



TYLER MILLER

LEADING YOU HOME

"BE THE OBVIOUS CHOICE"
CHECKLIST

Words To Live By

Organize Your Leads In Our CRM &
Understand All Pipeline Plans

HOUR OF POWER EVERY. WORK. DAY.
(LIVE in your CRM)

Proactive. Not Reactive...

Social Media IS Your Listing/Buyer Presentation

Look Good - Feel Good
(Invest In Some Team Gear & Update Wardrobe Twice A Year)

CELEBRATE WHEN YOU HIT A GOAL!

HARD WORK
BEATS TALENT.


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ARE YOU
INTERESTED OR
COMMITTED?

A Good Place To Start

Secure 2 Referring Loan Officer Partners

-Meet With 2/Week Until You Receive A Lead-

Meet With 3 Other Local Businesses A Month

-Feature them via Social Media Video-

-Ask How You Can Help THEIR Business-

100% CAUGHT UP IN OUR CRM DAILY!

Join Something (Gym, BNI, Community Center, Etc.)

VIP Pipeline (12 Max)

2 Private Social Interactions A Year

Opinion Leader Pipeline (5 Max)

1 Private Social Interactions A Year

Complete "Build Your Database" - Add To CRM

HARD WORK
BEATS TALENT.


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ARE YOU
INTERESTED OR
COMMITTED?

If It's Not In Your Schedule... ...It Does Not Exist

Time Block Like A Dentist

Required 1 Day Off A Week

Required 1 Weekend Off Per Month

2 Weekly Evenings For Appointments or Office Work

Host 1 Fun Event Per Month (Ex: Guy/Girl Night)

Conduct 4 Workshops A Year

Minimum Of 2 Open House Weekends A Month
(Best Conversion Ratio: 1 of 8)

Annual Plan To Run (Ex: Rapid CMAs)

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ARE YOU
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Become The Digital Mayor

Minimum Of 5 Social Media VIDEOS Per Week

-Be Sure To Mix It Up Between Fun, Personal, Social Proof & Educational-

-Facebook & Instagram (Use Stories Too)-

Minimum Of 5 Social Media Posts Per Week

-Ex: Upcoming Listings, Funny GIFs, Family, Questions/Polls, Etc.-

-Facebook & Instagram (Use Stories Too)-

Create Weekly Video Series With Fun/Memorable Title

Invite Your Sphere To "Like" Our Business Page

Message Your Sphere On FB Twice A Year

Message 3 New People On FB Per Week

HARD WORK
BEATS TALENT.


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ARE YOU
INTERESTED OR
COMMITTED?

Self-Development Is Key

Subscribe To Tom Ferry's YouTube Channel

Set Up WEEKLY Role Play With Team
-What's The Scenario You Are Struggling With-

Complete Tyler Miller Team University

Meet With Tyler Once A Month For 1-On-1

Attend All Team Training Sessions (EX: CMAs)

HARD WORK
BEATS TALENT.


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ARE YOU
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COMMITTED?

Some Next Level Shit

Drop-By Visits (Clients/Partners)

Handwritten Notes

Develop Small Business Promotions

Home Spotter APP Blast To Sphere

Go To ALL Events/Parties/Weddings You're Invited To

Door Knock 10x10x20 For Your Open

Post In Neighborhood/Rental/Garage Sale Groups

Don't Be Cheap - Treat Yo' Clients (And Yo' Self)

Scroll Social Media For 30 Minutes Per Day

-COMMENT & ASK QUESTIONS. Don't Just "Like"-

-Congratulate ALL friends/family on LinkedIn (work anniversaries, new job, etc.)-

-TEXT or CALL all your friends/family on their birthdays. If you don't have their number, leave a HBD meme/GIF on their FB wall so you stand out from the crowd-

HARD WORK
BEATS TALENT.


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ARE YOU
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Team Work Makes The Dream Work

Weekly Videos Campaign To Database

Boosted Ads For All Listings/Sales/Etc.

Monthly Email Campaign To Database

Monthly Direct Mail Campaign To Database

4 Happy Hours A Year

1-2 Client Events Per Year

Sponsorship Opportunities (Ex: Golf, Neighborhood)

Marketing Assistant At Your Disposal

Fun Team Videos To Database (Ex: The Office)

Letters Sent Out To Neighborhood For All Opens

TONS Of Auto Follow-Up Done By CRM

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