

Your First 90 Days

“Getting Into Action”

By now you have watched a majority of the videos and engaged in the training. Your knowledge of how to run a 100K Agent Business is high and I am sure you are excited to start putting everything you have learned into action. One thing that I have noticed about individuals who have massive success in their life is that the gap between learning something and implementing the new strategies is a very short period of time. In fact, studies have shown that the longer someone waits the less likely they are to ever do anything. Remember, Knowledge does not equal power; what equals power and success is Action. So, you may be thinking, “Now that I know what to do...where do I start?” The following plan is designed to give you the simple but effective steps to becoming an 100K agent (and beyond) and to monetize everything that you have learned. Now it’s up to you to implement it. I know you will and I also know that you will be wildly successful when you do.

Step 1: Design Your Vision

It has been said that failing to plan is planning to fail. You must get crystal clear on what you are committed to producing. The more clear you are the easier it is to move forward with velocity.

- Set your income goal for the next 12 months. How much money do you want to make in the business? At a minimum this should be \$100,000. Remember you are a 100K Agent!
- Determine how many homes you need to sell in order to support your income goal. (simple equation: Average sales price in your market x 3% = your average commission. Annual income goal divided by your average commission = how many homes you must sell).
- Break down your overall number of homes you must sell annually into how many of those transactions will be with buyers and how many will be with sellers. (a good ratio for an agent who is 3 years or less in the business is 50/50 buyers to sellers).
- Determine your top 5 reasons WHY you are committed to accomplishing this goal. This is a critical part of your plan. The stronger your why, the more motivation you will have to make the changes to your behaviors and to maintain consistent actions of implementing your plan.
- Develop your “Ideal” schedule of the actions and behaviors you will need to succeed with your plan. I would recommend that you start simply with 8:00 to 12:00 daily. You will want to include during this time the following: Lead Generation, Lead Follow Up, Script Practice, Preparation time and some cushion to work the deals that will be coming your way in the next 90 days.

Step 2: Build Your Strategic Plan for the first 90 Days

Now that you are clear on what you want, why you want it and the basic schedule, It's time to work on choosing and getting into action on your pillars of lead generation. Note that it's not enough just to do one pillar of lead generation. The most successful students I have had in the 100K Agent program have had 3-4 different lead funnels that they work on every day and month. The more lead generation systems you have the quicker you will fill your follow up system with hot leads who want to buy or sell in the next 90-120 days. Below is the plan we would recommend that you follow:

- Build out your database of past clients and your center of influence. Go to your Phone and get every contact you have into a CRM, then go to your social media channels (Facebook, Instagram, LinkedIn, Snapchat) and transfer those contacts into the CRM. You want to make sure that you at least have a phone number and email address for all individuals in your database so that you can market to them effectively.
- Schedule your first Client Party. Determine a date in the first 30-45 days that you can secure for your first event and follow the outline from the training you received in the previous video for the exact steps.
- Implement the "Facebook Strategy" from the Social Media training video to increase awareness of you and your business.
- Schedule 3 open houses per month for the first 90 days. If you don't have enough listings to support that many open houses then speak to your broker/manager or other agents in the office to allow you to sit their listings until you build up your own inventory of listings. (refer to the training on Open Houses).
- Determine what Charity (s) you are aligned with and reach out to the head of these charities to get an initial meeting with them. Remember, your goal is to find out how you can support both with time and by having them benefit from your functions.
- Identify the top 10 "Community Whales" and reach out to them to schedule a minimum of 1 lunch a week with someone from the list.

Step #3: Determine your Accountability Strategy

One of my mentors said to me "No Pressure...No Diamonds". How do you turn a piece of coal into a priceless diamond? Pressure and Time. If you look at times in your life that you have had a huge breakthrough, my guess is that you had someone that was holding you accountable to you doing what you said that you were going to do. As an independent contractor, one of the major challenges we have is that no one is there as our "Boss" making sure that we are showing up, doing our job daily, and following our plan. So, we have to create the environment of accountability to make sure that we follow through on our commitments and implement our plan. Below are some effective accountability strategies:

- Find an accountability partner from the 100K Agent Community. This would be another agent that has completed the training that you speak to every day. They follow up with you on what you are supposed to be doing and you do the same for them.
- Use your Broker/Manager as an accountability tool. Let your Broker/Manager know what your plan is, share it with them and then ask them to every week have

a meeting where you can discuss the progress you have made and challenges you are facing.

- Join a mastermind group with 3-4 other 100K Agents. This is a fantastic way to not only have accountability from multiple people but also for support and for new ideas from your peers who are also on the path to becoming a 100K Agent as well.
- Consider hiring a coach. There are many coaches now in the world of real estate so you want to make sure that you hire one from a reputable company. We at the 100K Agent company do not provide one on one coaching but have a strong relationship with TomFerry.com and highly recommend their system and their coaches.

