

GEOGRAPHIC FARMING 2.0

7-DAY ACTION PLAN

Turn the workshop into momentum. In seven days, you will identify your best farm, analyze it, build your first 12-month plan, and decide exactly what happens next.

THE GOAL: Do not build the whole machine this week. Build enough momentum that your farm is no longer just an idea.

DAY 1 - PICK 2-3 POSSIBLE FARMS

Choose neighborhoods or geographic areas that are realistic for you to serve consistently.

- | | |
|---|---|
| 1 | Write down 2-3 candidate farms. |
| 2 | Confirm rough boundaries and approximate number of homes. |
| 3 | Ask yourself: Do I have a connection to this area? Can I show up here consistently? |

Deliverable: Your short list of 2-3 farms.

David's note: Do not overthink this step. You are not choosing the winner yet.

DAY 2 - PULL THE DATA

Use MLS, RPR, public/property records where appropriate, and your local knowledge to gather the inputs for the Farm Analyzer.

- | | |
|----|---|
| 1 | Total homes |
| 2 | Annual sales |
| 3 | Average sale price |
| 4 | Average DOM |
| 5 | Owner occupancy |
| 6 | Ownership length |
| 7 | Top listing agent market share |
| 8 | Top 3 agents combined market share |
| 9 | Property consistency |
| 10 | Existing contacts / personal connection |

Deliverable: Enough reliable data to analyze each candidate farm.

David's note: Do not ask AI to invent missing market data. Gather the facts first.

DAY 3 - RUN THE FARM ANALYZER

Enter each candidate farm into the Geographic Farming 2.0 Farm Analyzer.

1	Review turnover.
2	Review commission opportunity.
3	Review competition and dominant-agent presence.
4	Review ownership and occupancy patterns.
5	Review farm size and manageability.
6	Use the AI analysis prompt for each farm.

Deliverable: A Farm Opportunity Score and recommendation for each candidate.

David's note: The score is decision support, not gospel. Your judgment still matters.

DAY 4 - CHOOSE ONE FARM

Compare the results and pick the strongest realistic opportunity.

1	Which farm has enough annual opportunity?
2	Which farm appears least dominated?
3	Which farm can you afford to market consistently?
4	Which farm fits your strengths and local knowledge?
5	Which farm are you actually willing to show up in for the next 12+ months?

Deliverable: One primary farm.

David's note: A good farm you consistently work beats a perfect farm you never execute.

DAY 5 - BUILD THE 12-MONTH CALENDAR

Open the 12-Month Farming Calendar and create your first realistic annual plan.

1	Choose one monthly theme.
2	Use the five channels: Mail, Digital, Personal, Community, CRM / Follow-Up.
3	Add seasonal opportunities.
4	Set an annual budget.
5	Use AI to create the first draft, then simplify it.

Deliverable: A working 12-month calendar.

David's note: If the plan looks exhausting on paper, it will be worse in real life. Simplify.

DAY 6 - PLAN YOUR FIRST 30 DAYS

Turn Month 1 into actual tasks with dates.

1	Choose the first mail or homeowner education piece.
2	Choose one digital / video topic.
3	Choose one personal outreach activity.
4	Choose one community or local-business touch if appropriate.
5	Set up the first CRM tags and follow-up tasks.

Deliverable: A first-month launch plan with specific dates.

David's note: Do not wait until every future month is perfect. Start Month 1.

DAY 7 - PUT IT ON THE CALENDAR + START

Move the plan out of the workbook and into your real schedule.

1	Block the first 30 days of activities on your calendar.
2	Set recurring monthly farm-planning time.
3	Create your first piece of content or outreach.
4	Schedule your first personal-contact block.
5	Decide how you will review results every 90 days.

Deliverable: Your first farming activity is scheduled or completed.

David's note: Momentum starts when something is actually on the calendar.

YOUR 7-DAY CHECKLIST

Day	Action	Done
1	Pick 2-3 Possible Farms	■
2	Pull The Data	■
3	Run The Farm Analyzer	■
4	Choose One Farm	■
5	Build The 12-Month Calendar	■
6	Plan Your First 30 Days	■
7	Put It On The Calendar + Start	■

BEFORE YOU LEAVE THE WORKSHOP

My first action:	_____
I will complete it by:	_____
My first candidate farm:	_____
The person who can hold me accountable:	_____

QUICK-START AI PROMPT

You are helping me launch a new real estate geographic farm.

MY FARM:

Neighborhood: [NAME]

City: [CITY]

Total homes: [COUNT]

Average sale price: [PRICE]

Annual sales: [COUNT]

Farm Opportunity Score: [SCORE]

Annual budget: [BUDGET]

Time available each month: [HOURS]

My strengths: [STRENGTHS]

Build my first 30 days.

Give me:

1. The single most important homeowner message for Month 1
2. One mail activity
3. One digital / video activity
4. One personal outreach activity
5. One community or local-business activity
6. One CRM setup task
7. The exact order I should do them
8. A simple weekly schedule
9. What NOT to do yet

Keep the plan realistic for one agent. Prioritize momentum over complexity.

DON'T TRY TO BUILD THE WHOLE FARM IN A WEEK.

Choose it. Analyze it. Plan it. Start.

The purpose of these seven days is to move from 'I should probably start farming' to an actual neighborhood, an actual plan, and an actual first action.