

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

My Ninja Business Plan for 20__

1. My Business Analysis of Last Year
2. Life List (Bucket List) - Attached
3. Financial Goal Worksheet - Attached
4. Net Worth Worksheet - Attached
5. Swimming in Abundance Income Calculator (Attached)
6. Success Formula: $\text{Financial Goal} \div 1000 = \text{Size of Data Base}$
7. 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
 - E = 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

8. FLOW System

- 8 x 8 (Rebranding)
- 3/month – Auto-flow – Combination of “Art” and “Science”
- 50 live interviews per week

9. My FLOW Calendar

10. Ninja Training – Ninja 9 Activities – 9 Habits for Generating Business

Daily Habits:

1. Gratitudes each morning
2. Show up for work. 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.

11. P.I.E. Time

12. Interview/shadow five top producers

My Life List
(Reasons for Living)

To Have:

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

To Be:

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

To Do:

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

To 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
\$ _____ Group Stock
\$ _____ 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
\$ _____ Group Stock
\$ _____ 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)

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 now 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 %

21 Point Business Plan

- 1) Do you have a data base of names, addresses, phone #'s and F.O.R.D. information on your clients readily available? Are you talking to 50 per week?
- 2) Do you have a scheduled time each week/day when you communicate with your clients/friends? ("Hour of Power") Do you do this consistently?
Do you meet with your clients once a year for a "review" of their real estate?
- 3) What are your systems for generating a continuous flow of buyers and sellers? Are you at the "cause" of what's happening or the "effect" of what's happening?
- 4) Do you have a Buyer Interview Sheet and "Buyer Packet" readily available?
- 5) Do you have a Pre-listing Interview form near your phone?
- 6) Have you mastered your "Ninja Selling" scripts for buyers, sellers, investors?
- 7) Do you know how to use the MLS/County Records to do an accurate CMA? Do you use the visual pricing tools (odds of selling, buying patterns, and price lines)?
- 8) Do you use a Listing Packet and a printed CMA presentation? Have you trained your assistant as to how you want these put together (order of pages, etc.) so they can be generated quickly and without "brain damage"?
- 9) Does your Listing Consultation:
 - a) Clearly shows the seller their odds of selling their home?
 - b) Shows them how to "position their home to sell" using "Value Positioning"?
 - c) Has a Marketing Plan that differentiates you from your competition?
 - d) Demonstrates how you add value to the seller? What is your "Wow!"?
 - e) Shows at least 5 things that you and your company do for the seller that your competitors don't? Do you dress up for the interview?
- 10) Do you know your "Sweet 16" listing questions? Are you prepared to answer the most common "objections to listing" and "pricing objections?"
- 11) Do you have pricing and staging videos readily available?
- 12) Do you have a marketing plan/checklist for your listings?
- 13) Do you have questions and visual aids to help shift a seller from a "price shopping" mindset to a "results shopping" mindset?
- 14) Have you mastered the 10-Step Buyer Process?
- 15) Do you have a system for coaching your builder? A marketing plan?
- 16) Do have "routines" that keep you in balance and "rituals" that help you perform at your best?
- 17) Do you have several Relocation Packages, Buyer Packages, and Listing Packages at your desk so they are easily accessible when you need them?
- 18) Do you have your most common letters "standardized" so you don't need to create an original every time you want to communicate with someone?
- 19) Do you know your product, your market and your competition? Do you know these better than your customers?
- 20) Is your financial house in order so you are not distracted? Do you have a set of books so you know if your business is profitable? Are your taxes paid? Do you have a "feel good" account? Do you have wealth creation on "automatic pilot" with your Business Manager? Do you have a Goal Contract?
- 21) Do you have Goals and an Activity Plan? Do you know where your business comes from specifically? Do you have a "Life List"? A mentor?