

Business Plan Workbook

Provided by



WORKMAN
SUCCESS SYSTEMS

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Mission Statement

Example:

I am a real estate professional committed to providing my clients with the best possible experience during the the transaction process. I provide accurate information and intelligent options to empower my clients in achieving their desired goals. I invest my time to build long-term relationships based on my mutual loyalty, and respect of my clients’ best interests and objectives. I measure my success by the repeat business I receive from my clients and from the referrals to their friends and family I receive from them.



Multiple horizontal lines provided for writing a personal mission statement.

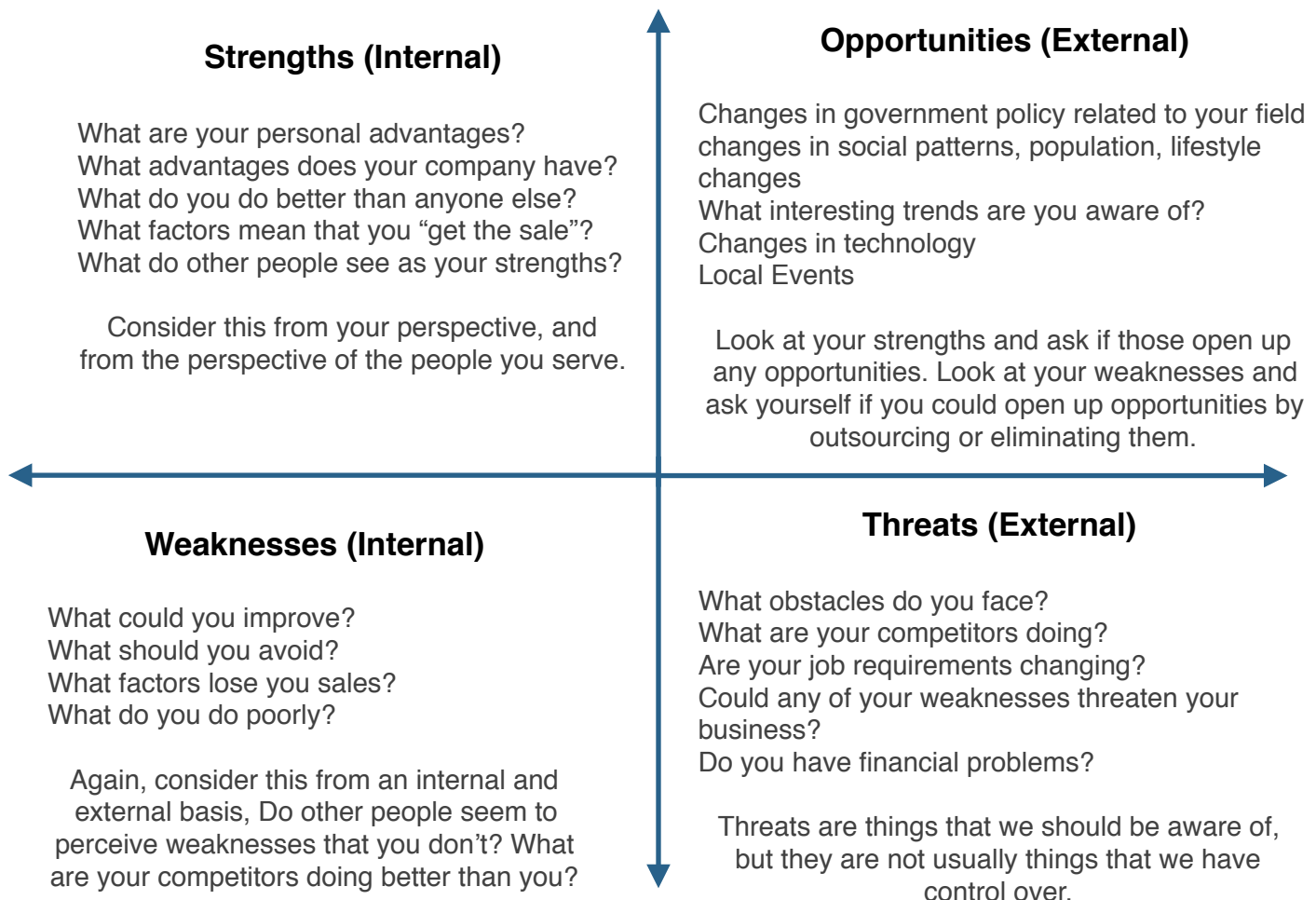
SWOT Analysis

Instructions

Understanding your Strengths, Weaknesses, Opportunities and Threats.

