

ONE PAGE BUSINESS PLAN

\$500,000

WILDLY IMPORTANT GOAL (WIG)

BOOK OF BUSINESS

Goal # of Advocates - 40
 Goal # of Mavens - 60
 Goal # of Acquaintances - 150

BUSINESS TO BUSINESS

Goal # in Business to Business Network - 20

Business Development

Professional Development

Business Systems for Time Management

THREE KEY AREAS OF FOCUS

AREA ONE

AREA TWO

AREA THREE

1. Establish Business to Business campaign for local Attorneys 2/1 deadline

1. Read a book a month that is non-fiction and personal or business development in nature - 1/1 deadline

1. Systematize my Private Client Program for my book of business- 2/1 deadline

2. Do Open Houses weekly 2/1 deadline

2. Find two conferences that I can attend this year and register for them - 3/1 deadline

2. Implement a CRM for all record keeping - 3/1 deadline

3. Establish a new geographic farm on the westside- 3/1 deadline

3. Hire a coach and have a consistent time to connect with them - 3/1 deadline

3. Systematize my marketing plans for listings - 4/1 deadline

4. Get Zillow leads up and running - 6/1 deadline

4. Get an accountability partner that I can meet with weekly - 4/1 deadline

4. Start using a TC for transaction management - 4/1 deadline

5. Set up and maintain social media campaigns for Facebook, LinkedIn, Twitter and Instagram. - 9/1 deadline

5. Establish and maintain a 5 day a week gym schedule - 2/1 deadline

5. Set aside 2 hours a day for business development- 2/1 deadline

MARKETING CAMPAIGNS

1. 1000 household farm in Westside postal carrier route.
 a. Mail every week until 2nd listing taken.
 b. Mail every 10 days until 5th listing taken
 c. Mail 2x a month thereafter
 d. Door knock every house 2x a year

2. Grow Book of Business to 250

3. Grow Business to Business Network to 20

a. Focus on Financial Planners
 b. Focus on Probate Attorneys
 c. Focus on Trust Attorneys
 d. Focus on Talent Agents

4. Work Open Houses over \$5 million in LA

5. Implement PCG Program
 a. Mail monthly
 b. 3 Events Annually
 c. Set up benefits program
 d. Call every quarter

6. Zillow Leads

FIVE OBJECTIVES AND TARGET DATES