

### MOTIVATION

Mission Statement:

My WHYs: (What does this business allow you to do? Keep it to 4 or less).

### 2017 AT A GLANCE:

How many transactions closed:

Total Listings Taken:

Total Listings Sold:

Total Number of Sides from Buyers:

Total Number of Referrals Sent Out:

Number of Referrals Sent Out Actually Closed:

Where did my business come from this year?

- \_\_\_\_\_ Transaction from agent referrals
- \_\_\_\_\_ Transactions from referrals of past clients/sphere
- \_\_\_\_\_ Transactions from online (Website and Social Media)
- \_\_\_\_\_ Transactions from open houses
- \_\_\_\_\_ Transactions from Sign calls
- \_\_\_\_\_ Transactions from other(specify):

What went well?

What did not go well?

What were my expenses?

Worth It?

Do It Again?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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## BRAINSTORMING

What needs to be updated in prelisting packet?

What needs to be updated in listing presentation?

What needs to be updated in out-of-town prospects and buyer packets?

How can your website be improved to make it more useful to clients?

How can your web/digital presence be updated?

Ideas for 2018 to research and consider implementing.

“Just One Thing” in 2018 (One goal/focus for each category). One key action to get started.

Personal:	<i>I will:</i>
Work:	<i>I will:</i>
Do:	<i>I will:</i>
Learn:	<i>I will:</i>
Home/Family:	<i>I will:</i>
Friends:	<i>I will:</i>
Income:	<i>I will:</i>

5 Things I will do this year to maximize my profits and increase my revenue.

- 1.
- 2.
- 3.
- 4.
- 5.

10 Specific Things to keep my existing business. (Existing Database)

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

5 Things to improve or enhance to keep business up-to-date.

- 1.
- 2.
- 3.
- 4.
- 5.

10 Specific activities to generate/grow new and referral business. (Grow Database)

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

5 Things I'm doing to improve the quality of the service I am offering.

- 1.
- 2.
- 3.
- 4.
- 5.

### MARKETING ACTIVITIES

Comprehensive Marketing Calendar (Aim for 3 touches/month, mix of art & science)

	Direct Mail   Digital	Face - to - Face
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

### MARKETING ACTIVITIES

<b>Quality</b> What I'm doing	<b>Quantity</b> How much I'm doing	<b>Budget</b> What I'm investing	<b>Schedule</b> When I'm doing it	<b>Action</b> How will I know when it's done

# 2018

**One Step,  
Then Another** | Business Planner

  
**Windermere**  
REAL ESTATE  
WINDERMERE REAL ESTATE EASTSIDE

## OVERALL BUSINESS GOALS

Long Tem (**beyond** the next 12 months):

Short Term (**within** the next 12 months):



## FINACIAL GOALS

DECIDE WHAT YOU WANT!  
(Not What You Think You Can Have!)

<b>Mine to Keep</b> (Deposit in my "Feel Good" Account)	=
<b>Recreation</b>	=
<b>Personal Growth</b>	=
<b>Family Growth</b>	=
<b>Business Growth</b>	=
<b>Debt Reduction</b>	=
<b>Creature Comforts</b> (Annual Living Expenses)	=
<b>Creature Comforts</b> (Large Purchase)	=
<b>Business Costs</b>	=
<b>Retirement Funds</b>	=
<b>To Give</b>	=
<b>Investments</b>	=
<b>Taxes</b>	=
<b>Receiving Goal</b>	=

## 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?

## GODDARD'S LIST

At the age of 15, John Goddard listed 127 goals he wished to experience or achieve in his lifetime. Thirty years later, at age 45, an article in Look Magazine chronicled his life and accomplishments. Notice at that point in time, over 100 of the goals are checked off. Today, Dr. Goddard has a list of over 600 goals and has achieved over 520 of them.

### Program Yourself for Success

Dr. John Goddard believes writing down your goals is a key to programming your brain and your life. He recommends everyone create a "Life List". He says, "When you establish specific, compelling goals, you engage a mysterious force that magnetically attracts the people and experiences necessary to accomplish your objectives. Unfortunately, the opposite is also true. If you neglect making conscious choices about what you want your life to become, you will experience an ambiguous existence, enduring whatever happens to you or becoming a part of some else's plan for your life."



*We become what we think about.*

[JAMES ALLEN IN HIS FAMOUS BOOK AS A MAN THINKETH.  
JOHN GODDARD IS LIVING PROOF.]



