

Your 8-Step Business Plan

Introduction:

This Outline and the accompanying handouts have been developed to enable you (as the name implies) to create a simple, but yet effective, 8-Step Business Plan for the coming year. These Coaching Sessions on Business Planning will give you the basic fundamentals you'll need for navigating the year ahead. Remember, you aren't just "in" business, you "are a business," and failing to plan is planning to fail!

Step 1:

Purchase a 1 ½ - inch, 3-ring binder, and a package of Avery page dividers (to divide the binder into 8 sections). Label the 8-sections as follows:

1. **Goals** – This section will contain all of your Business Goals for the coming year. In addition to Production Goals, you should include "other" goals like hiring assistants, acquiring designations, purchasing/upgrading equipment, etc.
2. **Operating Budget** – This section will contain a "snapshot" of your proposed Business Budget for the upcoming year.
3. **Cash Flow Worksheet** – In this Section, you'll "follow the cash" through your plan, based on your production goal and your operating budget, ultimately arriving at a Net Income Figure.
4. **Previous Year Stats/Sources of Business** – Here, we're going to compile our stats from the previous year, with the most important one being "sources of business."
5. **Lead Generation Plan** - As the name implies, you'll develop your overall

game plan for generating and converting the leads you'll need to reach your production goal.

6. **Data Base/Sphere of Influence** – Here, you will place a report of all the people in your Sphere of Influence, categorized by the probability of sending you a referral.
7. **Team Building** – Here we lay out who we'd like to bring on the Team in the coming year.
8. **2017 Lead Pipeline** – Per our last 3 Coaching Sessions, we want to (ideally) have 40%-50% of the Leads we'll need toward our Goal in place by mid-January.

Step 2:

- **Complete Sections 1 – “Business Goals”**
 - Quick Review of The Research
 - The Goldie Locks Zone
 - The BIG 3 of The World Class
 - It's How our Brains Work
 - It's a Business, and as such, it's “all about” what we keep
 - Personal Development – too often overlooked

Step 3:

- **Complete Sections 2 & 3 – “Operating Budget” & “Cash Flow Worksheet”**
 - Cost of Sales versus Expenses
 - The 2 Biggest Expenses in a Real Estate Practice
 - Lead Generation – Cost versus Return
 - How the Cash “flows”
 - The “hidden” costs

- **Functionally Broke!**
- **A word about Bank Accounts and Financial Software**

Step 4:

- **Complete Section 4 – “Previous Year Stats / Sources of Business”**
 - **Where your Business Comes from**
 - **Other Key Stats**
 - **Knowing your Key Numbers**

Step 5:

- **Complete Section 5 – “Lead Generation Plan”**
 - **Quantify and Interpolate**
 - **Bridge the gap from the previous year**
 - **Three Pillars of Lead Generation**
 - **Proquest in The Mix – Refer to Section 1 on Goals**
 - **As it relates to The Operating Budget – changing horses**
 - **It’s chop wood and carry water – consistency**
 - **Lead Generation is only half of the equation**
 - **Systems, Systems, and Systems**
 - **A word about non-relationship business**
 - **The Goose that lays the Golden Eggs**

Step 6:

- **Complete Section 6 – “Database”**
 - **It’s Alive!**
 - **Junkyard, Graveyard, or Palace.**
 - **It’s where The Goose Lives**
 - **Adding, Deleting, and Maintaining**

- **Contact Management and Step 5 – Care and Feeding of The Goose!**

Step 7:

- **Complete Section 7 – “Team Building”**
 - **Your most valuable asset**
 - **Hiring your first Assistant – When am I ready?**
 - **Just like me – NOT!!!!**
 - **Team Agents – A blessing or a Curse?**
 - **Am I responsible for all of it?**
 - **A third, a third and a third.**
 - **The DISC and Values Assessments**
 - **Hire Slowly/Fire Quickly**
 - **Be careful – Employee or Independent Contractor?**
 - **Be careful how you pay them!**

Step 8:

- **Complete Section 8 – “2018 Pipeline”**
 - **Refer to your last 3 Coaching Sessions**
 - **The 70% Formula**
 - **The January 15th Rule of Thumb**
 - **Don’t Hibernate**
 - **Valentine’s Day – Ready, Set, Go!**

Conclusion:

- **It’s not one and done!**
- **Monthly/Quarterly Reviews!**
- **Stick with the map!**
- **A Career-long skill set.**