

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

My Ninja Business Plan for 20__

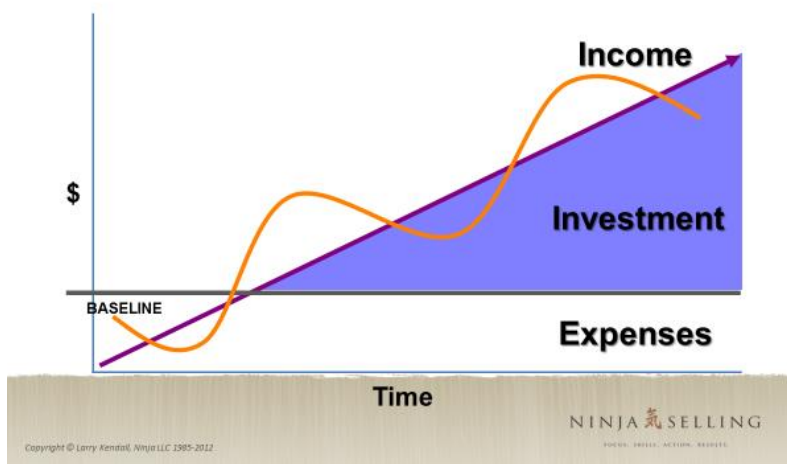
Step 1: Learn

1. Pre-Business Planning Questionnaire (Page 4)
2. Pre-Flight Checklist (Pages 5 – 6)
3. My Business Analysis of Last Year – Attached (Pages 7 – 9)

Step 2: Set Goals

4. Life/Passion List (Bucket List) – What is your “why”? – Attached (Page 10)
5. Financial Goal Worksheet – Attached (Page 11)
6. Net Worth Worksheet – Attached (Page 12)

Wealth Creation Model



Are 80% of your assets income producing?

7. **Swimming in Abundance Income Calculator – Attached (Pages 13 – 14)**

8. **Success Formula: Financial Goal ÷ 1000 = Size of Data Base**

9. **These People Probably Want to Buy or Sell This Year – Attached (Page 15)**

Rule of Thumb: 20% should be on your Warm List

10. **Data Base Formatting (Make sure your data base has a calendar & is mobile friendly.)**

- A = Will proactively refer you
- B = Will refer you if asked
- C = Will do business with you
- D = Would like to get to know
- Hot List = Wants to buy/sell in next 90 days
- Warm List = Wants to buy/sell in the next year

11. **Goals & Celebrations**

Step 3: Activities

12. **FLOW System – “Flow fixes everything!” These are your *lead* measures.**

- 8 x 8 (Rebranding)
- 3/month – Auto-flow – Combination of “Art” and “Science”
- 50 live interviews per week – ask F.O.R.D. questions and listen for change
- Ninja Nine Activities

Step 4: Schedule Your Activities

13. **My FLOW Calendar – See Chris Doyle’s flow calendar as an example – Attached (Page 16)**

14. **“Time Block” your week and your days to schedule your activities**

- a. **Work “On” your business in the morning (Flow activities and Ninja 9)**
- b. **Work “In” your business in the afternoon (listing and selling real estate)**

Step 5: Take Action!

15. Ninja 9 Activities – 9 Habits for Generating Business & Building Relationships

Daily Habits:

1. Gratitudes and affirmations each morning
2. Show up for work & time block your day. Stop opening your email first. Stay on your agenda! Complete your 5 daily habits first before opening your email.
3. Write 2 personal notes
4. Focus on your “Hot List”
5. Focus on your “Warm List”

Weekly Habits: (Have a scheduled time to do these)

6. Focus on your “Customer Service Calls”
7. Schedule 2 live “Real Estate Reviews”
8. Schedule 50 live “Interviews”
9. Update your data base and look for property matches.

16. Track your activities: F.O.R.D. & Record (Ninja Planner)

17. P.I.E. Time -Attached (Page 17)

18. Interview/shadow five top producers (learn from the best).

PRE-BUSINESS PLANNING QUESTIONNAIRE

Please answer these questions for yourself. Money questions refer to 1099 income.

