My goal for this year is to close \_\_\_\_\_\_\_\_\_\_\_ units in order to earn $\_\_\_\_\_\_\_\_\_\_\_ in net income.

Over the next 90 days my priorities are:

**Priority 1: Generate new business leads by having two-way conversations with \_\_\_\_\_\_\_ people daily**

**Strategy 1:** Lead Generation Lever #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Strategy 2:** Lead Generation Lever #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Strategy 3:** Lead Generation Lever #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Strategy 4:** Lead Generation Lever #4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Strategy 5:** Lead Generation Lever #5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Priority 2: Build and Feed my Database**

**Strategy 1:** Add each new contact to KW Command with all known contact information

**Strategy 2:** Assign 1 or more “Tags” to each contact so you can easily filter/search your database

**Strategy 3:** Add a “Note” after each conversation (or conversation attempt) that you can reference during your next conversation

**Strategy 4:** Assign a “Task” or “Smartplan” to every contact in your database at all times

**Strategy 5:** Login to KW Command on a daily basis and check your Task list for items due

**Priority 3: Attend Training, Learn, and Grow Daily**

**Strategy 1:** Spend 30 minutes per day in the Online Essentials Course learning new content, and execute the daily action items

**Strategy 2:** Attend trainings and workshops hosted by the coaching program and market center

**Strategy 3:** Log into the MLS daily and review new/sold listings in your geographic area

**Strategy 4:** Commit to practicing real estate “talk tracks” and objection handling daily

**Strategy 5:** Reflect on my wins and challenges daily and implement strategies to overcome any obstacles and maximize my daily efficiency.