



EDUCATE

COLLABORATE

INSPIRE

ONE AGENT PLAN 1-3-5 FOR 2016

**1 MAIN BUSINESS GOAL**

**Close 25 Transactions**

**TOP 3 PRIORITIES TO ACHIEVE THE GOAL**

- 1. Establish Online Presence.**
- 2. Lead Generate for new business daily.**
- 3. Organize SOI in CRM database and systematically grow and contact.**

**5 STRATEGIES FOR EACH PRIORITY**

**1. Online Presence**

**2. Lead Generate**

**3. SOI Database**

**5 Strategies**

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1. Set up and/or update all social media network profiles. Establish general action plan for communication on each network.	1. Lead generate every Monday to Friday for 3 hours (9am-12pm) including SOI, FSBOs, Expireds and Just Listed/Just Sold.	1. Contact all my family, friends, past clients, and leads to get updated contact information.
2. Create personal landing page linking all social media networks.	2. Meet with accountability partner every Monday morning at 10am to hold me accountable to my goals.	2. Contact 50 people per week until everyone has been contacted, and all updated info is received.
3. Complete 4 agent websites (or pages) for sellers, buyers, neighborhood farm and blog.	3. Be faithful to my calendar! Time block my lead generation times so I am no longer available in the mornings.	3. Enter all contacts in CRM database. Add 10 new contacts per week to database.
4. Locate and attend 3 training courses or watch 3 tutorial videos on Internet lead generation.	4. Role play scripts with an accountability partner regularly and/or watch videos of other peers for examples and to build confidence.	4. Attend CRM trainings to help me get everyone uploaded, create and launch campaigns.
5. Develop blog theme, create action plan, and start blog posts.	5. Obtain 2 new listings, 2 buyer contracts, and 1 closed transactions per month.	5. Systemize campaign touches and calendar.