1. Is there an amount of income that, if you don't make it next year, you will leave the business? If so, what is that amount? \$ _____
2. Is there an amount of money that, if you don't make it, you will receive a lot of pressure from your spouse/partner (if applicable) to quit? If so, what is that amount? \$ _____
3. If you were to rate your level of excitement about the real estate business right now on a scale of 1 to 10, with 1 being "I'm ready to quit" and 10 being "I absolutely love it!!!!!" where would you rate yourself? _____
4. How much do you expect to make this year (not next year)? \$ _____
5. Is that amount satisfying for you? _____
6. Did that amount include savings, debt reduction, investment money, recreation, dreams and giving? YES SOME NONE
7. Do you know how much it takes to pay your bills in your household every month? If so, what is that amount? \$ _____
8. Is your basic retirement take care of? (By take care of, do you have a plan to create residual income equal to or greater than your monthly household living expenses plus taxes? (Relying on Social Security isn't enough.) YES NO
9. Did you do anything big and fun this year? YES NO
10. Did you plan to do something fun this year and didn't end up with enough money to do it?
YES NO
11. Do you have any kind of a written Life List? YES NO
12. Do you have trouble thinking of things to put on a Life List? YES NO
13. Does your spouse/partner (if applicable) have a different idea of what items might on on a Life List? YES NO
14. Did you know you have an existing business plan? (Whatever you are doing now is your business plan for this year and your results were created by that plan.)
15. Do you really want to change your income and/or your life or is it just a nice idea? YES NO

PRE-FLIGHT CHECKLIST

- _____ I attend sales meetings on a regular basis.
- _____ I am a consistent ambassador for our company.
- _____ I have an abundance and growth mindset.
- _____ I have personal notecards readily available that I like to use.
- _____ I have a style of Hot List that I like to use and I review it daily.
- _____ I have a style of Warm List that I like to use and I review it daily.
- _____ I have an electronic method to communicate successfully with my customers (CRM).
- _____ I start each day with my Ninja 5 activities and time block my week for Ninja activities 6-9.
- _____ I have a FLOW calendar for three touches a month.
- _____ I have the “correct” number of people in my database to earn the income I want.
- _____ I am willing to invest money in my relationships to grow my business. (At least \$2/mo./name)
- _____ I am willing to practice my Ninja skills and scripts to master them.
- _____ I am Ninja Installed.
- _____ I intend to attend a Ninja Installation this year.
- _____ I have an active Life List.
- _____ I know “why” I am in real estate.
- _____ I have a written set of life goals.
- _____ I have a written financial plan including a retirement “wake-up money” plan.
- _____ I am a learner. (I read or listen to books regularly).
- _____ I exercise consistently.
- _____ I eat healthy.
- _____ I have mentors/role models from whom I learn regularly.
- _____ I have Buyer’s packets readily available.

- _____ I have Seller’s packets readily available.
- _____ I have Relocation packages readily available.
- _____ I have Buyer’s Interview sheets readily available.
- _____ I have Pre-Listing Interview sheets readily available.
- _____ I have a written business plan.
- _____ I have a system for managing and thanking people who refer me business.
- _____ I have a written marketing plan for my listings.
- _____ I know how to articulate my value proposition to a seller (5 points of value).
- _____ I know my sweet 16 seller questions.
- _____ I am prepared to answer the most common buyer and seller questions.
- _____ I have mastered the 10-step Buyer Process.
- _____ I have a checklist of items to cover with sellers in a listing consultation.

FIND THOSE ITEMS YOU DID NOT CHECK.

Decide with of these you would like to implement. Make a list below of the 10 you want to tackle. Your goal in the first quarter is to do ONE A WEEK. Do not try to do two in a week. Just make sure you get one done!