#### EXPLORE

- Nile River
- Amazon River
- Congo River
- Colorado River
- Yangtze River, China
- Niger River
- Orinoco River, Venezuela
- Rio Coco, Nicaragua

#### STUDY PRIMITIVE

- The Congo
- New Guinea
- Brazil
- Borneo
- The Sudan
- Australia
- Kenya
- The Philippines
- Tanzania
- Ethiopia
- Nigeria
- Alaska

#### PHOTOGRAPH

- Iguacu Falls, Brazil
- Victoria Falls, Rhodesia (chased by a warthog in the process)
- Sutherland Falls, New Zealand
- Yosemite Falls
- Niagara Falls
- Retrace travels of Marco Polo and Alexander the Great

#### EXPLORE UNDERWATER

- Coral reefs of Florida
- Great Barrier Reef, Australia (photographed a 300-pound clam)
- Red Sea
- Fiji Islands
- The Bahamas
- Explore Okefenokee Swamp and the Everglades

#### VISIT

- North and South Poles
- Great Wall of China
- Panama and Suez Canals
- Easter Island
- The Galapagos Islands
- Vatican City
- The Taj Mahal
- The Eiffel Tower
- The Blue Grotto
- The Tower of London
- The Leaning Tower of Pisa
- The Sacred Well of Chichen-Itza, Mexico
- Climb Ayers Rock in Australia
- Follow River Jordan from Sea of Galilee to Dead Sea

#### SWIM IN

- Lake Victoria
- Lake Superior
- Lake Tanganyika
- Lake Titicaca, S. America
- Lake Nicaragua

## GODDARD'S LIST

### CLIMB

- Mt. Everest
- Mt. Aconcagua, Argentina
- Mt. McKinley
- Mt. Huascarán, Peru
- Mt. Kilimanjaro
- Mt. Ararat, Turkey
- Mt. Kenya
- Mt. Cook, New Zealand
- Mt. Popocatepetl, Mexico
- The Matterhorn
- Mt. Rainier
- Mt. Fuji
- Mt. Vesuvius
- Mt. Bromo, Java
- Grand Tetons
- Mt. Baldy, California
- Carry out careers in medicine and exploration (studied premed, treats illnesses among primitive tribes)
- Visit every country in the world (30 to go)
- Study Navaho and Hopi Indians
- Learn to fly a plane
- Ride horse in Rose Parade

### ACCOMPLISH

- Become an Eagle Scout
- Dive in a submarine
- Land on and take off from an aircraft carrier
- Fly in a blimp, balloon and glider
- Ride an elephant, camel, ostrich and bronco
- Skin dive to 40 feet and hold breath two and a half minutes underwater
- Catch a ten-pound lobster and a ten-inch abalone
- Play flute and violin
- Type 50 words a minute
- Make a parachute jump
- Learn water and snow skiing
- Go on a church mission
- Follow the John Muir trail
- Study native medicines and bring back useful ones

- Bag camera trophies of elephant, lion, rhino, cheetah, cape buffalo and whale
- Learn to fence
- Learn jujitsu
- Teach a college course
- Watch a cremation ceremony in Bali
- Explore depths of the sea
- Appear in a Tarzan movie
- Own a horse, chimpanzee, cheetah, ocelot, and coyote (yet to own a chimp or cheetah)
- Become a ham radio operator
- Build own telescope
- Write a book (about his Nile trip)
- Publish an article in National Geographic Magazine
- High jump five feet
- Broad jump 15 feet
- Run mile in five minutes
- Weigh 175 pounds stripped (he still does)
- Perform 200 sit-ups and 20 pull-ups
- Learn French, Spanish and Arabic
- Study dragon lizards on Komodo Island (boat broke down within 20 miles of island)
- Visit birthplace of Grandfather Sorenson in Denmark
- Visit birthplace of Grandfather Goddard in England
- Ship aboard a freighter as a seaman
- Read the entire Encyclopedia Britannica (has read extensive parts in each volume)
- Read the Bible from cover to cover

- Read the works of Shakespeare, Plato, Aristotle, Dickens, Thoreau, Rousseau, Conrad, Hemingway, Twain, Burroughs, Talmage, Tolstoi, Longfellow, Keats, Poe, Bacon, Whittier, and Emerson (not every work of each)
- Become familiar with the compositions of Bach, Beethoven, Debussy, Ibert, Mendelssohn, Lalo, Liszt, Rimski-Korsakov, Respighi, Rachmaninoff, Paganini, Stravinsky, Toch, Tchaikovsky, Verdi
- Become proficient in the use of a plane, motorcycle, tractor, surfboard, rifle, pistol, canoe, microscope, football, basketball, bow and arrow, lariat and boomerang
- Compose music
- Play Clair de Lune on the piano
- Watch fire-walking ceremony (in Bali and Surinam)
- Milk a poisonous snake (bitten by diamondback during photo session)
- Light a match with .22 rifle
- Visit a movie studio
- Climb Cheops' pyramid
- Become a member of the Explorer's Club and the Adventure's Club
- Learn to play polo
- Travel through the Grand Canyon on foot and by boat
- Circumnavigate the globe (four times)
- Visit the moon ("Someday, if God wills")
- Marry and have children (has six children)
- Live to see the 21st century

## NINJA 気 INSTALLATION

## MY LIFE LIST

Does your plan support living out your Life List?

