

# Goals/Business Plan

**Big Goals require a Big Business Plan!**

**Goals are Dreams with Deadlines**

# S.M.A.R.T.

- **S– Specific**, Want to get rich? OR- Earn \$100,000 by Dec. 31, 2018
- **M– Measurable**, How do you know how you are doing if you made it?
- **A – Attainable**, Reasonable, Think big but not unreasonable
- **R- Risky** (Relevant, Rewarding) is it a challenge?
- **T- Timely**, Does it have a deadline?

# Areas to Have Goals

- **Personal** A. Be a life long learner by taking one class per month, B. Read one book a month C. Become involved with improving the community by attending city council meetings.
- **Family** A. Weekly date night B. Annual vacation to a country I have not been before. C. Time with children ( minimum of one hour of one on one time with each child per day).
- **Physical** A. Have annual checkups B. Weekly exercise plan C. Loose 15 LBS by Dec. 31, 2018
- **Spiritual** A. 30 minutes of daily Bible reading B. Prayer time each morning.
- **Professional** A. Earn \$280,000 by Dec. 31, 2018 B. Close 25 deals by Dec. 31, 2018 C. Attain some special real estate designation

- Post Goals somewhere you will see them each morning
- Share them with someone that will hold you accountable

# Business Plan

What you will do to accomplish your goals

- **12** Newsletters per year to entire database
- **6** greeting cards to entire database
- **2** phone calls to entire database
- 15 minutes twice Daily on Facebook with the intention of building relationships
- Minimum of 1.5 open houses per month.
  
- Remember your job is to grow your database and deepen the relationship. The more people that know, like, and trust you the more homes you will sell, **PERIOD!**

# In 2018

- Have **12-6-2** in place
- Complete your webpage
- Set up database
- Good daily habits in place  
Quiet time, use of database, use of calendar, daily reading, ongoing education
- Other??

- If you don't know where you are going you will probably end up somewhere you don't want to be!!