get to do things” you enjoy so you don't feel trapped. It will improve your focus for the important tasks you need to get done.

Appointments – We all have them but usually there are only a few. Write them down so you know how they fit into your day. Make sure that meeting you're scheduled to attend it in fact feeding into your goals for the day AND your Big Why. I can tell you there are many meetings you are not needed at and it might be wise to say 'no' to some of them that don't fit into your schedule.

Things to do Inside my Goals – These are things you need to do to move your goals forward. They are not necessarily inside your big 3 for the day but they are something that needs to be done or delegated. This is a good place to remind you of what needs to be done. Try to keep it to a single task and not a project (a collection of tasks) so you can get them done and check them off.

Devil's Vortex – These need to be done but don't fit in your goals. You should figure out a way to delegate these if you can. Good examples are things like 'pick up the dry cleaning' or 'cut the grass'. They have to get done but the question is 'do you have to do them?'. I suggest you write them down just to get them out of your head because your brain can't really distinguish between important and urgent so this helps keep it from reminding you of things at the wrong time.

Notes and Follow Up items – Think about tomorrow and these can be seeds for your journal.

That's it. I said it's simple and you can fill it out in about 15 minutes. It can completely transform your day and help you get more done than ever before. You'll know you're working on the most important things for the entire day or if you choose to not do them at least you'll know what you are giving up for that day.

I'm here to help and I want to share the lessons I've learned with you and help you get more done in the days you choose to work.

I'd love to hear from you so feel free to email or call me.

Thanks for listening,
Jerry Robertson
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