### To Have:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### To Be:

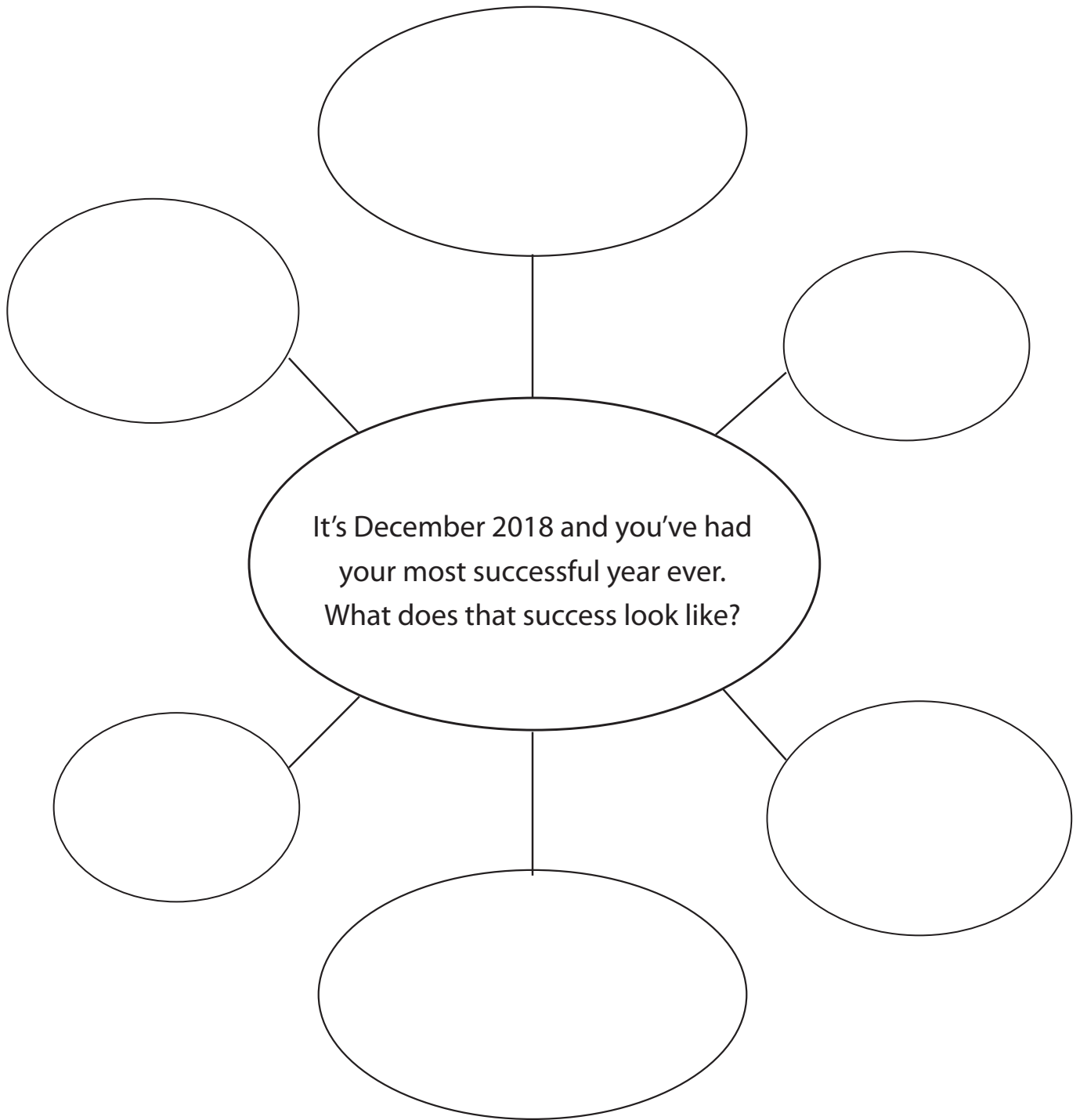
1. \_\_\_\_\_
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10. \_\_\_\_\_

### To Do:

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9. \_\_\_\_\_
10. \_\_\_\_\_

### To Give:

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9. \_\_\_\_\_
10. \_\_\_\_\_



***"Luck is what happens when preparation meets opportunity"***

*- Unknown, (Laura just likes this a lot)*