“2024 - Creating My Best Year Ever”



My “*What? Why? & How?”*

Business Plan for 2024

My 2024 Business Plan

Here’s Your No-Fail GPS...

**Part #1**. What? - My 2023 Targets

**Part #2**. Why? - What’s My Motivation?

**Part #3**. How? – 4 Critical Action Steps to Make It Happen.

**Part #4**. A VERY Important Reminder

***Part #1. What? - My 2024 Targets***

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2023 ACTUAL  RESULTS | 2024 PLAN | NEW MONTHLY AVERAGE |
| LISTING APPOINTMENTS |  |  |  |
| LISTINGS TAKEN |  |  |  |
| LISTINGS SOLD |  |  |  |
| BUYER SALES |  |  |  |
| # CLOSES |  |  |  |
| $$$ INCOME |  |  |  |

***Part #2. Why? – What’s My Motivation?***



My Personal Goals

*(write out a minimum of 6 items you are committed to achieving. Include the date to be accomplished if possible)*

a) Personal Items

*(example: my health, partner/spouse relationship, items for me, things I want to acquire, self-help, personal growth, etc.)*

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b) Family & Social Priorities   
*(example: time spent with family, vacation ideas, connecting with others, social activities, helping others, community involvement, clubs, etc.)*

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

c) Financial Considerations   
*(example: education funds for children, housing, paying off debt, investments, charities, personal savings, rental properties, etc.)*

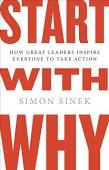
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

d) Other if needed   
*(example: church, community, spiritual, group contributions, etc.)*

7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Book recommendation: “*Start With Why*” – Simon Sinek 

Let’s Take Stock – Where Are We So Far?

Part #1. What do I want? - My 2024 Targets

Part #2. Why do I want it? - What’s My Motivation?



NEXT...HOW TO GET IT? HOW DO I MAKE IT HAPPEN?

***Part #3. How? Here Are 4 Critical Action Steps to Make It Happen.***

Action Step #1. Review My Strengths

Evaluate My Top 3 Strengths – what went well in 2023 that I want to carry over into 2024? What do I want to keep doing?

*(Examples: regular prospecting, strong listing presentation, BRA signed early, asking for referrals, handling rejection, weekly planning, lead follow-up, etc.)*

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Action Step #2. Getting to the NEXT LEVEL – what’s next for me?



My “Getting to the Next Level” List

Choose 3 most important items I want to improve on? What skills or systems do I need to enhance?

Be brutally honest here – CIRCLE 3 items from this list that you need to start improving right away...

My Next Level List for 2024 - Areas for Improvement

* *need more leads & better leads*
* *“Winging it” - what to say & how to say it*
* *better time management & not being consistent*
* *staying motivated*
* *poor past client & data base follow-up*
* *not asking for referrals*
* *lack of confidence*
* *not using repeatable systems*
* *stronger presentation skills*
* *handling objections*
* *closing for the signature*

Remember to CIRCLE 3 items for you to “*Get Started Working on Right Away”*



Action Step #3. Have Your Priorities Run Your Day

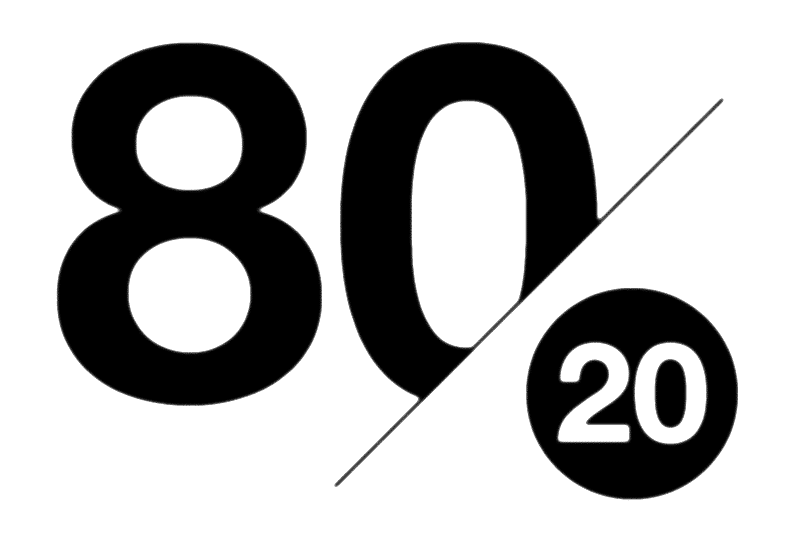
a) Understand these 2 Simple Truths:

• You will never get it all done

• Top Producers get more done in the same time as everyone else

b) Follow the Pareto Principal and get more done:

• Spend 80% of your time on 20% of your “To Do List”



c) TAKE CONTROL - Use a Simple 3 Step Approach:

Step #1: 1st thing every morning create your Top 3 “Must Do Today” list.

