

THE DAILY PLAYBOOK

# Win the Morning, Win the Day.

The schedule I run. Train hard, lead-gen consistently, hit appointments, and still show up for my family. Steal it. Rip it apart. Make it yours.

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AUTHOR

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## WHY THIS WORKS

# Most agents don't have a lead-gen problem. They have an **energy** problem.

By 9am they're drained from a chaotic morning, and they push lead-gen to "later," which becomes never. Win the morning by stacking the things that fuel you (movement, mindset, family) **before** the world starts pulling at you. By the time prospecting hour hits, you're already four hours into a winning day.

## THE SCHEDULE

# Block by block.

4:00 — 4:30 AM

## Mindset Work

**WHAT?!? Did he say 4 AM?**

**YES.** If you are a parent. If you are not, you can push this back slightly. There is a reason we are up first.

Journal. Read. Get your head right before anyone else needs anything from you. **This is the only 30 minutes of the day that's purely yours.** Protect it like it's billable time.

**No screens.** Screens cause anxiety, blow you full of blue light, and pull your brain into everyone else's emergencies before yours. **Let your brain be human first.** Pen on paper, page in a book, breath in your lungs. The phone can wait.

4:30 — 5:00 AM

## Physical Fuel

Eat. Hydrate. You're about to put 90 minutes of work in, and your body needs the input. Coffee is fine, but it isn't food.

5:00 — 6:30 AM

## Put in the Work

90 minutes of physical training. Weekly split: **3 strength sessions** (at least 3 structured exercises each), **3 run days, 1 active recovery day**. The work isn't optional. The work is the brand.

### HERE'S WHAT MY 90 MINUTES USUALLY LOOKS LIKE

**30 min** Walk or jog + warm-up stretching

**45 min** Lifting

**15 min** Cool-down stretching

Need a plan that fits where you actually are? Book a call and we'll talk it through. I started this journey at over 300 lbs. No matter where you're at, there is movement you can do.

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6:30 — 8:00 AM

## Get Ready + Invest in Your Family

Shower, dressed, ready. **If you are a parent, invest in your kids now.** Breakfast together. Drop-off conversations. School pep-talks.

For many of you, this time and dinner time are your only weekday windows with them. **Use it.** Your business will be here later. Your kids will grow up and move out.

8:00 — 8:30 AM

## Plan + Prep Lead Gen

Set your calendar for the day. Pull your call list. Have your scripts and CRM open. **You don't start lead gen at 8:30. You start it at 8:00 by being ready.**

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8:30 — 11:00 AM · THE BLOCK THAT BUILDS YOUR BUSINESS

## Protect & Execute Lead Generation

The 2.5 hour block that builds your business. **No exceptions, no excuses, no "I'll do it later."** Calls, prospecting, follow-up. This is when the real money gets made, and it only gets made if the block stays sacred.

11:00 AM — 12:00 PM

## Refuel

Lunch. Real food. Step away from the screen. You've earned it and your afternoon needs it.

**Walk if you can.** If you don't have a walking pad during your lead gen block, take this hour to move. 30 minutes outside resets your nervous system before appointments.

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12:00 — 3:00 PM

## Hit Appointments

Listings. Buyer consults. Showings. Closings. The morning lead gen feeds this block. That's the whole point.

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3:00 — 4:00 PM

## Follow Up and Wrap Up Your Day

Close the loop on the day. Connect with your admin. Log what you did and what's still open. Put out your open house signs. Tomorrow's first hour starts here, not at 8:00 AM.

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## 4:00 PM ONWARD

### Be a Person

Soak up time with your family. Refuel your spirit. Ride. Play music. Whatever fills you back up. **The day's work is done. Being a person is the actual point.**

Remember, your body needs rest. **Your you-time started in the morning.**

I know some of you want to put your workout here. **Don't.** Science tells us that willpower wanes throughout the day. Your sofa is going to look really comfortable at night. **Successful agents win the MORNING.** You get your endorphins from your workout in the morning, not from a guilt-ridden 8pm session you mostly skip.

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## 9:00 PM

### Rest

Your body needs sleep. If you're winning the morning and up at 4, you need to be in bed (or reading in bed with no screen) by 9.

**7 hours is non-negotiable.** I know, you do fine with 4. I hear it all the time. Give your body 90 days of 7 hours, then let's talk.

You can shift this time if you're not getting up at 4. But get at least 7 hours.

## THE FIVE RULES

# Five rules that hold the schedule together.

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### **The morning is non-negotiable.**

Skip the workout for one client emergency and you've taught yourself the workout is optional. It isn't.

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2

### **Lead gen is a daily appointment, not a daily option.**

8:30 to 11 every weekday. The block doesn't move for "I'm not feeling it."

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3

### **Stop confusing being busy with being productive.**

If your day looks frantic, your morning didn't have a plan. Fix the morning.

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4

### **Don't trade family time for work time.**

The 6:30 to 8 and 4 PM-on blocks are why you're doing this. If they keep getting eaten, the rest of the schedule is broken.

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### **Every block has a purpose. Every block has a stop.**

When the timer ends, you move. Discipline is what gives the day its shape.

NEXT STEP

# Run this in your own business.

## Want help running this in your own business?

I coach real estate agents on how to actually live this, not just save the screenshot. Free 30-min call, no pitch.

[Book a free 30-min call](#)

[calendly.com/jeremiah-roop/30min](https://calendly.com/jeremiah-roop/30min)

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