BUSINESS ANALYSIS FOR THE YEAR 20____

1. Gross income for the past twelve months was: \$ _____

2. My quarterly income was:	This Year	Last Year
First quarter:	_____	_____
Second quarter:	_____	_____
Third quarter:	_____	_____
Fourth quarter:	_____	_____

3. I worked an average of _____ hours per week.

4. I earned an average of _____ dollars per hour.

5. Total expenses last year were _____.

6. My average closed sales price was _____.

7. My average closed listing price was _____.

8. I took _____ listings last year and went on _____ listing appointments.

9. I had _____ listings expire last year and _____ listings go off the market.

10. I presently have _____ active listings.

11. My total dollar volume of sales last year: \$ _____.

12. I averaged _____ live interviews (F.O.R.D.) per week.

13. My listings came from:

- A. Client: _____
- B. Referral from Client: _____
- C. Lender Referrals: _____
- D. Friend: _____
- E. Staff: _____
- F. Realtor Referral: _____
- G. Business or Vendor Contact: _____
- H. Internet: _____
- I. Sign or Ad Call: _____
- J. Other: _____

14. My sales came from:

- A. Client: _____
- B. Referral from Client: _____
- C. Lender Referrals: _____
- D. Friend: _____
- E. Staff: _____
- F. Realtor Referral: _____
- G. Business or Vendor Contact: _____
- H. Internet: _____
- I. Sign or ad Call: _____
- J. Other: _____

15. My total number of under contracts were: _____.

16. Total number of transactions closed:

- Listings closed: _____
- Sales closed: _____
- Total closings: _____

17. I had _____ under contracts canceled.

18. My average commission per listing closed was: _____.

19. My average commission per buyer closed was: _____.

20. My average commission per closing was: _____.

21. New construction homes sold: _____.

22. Referral income from Realtors: _____.

24. Number of days on market for MLS listings: _____.

25. Number of days on market for my listings: _____.

26. Percentage MLS sold price to list price: _____%

27. My highest priced listing closed _____

My lowest priced listing closed _____

28. My highest price buyer closed _____

My lowest priced buyer closed _____

29. Commission earned:

Listings Closed

Buyers Closed

1.5% = ____ or ____%

2.5% ____ or ____%

2.0% = ____ or ____%

3.0% ____ or ____%

2.5% = ____ or ____%

3.5% ____ or ____%

3.0% = ____ or ____%

4.0% ____ or ____%

3.5% = ____ or ____%

4.0% = ____ or ____%

5.0% = ____ or ____%

30. How many 3-day weekends did I have off last year? _____

31. How many weekends did I work last year? _____

32. How many days off? _____ Days worked? _____

33. What were my total business expenses last year? \$ _____

Gross Expense ÷ Gross Income = Expense/Income Ratio: ____%

Gross Expense ÷ Number of Transactions = Expense per transaction: \$ _____

34. What worked best last year?

35. How can I improve for this next year?

My Life List
(Reasons for Living)

Family:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
9. _____
10. _____

Occupation/Career:

1. _____
2. _____
3. _____
4. _____
5. _____
7. _____
8. _____
9. _____
10. _____

Recreation/Dreams:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

To Be/Give:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“Financial Goals”

**DECIDE WHAT YOU WANT!
(Not What You Think You Can Have!)**

MINE TO KEEP = (Deposit in my “Feel Good” Account)	=	\$ _____
RECREATION =	=	\$ _____
PERSONAL GROWTH =	=	\$ _____
FAMILY GROWTH =	=	\$ _____
BUSINESS GROWTH =	=	\$ _____
DEBT REDUCTION =	=	\$ _____
CREATURE COMFORTS = (Annual Living Expenses)	=	\$ _____
CREATURE COMFORTS = (Large Purchases)	=	\$ _____
BUSINESS COSTS =	=	\$ _____
RETIREMENT FUNDS =	=	\$ _____
TO GIVE =	=	\$ _____
INVESTMENTS =	=	\$ _____
TAXES =	=	\$ _____ _____
RECEIVING GOAL =	=	\$ _____

Net Worth Goal Worksheet

Current Net Worth _____
(date)

What I Own (A)

