

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

My Ninja Business Plan for 20__

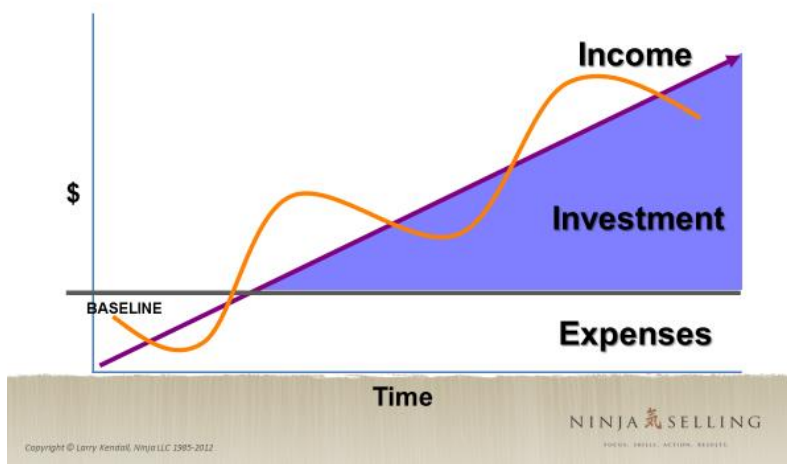
Step 1: Learn

1. My Business Analysis of Last Year – Attached (PAGES 4 – 6)

Step 2: Set Goals

2. Life/Passion List (Bucket List) – What is your “why”? – Attached (Page 7)
3. Financial Goal Worksheet – Attached (Page 8)
4. Net Worth Worksheet – Attached (Page 9)

Wealth Creation Model



Are 80% of your assets income producing?

5. **Swimming in Abundance Income Calculator – Attached (Pages 10 – 11)**
6. **Success Formula: Financial Goal ÷ 1000 = Size of Data Base**
7. **These People Probably Want to Buy or Sell This Year – Attached (Page 12)**

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

8. **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

9. **Goals & Celebrations**

Step 3: Activities

10. **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

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

12. **“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!

13. 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.

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

15. P.I.E. Time -Attached (Page 14)

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

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 to 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:			