BrokerOPS AI

30 Days to a Smarter Growth System

Daily Outreach Worksheet · by Amber Pember, BrokerOPS AI™

My plan (copy it from brokeropsai.com/day)

Goal by July 1, 2027	Sales needed	Clients to sign	Appointments to set	Conversations a week	Reach each day
$					

Where my number goes each day

Split by where your people are. Move them between channels; the total is what matters.

Direct: calls, texts, voice notes	One-to-one emails	LinkedIn: connects, DMs	Facebook: groups, DMs	Instagram: replies, DMs
45% =	25% =	15% =	10% =	5% =

The rule

A touch only counts when it is a real attempt to reach someone who could buy, sell or refer.
Calling your mom is lovely; it is not a touchpoint (unless she is selling).
Reach is the input. Real conversations and appointments are the output. More real conversations lead to more sales.

30 days. One box a day. Fill it in before you close the laptop.

Day 1 date _____ Reached Real convos Appts set Closest to yes	**Day 2** date _____ Reached Real convos Appts set Closest to yes	**Day 3** date _____ Reached Real convos Appts set Closest to yes	**Day 4** date _____ Reached Real convos Appts set Closest to yes	**Day 5** date _____ Reached Real convos Appts set Closest to yes
Day 6 date _____ Reached Real convos Appts set Closest to yes	**Day 7** date _____ Reached Real convos Appts set Closest to yes	**Day 8** date _____ Reached Real convos Appts set Closest to yes	**Day 9** date _____ Reached Real convos Appts set Closest to yes	**Day 10** date _____ Reached Real convos Appts set Closest to yes
Day 11 date _____ Reached Real convos Appts set Closest to yes	**Day 12** date _____ Reached Real convos Appts set Closest to yes	**Day 13** date _____ Reached Real convos Appts set Closest to yes	**Day 14** date _____ Reached Real convos Appts set Closest to yes	**Day 15** date _____ Reached Real convos Appts set Closest to yes
Day 16 date _____ Reached Real convos Appts set Closest to yes	**Day 17** date _____ Reached Real convos Appts set Closest to yes	**Day 18** date _____ Reached Real convos Appts set Closest to yes	**Day 19** date _____ Reached Real convos Appts set Closest to yes	**Day 20** date _____ Reached Real convos Appts set Closest to yes
Day 21 date _____ Reached Real convos Appts set Closest to yes	**Day 22** date _____ Reached Real convos Appts set Closest to yes	**Day 23** date _____ Reached Real convos Appts set Closest to yes	**Day 24** date _____ Reached Real convos Appts set Closest to yes	**Day 25** date _____ Reached Real convos Appts set Closest to yes
Day 26 date _____ Reached Real convos Appts set Closest to yes	**Day 27** date _____ Reached Real convos Appts set Closest to yes	**Day 28** date _____ Reached Real convos Appts set Closest to yes	**Day 29** date _____ Reached Real convos Appts set Closest to yes	**Day 30** date _____ Reached Real convos Appts set Closest to yes

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Weekly Review · five minutes every Friday

Add up the week. Your own rates replace the defaults the moment this fills in.

Week	Reached	Real conversations	Appointments	Signed	Reach → convo %	Convo → appt %	What worked / what I change
Wk 1							
Wk 2							
Wk 3							
Wk 4							
Wk 5							
Total							

How the defaults were set (so you know what to beat)

Homes	8% of outreach → conversation · 6% of conversations → appointment · 45% sign · 65% close · ~3 months
Commercial property	5% · 5% · 20% · 40% · about 10 months to close
Businesses	8% · 10% · 25% · 33% · about 9 months to close
A product or service	8% · 6% · 45% · 65% · about 1 month to close

The plan multiplies the first two rates by 1.6 when you mix your sphere with marketing (ads, content, referrals), and by 2 when most of your people already know you.

End of 30 days

My real reach → conversation rate: _____ % My conversation → appointment rate: _____ %

Signed this month: _____ Sales closed or scheduled: _____ Closest to yes right now: _____

The one thing I will stop doing by hand next month: _____

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