

“Webinar – Your 2011 Business Plan”

With Larry Kendall

1. Ninja Success Model – focus on development of three key areas + 1

- a. _____
- b. _____
- c. _____
- d. _____

2. Mindset:

- a. “Player” or “Victim”?
- b. Gratitudes, Goals, People, Books, “Always a Market”
- c. Energy & body language – energy quadrant?

- d. Motivation: What is your _____?
- e. Life List (Reasons for Living)
- f. Financial Goals Sheet
- g. Net Worth Goals Sheet
- h. Affirmation: I enjoy _____.
- i. Remember: Your passion has to be _____.
- j. Mobility Math: 15% Rule
- k. Ninja Strategy – Be a “Farmer” versus “Hunter and Gatherer”

3. Skillset: The Ninja Path (Mastery Ladder)

- **Key to converting Knowledge to Skill:** _____.

- The Power of Practice

Outliers by Malcolm Gladwell: _____

Talent Is Overrated by Geoff Colvin

What really separates world-class performers from everybody else? _____.

- Weekly “skills group”

1. 5 to 8 people
2. 1 hour/week
3. Weekly agenda
4. Deliberate practice (role play) – avoid discussion groups
5. Start with basic Ninja System scripts

- Key Skills

1. Socratic method – question based selling
2. Listening
3. FLOW: Ninja Nine
4. 10-Step Buyer Process
5. 16-Step Seller Process
6. Solutions (closing)
7. Pricing strategy and tool kit
8. Negotiation
9. Marketing
10. Transaction management

4. Actions:

- People prefer to work with someone they:

- The Challenge: The average American knows _____ Realtors.

- Herbert Research – Customers pick a Realtor in 1–3 days based on FLOW
- The Key is FLOW! – Personal, customized, valuable (see FLOW ideas)

5. FLOW Plan “Rules of Thumb”

- Data base – 200 people minimum
- Data base - \$1,000 per name when you work the Ninja System
- 15% - 20% rule – number of transaction each year in your data base
- Your data base depreciates 15% per year
- Herbert Research – 9.3-21 months – Pick a Realtor in 1-3 days – FLOW
- 50/week – live (face to face or on the phone)
- 3/month – mailing value added flow
- Flow Budget - invest a minimum of \$24/year per name
- 8 x 8 for new Realtor or with new company
- Describe your ideal customer
- Describe your USP – Unique Selling Proposition

6. The Joanne De’Leon Story:

Focus on productive activities and production (\$) will take of itself!

7. Your personal “2011 Business Planning Retreat” – Top 10 List

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

- The Ninja Routine and 21 Point Business Plan
- Next month’s webinar – Your 2011 Business Plan – Part 2
Conversations with Tami Spaulding (Nov. 4 & 15)

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

\$ _____ Total

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

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 particular question, write the number of that 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. 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. Have a dream to live “anywhere”?**
- 16. Have a commute over ___ hours one way?**

Ninja Flow Ideas

(Flow that adds value)

Art: (Position yourself as their caring trusted advisor.)

1. Personal notes
2. Personal notes with news articles
3. Tickets and give-a-ways (relevant)
4. Calendars – including sports & entertainment
5. Note pads
6. Ice cream coupons for kids
7. Coupons & gift certificates – car wash, flowers, restaurants, etc.
8. Positive (feel good) quotes - postcards
9. Books & videos (internet) – Relevant!
10. Invitations – events, Group events
11. Happy Birthday & Happy Anniversary
12. Call for annual lunch or breakfast & real estate review
13. _____
14. _____
15. _____

Science: (Position yourself as their trusted advisor who is The Source.)

1. Maps
2. Neighborhood locator maps
3. Quarterly neighborhood statistics – one each quarter
 - a. Summary of listed and sold last 12 months for the neighborhood (1Q)
 - b. Odds of selling in their neighborhood last 12 months (2Q)
 - c. Buying pattern for their neighborhood (3Q)
 - d. Average days on the market for their neighborhood (4Q)
4. Just listed/just sold (relevant)
5. Articles & statistics from sales meetings
6. Insider newsletter
7. Wake-up Money brochure & information
8. Distressed Property Information (Who do you know that might need this?)
9. Investment analysis software – sharing
10. Annual real estate review
11. Periodic financing/re-financing information – mortgage amortization calculator
12. Periodic property opportunities (relevant)
13. _____
14. _____
15. _____

Flow

Quality (What I'm doing)	Quantity (How much I'm doing)	Budget (What I'm investing)	Schedule (When I'm doing it)	Action (How will I know when It's done)

The Ninja Nine

Nine Habits for Success in “Giving the Business”

