

# Business Plan Summary

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yearly Personal Expenses: \_\_\_\_\_

Yearly Business Expenses: \_\_\_\_\_

Income Last 365 Days : \_\_\_\_\_

Income Goal For Next 365 Days: \_\_\_\_\_

## Sphere Of Influence

***Exercise***

How many people can you get address's for? = \_\_\_\_\_ (people that know you)

On average people will move every 7 Years so divide by 7 = \_\_\_\_\_ (potential # of deals)

Multiply the amount by your projected average commission = \$\_\_\_\_\_ (min potential income)

<u>Source</u>	<u># Deals L/Y</u>	<u>\$ Made Last</u>	<u># Proj This Year</u>	<u>\$Com Goal This Year</u>
Friends/Family	_____	\$ _____	_____	\$ _____
Past Client	_____	\$ _____	_____	\$ _____
Referral	_____	\$ _____	_____	\$ _____
<u>Total</u>	_____	\$ _____	_____	\$ _____

<u>System</u>	<u>#Units L/Y</u>	<u>\$ Spent L/Y</u>	<u># Proj T/Y</u>	<u>Proj Bud T/Y</u>
Newsletters	_____	\$ _____	_____	\$ _____
Pop By's	_____	\$ _____	_____	\$ _____
Calls Made	_____	\$ _____	_____	\$ _____
Note Cards	_____	\$ _____	_____	\$ _____
Calendars	_____	\$ _____	_____	\$ _____
Events	_____	\$ _____	_____	\$ _____
Birthday Cards	_____	\$ _____	_____	\$ _____
Email Touches	_____	\$ _____	_____	\$ _____
_____	_____	\$ _____	_____	\$ _____
_____	_____	\$ _____	_____	\$ _____
<u>Total</u>	_____	\$ _____	_____	\$ _____

**Action Plan**

**Goal Date**

_____	_____
_____	_____
_____	_____
_____	_____

## Paid Advertising

<u>Source</u>	<u>Spent L/Y</u>	<u>\$ Made L/Y</u>	<u>Budget T/Y</u>	<u>\$ Project T/Y</u>
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>Total</b>	\$ _____	\$ _____	\$ _____	\$ _____

<u>Action Plan</u>	<u>Goal Date</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### Some Paid Advertising Suggestions

- |                       |                         |                       |
|-----------------------|-------------------------|-----------------------|
| Newspaper Advertising | Google Pay Per Click    | Farm Flyer Program    |
| Real Estate News      | Facebook Pay Per Click  | Just List/Sold Flyers |
| Homes and Land        | Twitter Pay Per Click   | Yellow Pages/411      |
| Bench Advertising     | Linked-In Pay Per Click | Calendars/Magnets     |
| Bus Advertising       | Newsletter Program      | Networking Groups     |
| Television/Rogers     | Radio                   | Sponsoring            |

# Prospecting

<b>Source</b>	<b># LastYear</b>	<b># Weekly</b>	<b>\$ Made</b>	<b># This Year</b>	<b>#Weekly Goal</b>	<b>\$ ComGoal</b>
Door Knocking	_____	_____	\$ _____	_____	_____	\$ _____
Cold Calling	_____	_____	\$ _____	_____	_____	\$ _____
Open Houses	_____	_____	\$ _____	_____	_____	\$ _____
Network Group	_____	_____	\$ _____	_____	_____	\$ _____
Trade Shows	_____	_____	\$ _____	_____	_____	\$ _____
_____	_____	_____	\$ _____	_____	_____	\$ _____
_____	_____	_____	\$ _____	_____	_____	\$ _____
_____	_____	_____	\$ _____	_____	_____	\$ _____
<b>Total</b>	_____	_____	\$ _____	_____	_____	\$ _____

## **Prospecting Door Knock Worksheet**

Income Goal From Prospecting = \$ \_\_\_\_\_

Divide this by your average Commission = \_\_\_\_\_ (this is amount of transactions you will need)

Divide By Listing Presentation Success 33% = \_\_\_\_\_ (This will be how many presentations you will need)

Divide by Average Success of a Lead 10% = \_\_\_\_\_ (This is how many contacts you will need Make)

Divide by # of Weeks you will work per year i.e. (44 is average) = \_\_\_\_\_ (# Contact Leads you need to make per week)

Divide By 2% (industry success rate) = \_\_\_\_\_ (How Many Doors to Knock on per week)

*You now know how many doors to plan to knock on per week for your Business Plan!*

### **Action Plan**

### **Goal Date**

_____	_____
_____	_____
_____	_____
_____	_____