QUICK REFERENCE

The Title Week

In lacrosse I got five days to prepare for one game. In title, game day is every day. Somebody is at your closing table Monday through Friday, so the preparation has to live inside the same week you are already closing in. It only works if it is on the calendar.

MON	**Film**	Review last week's files, closings, and conversations. What went sideways, and was it us or them? Put one correction on the calendar and in the CRM.
TUE	**Fix**	Fix the process, not just the file. Retrain on the step that broke. Tighten templates, checklists, and handoffs.
WED	**Scout**	Do the homework before the meeting. Know the agent, the lender, the firm, and what they care about. Decide what you are asking for.
THU	**Rehearse**	Run one scenario from your matrix sheet with your team. Anticipate objections. Plan for the problem file before it becomes one.
FRI	**Confirm**	Confirm next week's closings, figures, and signers. Make sure everyone knows their role. Spend real time with your team.

UNDERNEATH ALL FIVE DAYS

Closings. Every day. Block thirty minutes for prep before the day starts.

THE WEIGHT ROOM

Train your brain

Nobody watches you lift, but by March everyone can see who did. In this business your weight room is what you read: business news before the day starts, the trades and market reports, articles on rates, title, and law, and research on a company before you ever call it.

YOUR CRM

Your film library

You are only as good as your follow up, and your follow up is only as good as your CRM. Log meeting notes the same day, every event and who you saw, the next step with a date, and every promise you made. Check it daily.

If you were out for two weeks, could your team pick up every relationship?

WORKSHEET

Build Your Playbook

Next to each day, write the one thing you will own. One line per day. If you cannot name it, that day is not being used.

MONDAY **Film** *What am I reviewing, and who reviews it with me?*

TUESDAY **Fix** *What one process am I fixing this week?*

WEDNESDAY **Scout** *Who am I meeting, and what do I need to know first?*

THURSDAY **Rehearse** *What scenario am I walking my team through?*

FRIDAY **Confirm** *Who on my team needs my time?*

MY THIRTY MINUTES ARE BLOCKED AT _____

WHAT I AM READING THIS MONTH _____

WORKSHEET

Your Matrix Sheet

We built one every week: every scenario we could think of, good and bad, written down and practiced before the game. You will never list everything. The point is that when it happens, nobody is thinking it through for the first time.

When It Goes Wrong

e.g. wrong figures the morning of closing, late lien, missed wire, wire fraud attempt

SCENARIO	WHO OWNS IT	FIRST THREE MOVES

When It Goes Right

e.g. two referrals in one week, a new lender wants everything, volume spikes

SCENARIO	WHO OWNS IT	FIRST THREE MOVES

If you are not ready for it, it knocks you flat. If you rehearsed it, it is just the next play.