The SWOT Analysis is a very effective technique for identifying your Strengths and Weaknesses, and for identifying the Opportunities and Threats you face. Used in a business context, it will help you develop your career in a way that helps you take advantage of your talents, abilities and opportunities; as well as helping you to carve a sustainable niche in your market. Carrying out an analysis of your business using the SWOT framework will help you to focus your activities into areas where you are strong and where the greatest opportunities lie

How to use this tool: To carry out a SWOT Analysis write down the answers to the following questions. Where appropriate, use similar questions applicable to your particular situation:





SWOT Analysis

To be completed by you

Name: _____

Date: _____

STRENGTHS

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

OPPORTUNITIES

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

WEAKNESSES

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

THREATS

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____



SWOT Analysis

Make four copies of this form & ask four people who know you well to complete this for you.

Name: _____

Date: _____

STRENGTHS

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

OPPORTUNITIES

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

WEAKNESSES

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

THREATS

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____



Business Objectives

FOR THE YEAR ENDING DECEMBER 31, 20____

Long-term 5 Year Plan:

Mid-term, 1 Year Plan:

Short-Term, 6 Month Plan:





Personal Objectives

Family:

Faith:

Fun:

Friends:

Fitness:



Goal Achievement System

Goal: _____

- ◆ Why?: _____
- ◆ Excuses for Failure: _____
- ◆ Resolve: _____
- ◆ Action Items: _____

Goal: _____

- ◆ Why?: _____
- ◆ Excuses for Failure: _____
- ◆ Resolve: _____
- ◆ Action Items: _____

Goal: _____

- ◆ Why?: _____
- ◆ Excuses for Failure: _____
- ◆ Resolve: _____
- ◆ Action Items: _____