*“We become what we do repeatedly.
Excellence, therefore, is not an act.
It is a habit.” – Aristotle*

- #1: Daily Gratitudes
- #2: Show up! Stop opening your email first. Resist the addiction! Instead, do one hour of productive work first. Work “On” your business in the morning. Work “In” your business in the afternoon.
- #3: Write 2 personal notes.
- #4: Focus on your “Hot List” daily.
“Who can I write a contract with this week?”
- #5: Focus on your “Warm List” daily.
- #6: Focus on your “Customer Service Calls” weekly.
- #7: Schedule 2 “Real Estate Reviews” this week.
- #8: Schedule 50 live contacts this week.
- #9: Review your data base for property matches (weekly) and with your newsletter (monthly).

What holds us back from doing this? Fear?
What is fear? Fear is the absence of love.
Get into a state of love. How can you make someone’s day?

Customer Service Calls

A. Reasons to Call (Have a reason to call that adds value to the customer.)

1. Sellers – update
2. U/C Buyers – update
3. Active Buyers – update
4. Recent closed customers – do you need anything?
5. Referral Sources – thank-you and update on progress
6. Anniversaries – “Guess what we were doing 7 years ago this week.”
7. Birthdays
8. 8 in 8 system
9. Tickets and “give-aways”
10. Annual market update
11. “Haves and Wants”
12. Thank-you, Congratulations, Thinking of You and

B. F.O.R.D. System - Rapport Building/Prospecting/Negotiating

Family
Occupation
Recreation
Dreams (goals)

C. Five Step Calling Process

1. Salutation
2. Look for common ground – F.O.R.D.
3. Purpose of my call – one of 12 reasons to call listed above
4. End on common ground – F.O.R.D.
5. 3 to 5 minutes max

My FORD Calls This Week!



“The most valuable gift you have to offer is yourself.”
From the book The Go-Giver

What can I do or say today to make their life better?

Date: _____

Family

Occupation

Recreation

Dreams

Monday

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

Tuesday

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

Wednesday

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

Thursday

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

Friday

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

My 10 Mailings This Week!

Date: _____

Monday:

1. _____

2. _____

Tuesday:

3. _____

4. _____

Wednesday:

5. _____

6. _____

Thursday:

7. _____

8. _____

Friday:

9. _____

10. _____

2 CMA's or 2 Neighborhood Buying Patterns

1. _____

2. _____

Appointments week of:

Date: _____

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

Ninja Weekly Routine

1. Schedule 1 hour weekly planning meeting with yourself. Review your goals. Begin with the end in mind.
2. Schedule time to exercise each day
3. Get to the office by 8:00 a.m. each day
4. Schedule 2 “Real Estate Reviews” (unsolicited CMA’s) for this week
5. Schedule 2 hours for “Customer Service Calls” – call all sellers, u/c buyers, active buyers, and closed customers (once a month for 1 year). Recommend this time be scheduled in the morning. Use 5-step calling process
6. Schedule 2 hours for other calls – birthdays, anniversaries, 8 in 8, etc. See 12 reasons to call that add value. Use 5-step calling process.
7. Send 10 notes – thank-you, congratulations, thinking of you
8. Schedule 2 lunches or breakfasts this week with a prospective referral source
9. Schedule 2 1-hour sessions this week for paperwork cleanup – meet with your assistant/escrow officer
10. Schedule 1 hour to review your customer lists and compare with “16 reasons why people want to buy real estate.” Make 5 calls. Works best after touring properties.
11. Visit with 50 people this week (live) – ask F.O.R.D. questions and LISTEN for change (pain and pleasure).
12. Build your mailing list of people who know you to a minimum of 200. Send them something of value at least once a month (recommend Insider).

If you are disciplined to have this routine on a weekly basis, you should earn a minimum of \$1,000 in gross commission income for each person on your mailing list (i.e., 200 names equal \$200,000 per year). This system assumes: an average sales price of \$200,000 or more; all people on your list know, like, and trust you; you accomplish every item on this list on a weekly basis. Remember:

- a. It’s not just the people you know it’s the people they know. Leverage your magic 50 with referrals.
- b. Review your 16 reasons “These People Probably Want To Buy or Sell Real Estate” each week in your weekly planning meeting and list the people who meet the criteria. Make sure you are in “FLOW” with them.
- c. Listen! They should have the “time of possession”

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? (David Knox videos)
- 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?

Monthly FLOW Calendar

Month	Activity	Number	Budget	Date	Comments	Complete?
January						
February						
March						
April						
May						
June						

July						
August						
September						
October						
November						
December						