No more than 3 tasks. Focus your daily schedule on these 3 items FIRST.

Step #2: At 1:00 PM revisit your day. Have any new “Must Do’s” arrived that must be done today?

Step #3: Key Point...remember your day IS NOT OVER until your Top 3 “Must Do Today” list is completed.

PS...it’s OK to include personal items in your Top 3.

Create a new list every day – preferably the night before.

*Bonus Point: use the attached sheet to generate your Top 3 “Must Do Priorities” list.*

Action Step #4. Prospect for More Business 5 Days a Week

a) Create a Habit of prospecting for business 5 times per week.

b) Prospect in the Morning & go on Appointments in the Afternoon

c) Plan to do some Lead Follow-up one or two nights a week and/or the weekend. It will help you contact those who are never available in the day.

d) Your Minimum Standard should be 20 contacts (IE: conversations) per day.

The more people you talk to...the more business you will do.

e) Be ready each day – know who/what group you are contacting in advance. Prepare the night before.

EXAMPLES:

* Past Clients & Centre of Influence (your Data Base)
* Hot Leads
* Old Leads
* Expireds & Old Expireds
* Your Farm Area (phone or door knock)
* Referral sources (home inspectors, lenders, lawyers, fin. advisors, etc.)
* Open Houses
* For Sale by Owners

f) Do NOT forget Social Media and Digital lead generation:

* Facebook
* Instagram
* Google
* Personal Videos, etc.

g) REALITY CHECK: if you do not do consistent, daily prospecting you will not meet your 2024 Business Plan Targets – plain and simple. This is not optional!



**LET’S REVIEW – Here’s the 4 Critical Action Steps...**

Action Step #1. Review My Strengths – keep using them!

Action Step #2. Getting to the NEXT LEVEL (choose 3 to get started)

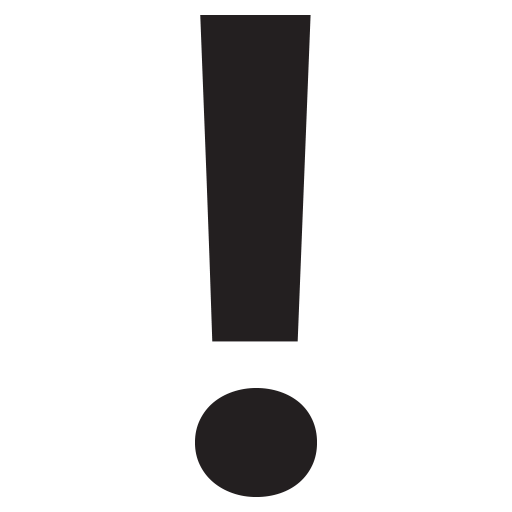
Action Step #3. Have Your Priorities Run Your Day

Action Step #4. Prospect for More Business 5 Days a week

***Part #4. A VERY Important Reminder – GOOD NEWS !!!***

***DO NOT allow yourself to be Overwhelmed...because...***

You Already Have What It Takes

To conclude...You have the 4 Critical Success Items:

#1. Clear 2024 Business Targets

#2. Specific Motivation - driven by your Personal Goals

#3. How? – 4 Critical Action Steps to Make It Happen

And…

#4. You have YOU...Remember - You Already Have What It Takes!

Here’s Your Success Formula to Make 2024 Your Best Year Ever:

A SOLID PLAN + CONSISTENTCY + GOOD HABITS = SUCCESS



This is how you become UNSTOPPABLE!

Let’s Do a Final Wrap Up...

What Am I Committed to Make Happen in 2024?

1. 2024 Gross Income? $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & # of Deals \_\_\_\_\_\_\_\_\_\_\_ (Part #1)

2. 3 Focus Items for Self-Improvement? (Part #3, Action Step #2)

a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

b) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

c) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Create a habit of consistently prospecting for business 5 days/week.



You Now Have Your “No Fail” GPS - EXPECT SUCCESS!!!

Here is my commitment:

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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YOU ARE READY TO GO! 2024 IS GOING TO BE

YOUR BEST YEAR EVER!

Top 3 “Must Do” Activities for Today - My Success List

Monday:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tuesday:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Wednesday:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thursday:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Friday:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_