

2020 Roadmap

The Secret To Selling 30+ Homes Each Year

Reflecting on 2019:

- How would you rate your year on a scale of 1-10?
- What would have made it a 10?
- What is working in your business?
- What isn't working in your business?

Looking ahead to 2020 Goals:

- Family Goals: _____

- Personal Goals: _____

- Spiritual Goals: _____

- Business Goals: _____

- Finance Goals: _____

S.M.A.R.T. Goals



Rewrite goals in SMART format

- Family Goals:

- Personal Goals:

- Spiritual Goals:

- Business Goals:

- Finance Goals:

Start. Stop. Continue.

Which behaviors need to change in order to achieve success? Reflect back on what would have made 2019 a “10”?

Start:

Stop:

Continue:

VERY IMPORTANT put these in a place that you’ll see them on a daily basis: bathroom mirror, refrigerator, your office, background on phone, etc.

START
*“What should we/
start doing?”*
List ideas/items:
• Things that are not being done, but should be done
• Things to begin doing to get better results
• Things worth trying or experimenting for better results

STOP
*“What should we/
stop doing?”*
List ideas/items:
• Things that are not working or helping
• Things that impede or are not practical
• Not delivering desired results
• We or others dislike

CONTINUE
*“What should we/
continue doing?”*
List ideas/items:
• Things that are working well
• Things that we want to keep
• Worth continuing to see if they’re worthwhile
• We like or need

Categorize your database:

A's - Past clients

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

A's - People that have referred you

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

B's - People that are likely to refer you

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.



- 8.
- 9.
- 10.

C's - People to keep on your email distribution list

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

D's - People you never want to talk again

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

You want to spend your time focused on deepening your relationships with your A's and B's! However, definitely keep your C's in any of your email marketing campaigns.

Your 2020 calendar and marketing strategy:

- Start with blocking off any personal time: family vacations, birthdays, teacher workdays, field trips, weddings, marathon, etc.
- Remember any of your personal, family, or spiritual goals that may require a half or full day of your attention

90 Day Plan (repeat 4 times each year)

Social Media

- Stay active and mix it up with character and competency
 - Character - 3 to 5 times a week; personal life, travel, family, community, etc.
 - Competency - 1 to 2 times a week; real estate specific such as new construction tours, interviewing a plumber on how to winterize your house, attorney on how to set up a will, interior designer discussing home trends, landscaper discussing hardscaping, etc.
- At least 50% of your posts should be a video which includes YOU!



Handwritten cards

- Aim for 25 per week. Show gratitude by taking the time to write a note. Thank people for taking time out of their day to meet with you. Or just say it was nice to see you last week.
- Birthdays and anniversaries
- Past and current clients
- A hand-addressed envelope gets opened 100% of the time!

Mailers

- **QCMA** (Quick Comparative Market Analysis)
- Send out to 25% of your database each quarter
- One week after you mail you **MUST** call behind!

Events

- Host one event each quarter:
 - I Love You A Latte - invite folks to meet up at a local coffee shop with a free drink on you
 - Happy Hour - invite your people to meet up at a local restaurant/bar/brewery for a free drink on you
 - Movie Night - rent out a theatre to a family friendly film and invite your people to join you. Warning - these will sell out quickly
- Get sponsors to help you cover the cost
- Partner with a charity and ask folks to bring a donation: canned goods, winter coats, school supplies, etc.

Email Marketing

- We recommend once per month sending out an **e-newsletter**. Share some of your videos that you posted on facebook. Any of your coming soon listings. Recent testimonials. Highlight upcoming events.
 - Constant Contact is an economical option that is very easy to use.
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Example of a 12 week quarter (Based off a database of 100 ppl)

Week One:

- Confirm date, location, time, and sponsor for event and create invite for **event**
- Mail 25 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Prepare and mail **5 QCMA's** with hand-addressed envelopes

Week Two:

- Call the five people you sent **QCMA's** to and ask if they have any questions or know of anyone else that would appreciate this type of report. Also drop in a teaser about your upcoming event.

