

YOUR FIRST 30 DAYS HIT THE FLOOR RUNNING

Every legend you've ever heard of; every top performer, every name etched into the record books, they all started in the same place you are right now: Day One. Nobody starts at the top. Every champion begins as a student of the game, learning, falling, adjusting, and rising stronger every single day. This is your first step on the road to legendary, and what you do over these next 30 days will set the tone for the rest of your career.

John Maxwell said it best: "You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine." These next 30 days are your routine, your system, your opportunity to build habits that create momentum. Follow the plan, stay focused, and execute daily. Because success doesn't respond to emotion; it responds to execution.

Every day you'll get a little sharper, a little more confident, a little more unstoppable. As you put in the work, your confidence compounds, your skill multiplies, and your momentum becomes a machine that's impossible to slow down. Remember the Law of Process, "Leadership develops daily, not in a day." The same applies to sales mastery. It's not one deal that defines you; it's the discipline to show up every day with focus and faith that builds your legacy.

There will be challenges, moments when you're tired, uncertain, or frustrated. That's when leaders are forged. That's when your faith and commitment matter most. Louie Herron says, "Struggles don't happen to you, they happen for you." Every obstacle you face is shaping you into the person capable of carrying your future success.

So lean into the process. Believe that the habits you build now will become the foundation of your empire. When you stay consistent, your results begin to chase you. When you execute daily, you stop being ordinary — you become extraordinary. When you stay committed, you move from average... to good... to great... to LEGENDARY.

Because once you get that momentum going, you become a force of nature, too focused to be distracted, too hungry to be stopped, and too disciplined to fail. Every day from here on out, remind yourself: this is not just a job. It's your calling. It's your stage. It's your time.

"Don't wait for everything to be perfect before you decide to move forward, leaders move first." — John Maxwell

This is your Day One. And when you look back months from now, you'll remember this moment as the one where everything began. Now, take a deep breath, lock in, and let's start your journey to legendary.

Leads Needed:

- 1 Lot-Up a day (Min. 15 in a month)
 - At 50% closing, that will get you **7 UNITS**
- 1 Phone-Up every other day (Min. 10 in a month)
 - At 25% closing, that will get you **2-3 UNITS**
- 2 Internet leads a day (Min. of 50 in a month)
 - At 10% closing, that will get you **5 UNITS**
- 1 Service Lead a Day (Min. of 15 in a month)
 - At 5% closing, that will get you **1 UNIT**
- **Every Pre-Owned Vehicle on Facebook Marketplace (NO EXCUSES - NO EXCEPTIONS!)**
 - This will get you generating opportunities like crazy no matter what market you are in
 - At 5% closing, that will get you **3-5 UNITS**
- 25 Orphan Owner Calls Daily - NO EXCUSES!
 - At a 5% appointment rate, that will get you:
 - **1 APPOINTMENT A DAY EXTRA!!!**
- **LEAVE 3 BUSINESS CARDS WITH EVERYONE YOU MEET AT DEALERSHIP AND IN TOWN!!!**
 - **100 A WEEK GET PASSED OUT!!!**

Power Hour - Time Management Tips

- Set time blocks in your daily schedule that unless you have an appointment that won't schedule in your normal appointment spot, this gets done
 - When do you do Personal Development
 - Show up 1 hour before dealership opens and do your Marketplace vehicles, "Deals of the Day", and "Stories" posts (Social Media Done!!!)
 - Service Drive the Moment the Open (Be the Greeter!!!)
 - When is it slowest to sit down and Follow-Up
 - What hours see the most traffic on the Lot
 - 8:30 - 9:30 (Early ready to buy)
 - 3:30 - 5:30 (Getting off work and ready to buy)
 - After Close (Wanting to look and no sales rep out there)
 - What time are people likely to answer the phone
 - 6pm - 8pm perfect time for those Prospecting calls