\$ _____ Cash and Savings
\$ _____ Automobiles (Value)
\$ _____ Retirement Plan
\$ _____ Insurance (Cash Value)
\$ _____ Home Value
\$ _____ 2nd Home/Vacation Home
\$ _____ Other Assets
\$ _____ Stocks/Mutual Funds
\$ _____ Properties (Total Value)
\$ _____ Other Investments

\$ _____ Total

What I Owe (B)

\$ _____ Current Bills
\$ _____ Automobiles (Loans)
\$ _____ Credit Card Balance
\$ _____ Taxes Owed
\$ _____ Home Loan(s)
\$ _____ 2nd Home Loan
\$ _____ Line of Credit
\$ _____ Loans
\$ _____ Property Loans
\$ _____ Other Debts

\$ _____ Total

\$ _____ Net Worth (A total – B total)

Net Worth Goal _____
(date)

What I Own (A)

\$ _____ Cash and Savings
\$ _____ Automobiles (Value)
\$ _____ Retirement Plan
\$ _____ Insurance (Cash Balance)
\$ _____ Home Value
\$ _____ 2nd Home/Vacation Home
\$ _____ Other Assets
\$ _____ Stocks/Mutual Funds
\$ _____ Properties (Total Value)
\$ _____ Other Investments

\$ _____ Total

What I Owe (B)

\$ _____ Current Bills
\$ _____ Automobiles (Loans)
\$ _____ Credit Card Balances
\$ _____ Taxes Owed
\$ _____ Home Loan
\$ _____ 2nd Home Loan
\$ _____ Line of Credit
\$ _____ Loans
\$ _____ Property Loans
\$ _____ Other Debts

\$ _____ Total

\$ _____ Net Worth (A total – B total)

Swimming in Abundance Income Calculator

How many households are in your data base? _____

1. Clients:

- How many are "clients" (they have closed a transaction with you)? _____
- Multiply your clients times 20% = _____ (potential client transactions)
- What % of these transactions do you expect to capture? 80%
- Number of potential transactions this year with clients = _____.**

2. Client Referrals:

- According to a Harris Interactive survey, your clients each know 4 people who moved last year. Assume they each know just one. How many potential client referrals are available to you? _____
- What % of these referrals do you expect to capture? 50%
- Number of potential transactions this year from client referrals = _____.

3. Friends:

- The remaining people (not including clients) in your data base are considered "friends" or sphere of influence. How many friends do you have? _____
- Multiply your friends times 20% = _____ (potential friends transactions)
- What % of these transactions do you expect to capture? 50%
- Number of potential transactions this year with friends _____.**

4. Friend Referrals:

- According to a Harris Interactive survey, your friends each know 4 people who moved last year. Assume they each know just one. How many potential friends referrals are available to you? _____
- What % of these referrals do you expect to capture? 25%
- Number of potential transactions this year from friends referrals = _____**

5. Active Client Referrals:

- Active Clients are people you will be doing a transaction with this year – selling their home or helping them buy one. How many active clients do you expect to work with this year? _____
- During the course of the transaction, each of them should refer you one person that wants to buy or sell.
- Number of potential transactions this year from active client referrals _____**

6. Total Potential Transactions = _____

7. What is your average income per transaction? \$ _____

8. Potential transactions _____ x Average Income \$ _____ =

Potential Income \$ _____

Mindset: There is always a market. National Mobility Rate: _____%

Swimming In Abundance Income Calculator

How many households are in your data base? 200

1. Clients:

- How many are "clients" (they have closed a transaction with you)? 50
- Multiply your clients times 20% = 10 (potential client transactions)
- What % of these transactions do you expect to capture? 80%
- Number of potential transactions this year with clients = 8

2. Client Referrals:

- According to a Harris Interactive survey, your clients each know 4 people who moved last year. Assume they each know just one. How many potential client referrals are available to you? 50
- What % of these referrals do you expect to capture? 50%
- Number of potential transactions this year from client referrals = 25

