

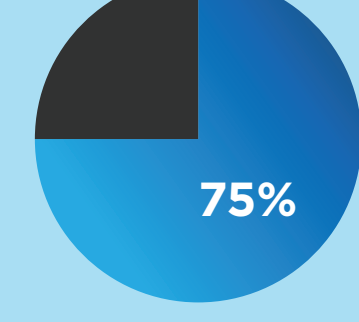
# REST & PLAY CAN PAY

HOW TO PUT THE REST-RUN CYCLE TO WORK FOR YOU

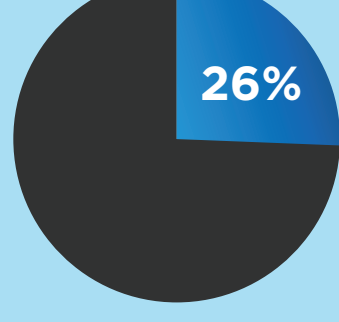


## ALL OUT ALL THE TIME = BURNOUT

We're not built to work at a peak state all the time. When we try to, we go against our natural design, which requires periods of rest and recovery.



75% of working professionals have taken a "mental health day" to cope with stress.



26% of working professionals say they're "very burnt out" by work.



## WHY DON'T WE DOWNTIME?



Many real estate professionals "fear" that scheduling downtime will be seen as a lack of commitment and/or cause them to lose business.

F = FALSE  
E = EVIDENCE  
A = APPEARING  
R = REAL

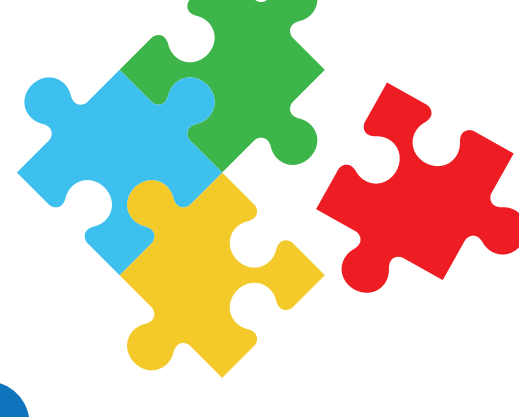
## THE "EBB" IS ESSENTIAL



**1 Boost your brain power.**  
The brain uses "rest" time to store short-term memories and process information.



**2 Fully recharge your body.**  
Rest is critical for recharging your energy and physically restoring your body.



**3 Solve problems quickly and more creatively.**  
Taking a break allows you to look at challenges with "fresh eyes."

You can achieve more and do it in less time. You can increase your performance by increasing your rest. You can make more by working less.

—BRIAN BUFFINI

## THE REST-RUN CYCLE

With the three Blitz productivity sprints, we're familiar with the "run" part of the cycle. However, by making time for rest, we gain the focus and energy to go farther and faster.

**Blitz: Launch Your Year**  
January - March

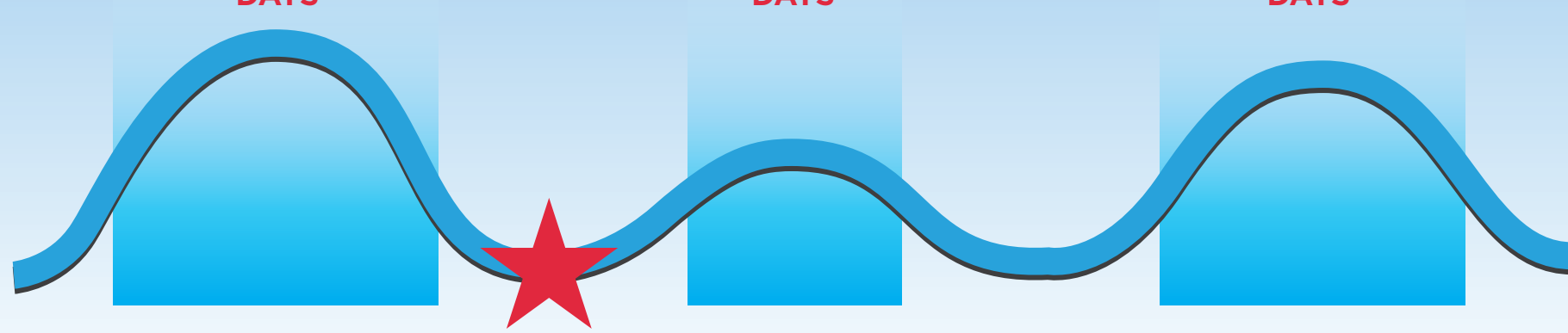
**75 DAYS**

**Blitz: Summertime Surge**  
June - July

**45 DAYS**

**Blitz: Finish The Year**  
October - December

**60 DAYS**



### WHAT TO DO



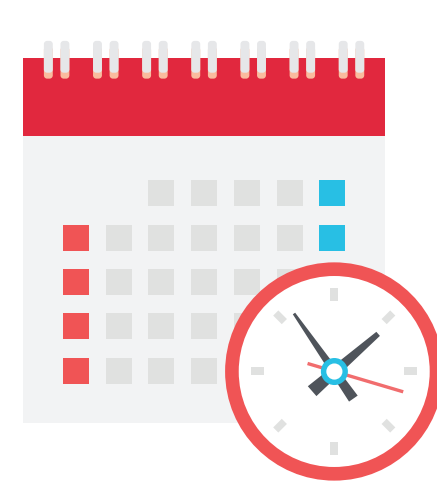
**DO**

**Keep one oar in the water.**  
DON'T stop all of your lead-generating activities



**DO**

**Engage in active recovery.**  
Focus on closing the transactions you generated during the Blitz and check in with all the leads you generated.



**DO**

**Schedule each day,** including downtime. Plan a vacation, a long weekend or a day off. Schedule your work days to ensure nothing falls through the cracks.

### WHAT NOT TO DO



**DON'T**

**Stop doing your daily proactive lead generation.**  
Calls, notes and Pop-Bys are still important.



**DON'T**

**Stop working completely.**  
On the days you plan to work, show up 100%.



**DON'T**

**Work each day on a whim.**  
When you don't have a plan, you'll spend more time focused on emergencies and drama instead of productive activities.

Taking care of yourself is taking care of business.

—BRIAN BUFFINI