

Playbook vs. mud on the wall.

We drove to Utah and didn't guess once. The Tesla had the whole trip mapped: every stop, every charge, already planned. We just showed up at each one.

Most agents run their business the opposite way. New idea every week. Throw it at the wall, see what sticks. Then wonder why nothing compounds.

A playbook isn't exciting. It just works. You know where you're going and where to stop.

Here is how to build your own trip plan. One page, four steps. It takes about twenty minutes to fill in.

1 **Pick the destination**

One goal for the next 90 days. One number you can check. If you can't say it in a sentence, it isn't a destination yet.

2 **Map the stops**

The few things you do every week, on the same days, no matter what. These are the stops. If they happen, you're on the route.

3 Plan the charges

Every trip has charging stops. In your business that's what keeps you going: a protected time block, a check-in with someone, a Friday review. Put them on the calendar the same way you'd put in a showing.

4 Park the shiny ideas

A new idea doesn't get to change the route mid-trip. Write it on a list. Look at the list at your review. Run it only if it gets you to the destination faster.

Your trip plan

Fill this in and put it where you'll see it every morning.

My destination (next 90 days)

My weekly stops (what happens, which days)

1.

2.

3.

My charges (what keeps me going)

Weekly review (day and time)