3. Friends:

- The remaining people (not including clients) in your data base are considered "friends" or sphere of influence. How many friends do you have? 150
- Multiply your friends times 20% = 30 (potential friends transactions)
- What % of these transactions do you expect to capture? 50%
- Number of potential transactions this year with friends 15

4. Friend Referrals:

- According to a Harris Interactive survey, your friends each know 4 people who moved last year. Assume they each know just one. How many potential friends referrals are available to you? 150
- What % of these referrals do you expect to capture? 25%
- Number of potential transactions this year from friends referrals = 37

5. Active Client Referrals:

- Active Clients are people you will be doing a transaction with this year – selling their home or helping them buy one. How many active clients do you expect to work with this year? 30
- During the course of the transaction, each of them should refer you one person that wants to buy or sell.
- Number of potential transactions this year from active client referrals 30

6. Total Potential Transactions = 115

7. What is your average income per transaction? \$ 10,000

8. Potential transactions 115 x Average Income \$ 10,000 =

Potential Income \$ 1,150,000

Mindset: There is always a market. National Mobility Rate: 15.2 %

These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that question, write the number of the question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers – and the start of a business plan for yourself.

The clients/friends with the most numbers beside their name have the highest “move score”. They have the most changes going on in their lives. Approximately 20% of your list should be on your “Warm List”. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

- 1. Have had an increase in family size in the past year?**
- 2. Have children age 10 and under? (Give your kids a chance brochure.)**
- 3. Have teenage children?**
- 4. Have children who have left home recently?**
- 5. Are living “below or above their means”?**
- 6. Have lived in their same house 7 years or more?**
- 7. Have had their employer/company expand in the past year?**
- 8. Have had their employer/company downsize in the past year?**
- 9. Have received a substantial inheritance?**
- 10. Own a building lot?**
- 11. Are getting married or are recently married?**
- 12. Are getting divorced or are recently divorced?**
- 13. Are getting divorced and married?**
- 14. Have a dream for “Wake-up Money” investment property?**
- 15. Are commuting over ____ hours a week?**
- 16. Have a dream to live “anywhere”?**

Chris Doyle's Flow Schedule

January

Insiders
 Boomerangs
 Post-It-Note card Sphere Mailing
 Stanton Creek Postcard
 Sage Creek Postcard
 Ticket Give Away
 Real Estate Forecast Invites

February

2015 Listing Results Postcard
 Boomerangs
 Insiders
 Father Daughter Dance Event
 Ticket Give Away
 Post Leading RE Conference Postcard

March

Insiders
 Boomerangs
 Referral Postcard Sphere
 Ticket Give Away

April

Insiders
 Boomerangs
 Postcard QSC Results Platinum Service Rating
 Stanton Creek Post Card
 Sage Creek Post Card

May

Insiders
 Boomerangs
 Referral Postcard Realtor Mailing
 Memorial Day Card

June

Insiders
 Boomerangs
 Rockies Game

July

Insiders
 Boomerangs
 Customer Apprec. Party, Call, Letter
 Stanton Creek Postcard
 Sage Creek Postcard
 Rockies Game

August

Insiders
 Boomerangs
 Rockies Game

September

Insiders
 Boomerangs
 Rockies Game

October

Insiders
 Boomerangs
 Calendars
 Stanton Creek Postcard
 Sage Creek Postcard

November

Insiders
 Holiday Cards
 Boomerangs
 Av's Game

December

Business Team Dinner
 Top 25 Customer Gift

On-going B-day Cards, Service Anniversary with \$10.00 gift card, market review appointment letter, market update information, client thank you letter, Just Sold & Just Listed Postcards, OB thank you letter, under contract calendar, and drip system buyer and seller hot/warm leads

PIE Time

- P time** = Three ingredients: You, a customer, a contract.
- I time** = Time you invest creating P time. Flow activities.
- E time** = Everything else.

Gather your data at the end of EACH day.....enter it in this format

Date	Total Hours Worked	"I" Hours	"P" Hours
Totals:			