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# FOUNDATION FOR BUSINESS – TRAINING AND COACHING DAY I

**Business Plan Development – The Four Models (Source: Millionaire Real Estate Agent)**

1. Economic – relationship between activities and the income produced. LEAD WITH REVENUE.
2. Lead Generation - how you will gain business and ultimately market share. MOST IMPORTANT MODEL FOR A NEW AGENT.
3. Marketing Strategy Development – support of your prospecting and branding for name recognition. PLAY RED LIGHT/GREEN LIGHT.
4. Organizational – leverage. HIRE CAPACITY TALENT. First hire = COACH; Second HIRE = Executive Administrative Assistant.

**Exercise:**

1. **How much money do I want to earn this year (report card)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **What is or will be my TOP source for LEADS? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **HOW much will I be spending on Advertising/Branding (percentage of Income is ok) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **If I needed ONE person this year to help me or one position to add, WHO/WHAT would it be? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**



**The Perfect Realtor® Schedule**

**5:30 Rise in Gratitude**

**6:30 Breakfast and Exercise**

**7:00 Shower and Affirmations**

**8:00 In Office – ROLE PLAY - working**

**9:00 Lead Generation X to Y by?**

**10:00 Lead Generation**

**11:00 Lead Generation**

**11:00 Admin; emails; phone calls and enter Contacts into Database**

**12:00 Lunch**

**1:00 Follow-Up\*\*\* (80%+ business comes from following up)**

**2:00 Listing Appointments (if none, do CMAs/PREP, if none, do an OPEN HOUSE or PREVIEW PROP)**

**3:00 Same**

**4:30 Back in Office – Admin, emails; phone calls and enter notes on properties from Preview**

**5:00 Prepare Phone Numbers/Plan for the following Day Lead Generation**

**6:00 Leave to go Home** *Light Dinner and in bed by 9:30 p.m.*