- Mail out 25 invitations for your upcoming **event**.
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Prepare and mail **5 QCMA's** with hand-addressed envelopes
- Start preparing your monthly **e-newsletter**

Week Three:

- Call the five people you sent **QCMA's** to and ask if they have any questions or know of anyone else that would appreciate this type of report. Also drop in a teaser about your upcoming event.
- Call the 25 people you sent invites to for the upcoming **event**.
- Mail out 25 more invitations for your upcoming **event**.
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Prepare and mail **5 QCMA's** with hand-addressed envelopes
- Final edits to your monthly **e-newsletter** for next week

Week Four:

- Call the five people you sent **QCMA's** to and ask if they have any questions or know of anyone else that would appreciate this type of report. Also drop in a teaser about your upcoming event.
- Call the 25 people you sent invites to for the upcoming **event**.
- Mail out 25 more invitations for your upcoming **event**.
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Prepare and mail **5 QCMA's** with hand-addressed envelopes

- Send electronic invite out to your ENTIRE database for the **event**. Post it on social media. Go to the location and make a video of you there inviting people to the event!
- Blast out your monthly **e-newsletter**

Week Five:

- Call the five people you sent **QCMA**s to and ask if they have any questions or know of anyone else that would appreciate this type of report. Also drop in a teaser about your upcoming event.
- Call the 25 people you sent invites to for the upcoming **event**.
- Mail out 25 more invitations for your upcoming **event**.
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Prepare and mail **5 QCMA**s with hand-addressed envelopes

Week Six:

- Call the five people you sent **QCMA**s to and ask if they have any questions or know of anyone else that would appreciate this type of report. Also drop in a teaser about your upcoming event.
- Call the 25 people you sent invites to for the upcoming **event**.
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Start preparing your monthly **e-newsletter**

Week Seven:

- Call any remaining contacts that you need to follow up with on the **QCMA**s to and ask if they have any questions or know of anyone else that would appreciate this type of report. Also drop in a teaser about your upcoming event.
- Follow up with any remaining contacts you mailed invitations to the **event**.
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video

- Confirm plans for next week's social media posts with vendors
- Final edits to your monthly **e-newsletter** for next week

Week Eight:

- Call everyone and confirm attendance for next week's **event**
- Confirm details for the **event** (sponsors, location, door prizes, etc.)
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors (these should be based around your **event**)
- Blast out your monthly **e-newsletter**

Week Nine: **EVENT WEEK**

- Host **Event!**
- 4-7 social media posts - 50% must be video (these should be based around your **event**)
- Confirm plans for next week's social media posts with vendors

Week Ten: *Fortune Is In The Follow-Up*

- Call 15-25 people that attended the event to thank them for attending. Schedule 1:1's to meet with them for coffee. Also drop in teaser about next quarters **event**.
- Mail 15-25 handwritten thank you notes for attending your **event**
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors (some of these could be part of your 1:1s with attendees)
- Start preparing your monthly **e-newsletter**

Week Eleven: Fortune Is In The Follow-Up

- Call any remaining people that attended the event to thank them for attending. Schedule 1:1's to meet with them for coffee. Also drop in teaser about next quarters **event**.
- Mail 5 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
- 4-7 social media posts - 50% must be video
- Confirm plans for next week's social media posts with vendors
- Final edits to your monthly **e-newsletter** for next week

Week Twelve: Fortune Is In The Follow-Up

- Call any remaining people that attended the event to thank them for attending. Schedule 1:1's to meet with them for coffee. Also drop in teaser about next quarters **event**.
 - Mail 25 handwritten notes (birthdays, anniversaries, recent closings, current clients, referrers, any 1:1's you had last week)
 - 4-7 social media posts - 50% must be video
 - Confirm plans for next week's social media posts with vendors
 - Blast your monthly **e-newsletter** for next week
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Support Plan

- A tracking system - either a CRM or old-fashioned spreadsheet
 - You need some way to keep your database organized and track your activities
- Support
 - Marketing - do you have someone that can help with invites, putting together your monthly newsletter, manage social media, being onsite at events to help capture photos, hand-address your envelopes
 - Virtual assistants
 - College intern
 - Office admin

- Increase in buyers
 - Showing support - do you have someone you can rely on during the peak months to assist with showings?
 - Reliable mortgage/loan officer - 60% of deals fall apart due to lending
 - Reliable inspectors - timing is everything
 - Reliable closing attorneys - get those surveys and titles cleared!
- Increase in listings
 - Preparing pricing strategies
 - Staging
- Collaborative Peers
 - 2-3 realtors you can rely on to be your sounding board
 - We recommend getting together 1-2 times per month
- Coach
 - Your cheerleader, counselor, friend, and advisor

Accountability

- Dedicated time each day to work on your lead generation - we recommend 90 minutes, four days a week.
- Collaborative Peers
 - 2-3 realtors you can rely on to hold you accountable to your 90 minutes, four days a week
- Bi-weekly coaching sessions to help keep your head focused

“Perfect Is The Enemy Of Done”