Perfect first week breakdown of how to launch your 100K agent business

Week 1- Days 1-7

Day 1- Build your SO

- A. Go through and get a minimum of 200 people into your database. This is the first and most important thing to do today. Try and get phone number, email, and mailing address for all 200. Do this by calling or messaging them on social media and asking them.

Ex. "Hey man, just real quick can you send me your best email and phone number? Just trying to update my system.. Also, send my your day of birth if you can and I'll send you a fun little gift card on your birthday!"

Ex. "Hey _____, not sure if you knew I am a real estate agent now and I send out some hot deals every couple weeks that will only go to the people I know. Can you send me your best email and I promise not to spam you otherwise! thanks. Hope you are well."

Ex. Hey _____, what's your best phone number to call you at? thanks!"

Day 2- Set up your schedule

- A. Watch the first video of "The 100K agent blueprint" (This should be the first thing you do every morning)
- B. Time block on your calendar for the next 90 days all of the time you will be prospecting and doing lead generation.
- C. Go on zillow and print off 100 "Make Me Moves" that you are going to be visiting this week
- D. Go to another agent in your office or if you have a listing use your own and identify which house you will do a Mega Open House on this week. Make 200 flyers. Go knock around that house with the flyers tonight from 5-7:00 pm

Example script- "Hi, just wanted to stop by quick and let you know about an open house I am hosting for the _____ family that lives down the street at _____. You familiar with them and did you know they are moving? Ok great, well I'm a very active and aggressive real estate agent and I promised them I would go around and see if any of their neighbors know of anyone looking to move into the area, do you have any friends or co-workers you think might be interested in the open house?" (Hand them the flyer). "Ok, no worries! Also, one thing that people seem to always want to know

when I do these events is the value of their own home. Have you guys thought about moving?”

Day 3- Stay with morning routine, this will be every day from now on so I won't keep posting it but that should include:

- A. Lead generation 2 hours
 - B. Practice scripts and role play (Find 2-3 role play partners in your office or through the 100k blueprint community)
 - C. Following up on Leads for 30 minutes
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1. Identify which area is going to be your “neighborhood farm” (Should be 500-1000 houses)
 2. Make a flyer showing the past 10 sales in that farm area and print off 200 of them. Go knock the farm, bring business cards. Introduce yourself and leave them the print off. Tell them you are going to be focusing on this area and you are the market expert. If they ever need to know the value of their home or want to know what the neighbors sold for, don't hesitate to reach out.
 3. Call 4-5 loan officers that you know or that you have heard of and let them know you are interviewing to find your preferred lender. Set up appointments and start meeting with them.

Day 4- Morning routine and then

- A. Set up your social media strategy and make sure you fully understand all the following
 - Facebook- 3
 - Instagram- daily
 - LinkedIn- weekly blog post
 - Twitter- 4-5 times per day
 - Snapchat/ instagram story- 5-10 times per day(Watch my 100K video on social media and implement the strategy. You should be posting at the minimum the # of times per week next to each handle)
- B. Make a list of the 15 most influential people in your community and reach out to each one. (Their emails are usually on their company website. You can also reach out to them on LinkedIn, Twitter, or Facebook)
- C. Find 3-4 networking groups in your community and join them
- D. Plan a date for your first client appreciation party, this should be about 45-60 days out for the first time. Identify what type of event you have a budget for (You will get vendors to pay most of this so don't stress)
- E. You need to become a market expert so start with a city you want to work in and go preview 5-10 homes in that city. (You will do this every day for the next 90 days either with a buyer or by yourself)

Day 5- Morning routine and preview automatic

- A. Identify 2-3 charities that you want to work with. Get to know them well and see when they meet and how you can start helping

- B. Identify 2-3 real estate investing groups in your area. If there isn't one this is huge, you need to start it!
- C. Find the best deal on your MLS right now and plaster it all over your social media.. This is a great way to find out who is interested in investing in real estate. If you want to get your list more specific put "Cash buyers only, needs to close fast!"
- D. Go knock 200 doors around the open house. Use the scripts and information from the "Mega Open House" video

Day 6 (Saturday)- Mega Open House day

- Watch the video again and follow the steps!

Day 7- Spend with family and friends... Rest from work but look for opportunities to go see people, be around people, and build your SOI.

You now have everything you need to rock the business! Do this every week for the next 90 days and you will launch a powerful real estate career...

Everyday items of action:

- Role play 15 min minimum
- Memorize scripts 15 min minimum
- Watch at least 1 video from 100k blueprint, take notes
- Lead generate a minimum of 2 hours- at least 1 hour is SOI
- 1 instagram post per day, 1 out of 3 should be real estate related
- Post social media accordingly
- Go see minimum 5 homes and preview daily
- One open house per week
- 3 networking meetings per week after 5:00 (charity, church, hobbies, doesn't matter)
- Knock 15 doors in your farm
- Lead follow up 30 min daily, this is critical
- Visit 5 Make me Moves or For Sale by Owners daily

I don't want to complicate it past this... This is your job.... This is how you create a 100k business! It's fun, enjoy the journey