

AFFIRMATION

My plan is a one year, month-to-month plan designed to achieve a financial goal of \$_____.

My plan is specific both in the amount and the type of activities I'll need to accomplish each month, each quarter of this year. I will monitor myself every 30 days to make sure that I'm on target and will alter activities that are not working for me.

My plan is designed to create growth for me both financially and mentally so as a result I've chose _____ as my mentor.

By signing this document, I am committing my efforts and energies toward the commission of this plan.

Date

Business Planning System

The business planning system program is designed around the following three principals:

1. Ensuring you have set goals and identifying the reasons and payoff of reaching your goals.
2. Providing you with a game-plan to achieve your goals
3. Holding you accountable to both the goals, which you have set for yourself, and sticking to the plan, we will help you develop to reach those goals.

YOUR NUMBER OF DAILY NEW CONTACTS SHOULD EQUAL THE NUMBER OF DEALS YOU WOULD LIKE TO CLOSE FOR A ONE-YEAR PERIOD.

If you would like to close 25 deals per year, you will need to go on a minimum of 5-6 qualified appointments per week in order to reach your goals.

30 DAY WORK PLAN

Week One

1. Establish your daily, weekly, yearly production goals
 - a. Identify what your goals are.
 - i. Be as detailed as possible
 - ii. Put your goals in writing
 - b. Identify the payoff of reaching your goals
 - c. What price will you have to pay to reach your goals
 - d. Are you willing to pay that price and why?
 - e. How committed are you to reaching your goals?

2. Create your "Perfect Day" schedule and follow it each day.
 - a. The perfect day schedule should include all the activities necessary to reach your goals.
 - b. You must be able to follow 50% to 75% of your perfect day schedule on a daily basis.
 - c. If you are not sticking to this schedule, you need to figure out why and make adjustments.
 - d. Top Producers follow a strict schedule
 - e. Your perfect day must be created to incorporate your goals and work habits
 - f. Activities to include in your perfect day are:
 - i. Affirmations
 - ii. Reviewing goals
 - iii. Prospecting
 - iv. Lead follow up
 - v. Appointment times
 - vi. Evaluation time
 - vii. Contract negotiation
 - viii. Administration
 - ix. Previewing
 - x. Problem time
 - xi. Distractions
 - xii. Off time
 - xiii. Returning phone calls
 - xiv. Planning
 - xv. Transaction Management
 - g. 80% of your day should be spent prospecting, following up on leads, going on appointments, evaluating property, negotiating contracts or previewing property.
 - h. If you not spending 80% of your time in these area you are not doing your job.
 - i. Review your prospecting scripts at least 30 min per day – 5 days a week

3. Contact 20 people by phone or door per day. 100 contacts per week
4. Contact 5 FSBO per day 25 per week
5. Fax to 214-292-8862 your weekly production sheet outline
 - a. Warm Calls made
 - b. Cold Calls made
 - c. FSBO's called
 - d. Appointments set
 - e. Appointments you went on
 - f. Evaluations done
 - g. Contracts Written
 - h. Deals Assigned
 - i. Deals closed
6. Take and enjoy 2 days off per week

WEEK 2

1. Review your production goals
2. Review your "Perfect Day" or "Perfect Week" schedule and make any necessary adjustments. Follow it each day.
3. Practice your scripts for 30 min per day for 5 days
4. Contact any seller you did not reach last week and ask for an appointment
5. Contact 20 people by phone or door per day. 100 contacts per week
6. Contact 5 FSBO per day 25 per week
7. Fax to 214-292-8862 your weekly production sheet outline
 - a. Warm Calls made
 - b. Cold Calls made
 - c. FSBO's called
 - d. Appointments set
 - e. Appointments you went on
 - f. Evaluations done
 - g. Contracts Written
 - h. Deals Assigned
 - i. Deals closed
8. Take and enjoy 2 days off per week

WEEK THREE

1. Review your production goals
2. Review your "Perfect Day" or "Perfect Week" schedule and make any necessary adjustments. Follow it each day.
3. Practice your scripts for 30 min per day for 5 days
4. Contact any seller you did not reach last 2 weeks and ask for an appointment
5. Contact 20 people by phone or door per day. 100 contacts per week
6. Contact 5 FSBO per day 25 per week
7. Fax to 214-292-8862 your weekly production sheet outline
 - a. Warm Calls made
 - b. Cold Calls made
 - c. FSBO's called
 - d. Appointments set
 - e. Appointments you went on
 - f. Evaluations done
 - g. Contracts Written
 - h. Deals Assigned
 - i. Deals closed
8. Take and enjoy 2 days off per week

WEEK 4 **NO MATTER WHAT IT TAKES YOU ARE TO GO ON 2**
APPOINTMENTS THIS WEEK

1. Review your production goals
2. Review your "Perfect Day" or "Perfect Week" schedule and make any necessary adjustments. Follow it each day.
3. Practice your scripts for 30 min per day for 5 days
4. Contact any seller you did not reach last 3 weeks and ask for an appointment
5. Contact 20 people by phone or door per day. 100 contacts per week
6. Contact 5 FSBO per day 25 per week
7. Fax to 214-292-8862 your weekly production sheet outline
 - j. Warm Calls made
 - k. Cold Calls made
 - l. FSBO's called
 - m. Appointments set
 - n. Appointments you went on
 - o. Evaluations done
 - p. Contracts Written
 - q. Deals Assigned
 - r. Deals closed
8. Take and enjoy 2 days off per week

PROSPECTING SCHEDULE

Block out a minimum of 2 hours per day as a prospecting appointment

Remember this is an appointment just like any other appointment

Be on time for this appointment everyday

Call all of your leads everyday until you get in touch with someone

Always stay focused on the goals that you have set

Follow your daily schedule

Evaluate your production daily

Complete the Just do it NOW form daily