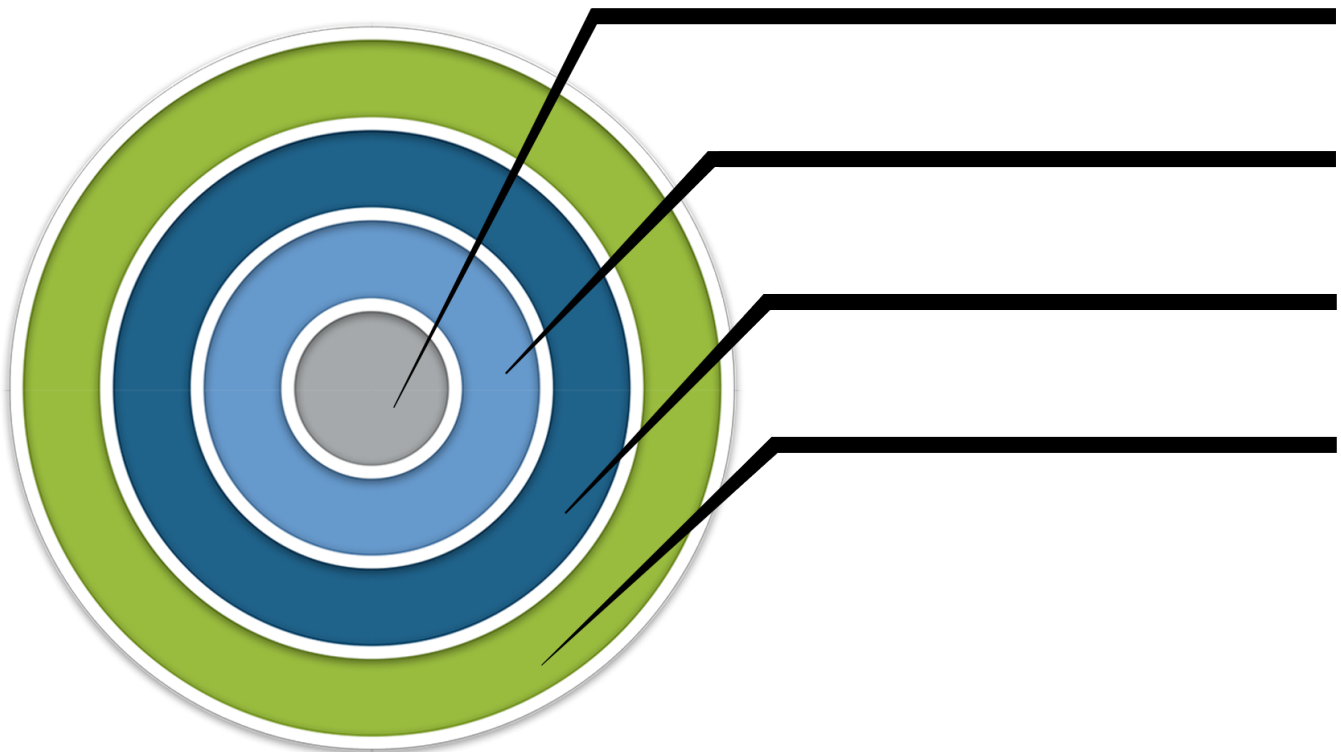
Goal: _____

- ◆ Why?: _____
- ◆ Excuses for Failure: _____
- ◆ Resolve: _____
- ◆ Action Items: _____

Hit Your Target!

What is your income goal?
What are your four pillars of income?

\$ _____ **Per Month/Year**
or _____ **Closings Per Month/Year**





Cash Flow Budget Worksheet

Cash Outflows	Monthly	Quarterly	Yearly
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Advertising			
Automobile Expenses			
Bank Charges			
Education and Training (CE)			
Fees & Dues			
Insurance (Auto)			
Insurance (Health)			
Insurance (Other) E&O			
Interest Expense			
Internet Related Expenses			
Loan Payments			
Miscellaneous			
Office Expenses			
Office Supplies			
Personal Draws/Income			
Real Estate Signs			
Rent or Desk Fees			
Shows & Conventions			
Subscription Services			
Technology (Hardware & Software)			
Taxes & Licenses			
Taxes (Income)			
Travel Expenses			
Utilities & Telephone			
Charitable contributions			
TOTAL CASH OUTFLOWS			

Action Plan

Make a copy of this worksheet for each goal

GOAL: _____

	ACTION ITEM	DUE DATE	ASSIGNED TO
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			

Action Plan

Make a copy of this worksheet for each goal

GOAL: _____



	ACTION ITEM	DUE DATE	ASSIGNED TO
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17			

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Action Plan

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	ACTION ITEM	DUE DATE	ASSIGNED TO
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8			
9			
10			
11			
12			
13			
14			
15			
16			
17			

Business Marketing Plan

Top 50

- Monthly email
- Quarterly mail
- Call once a month
- _____
- _____
- _____

- Utilize Vanity and Content site
- Utilize stealth sites (CMA's FSBO Branding here is minor)
- _____
- _____
- _____

Sphere of Influence

- Continual monthly contact system
- Personal phone call 4 times a year
- Birthdays and Anniversaries
- 1 letter a month
- _____
- _____
- _____

E-Marketing

- Consciously collect e-mail addresses
- Return e-mail in a timely fashion
- Have multiple websites
- Include eSignature with call to action
- Give away something of value
- Capture email for drip campaigns
- Brand your own name (not @gmail but @yourcompany or @your company)
- _____
- _____
- _____

Prospecting

- Geographic Farming
- For Sale By Owner
- Expired Listings
- Out of Town agents
- First time home buyers
- Social Networking (Facebook, Twitter etc.)
- Referral networks and clubs
- Out of town buyers
- Relocation resources
- _____
- _____
- _____

Other

- Read four business books this year
- Attend a minimum of four seminars a year
- Attend national conventions such as NAR
- Foster relationships with agents who are where you want to be (financially, lifestyle, transactions)
- mentor with agents who are where you want to be income, lifestyle and transaction wise
- _____
- _____
- _____

Website

- Maintain destination website
- Add more than six photos of each listing
- Publish open houses weekly
- Publish featured properties
- Use personalized auto-responders

Career Path

Activities Designed to Meet People

- ◆ Expand Sphere of Influence (SOI)
- ◆ Establish a geographic farm
- ◆ Establish a builder database
- ◆ Establish a FSBO system
- ◆ Establish expired listings system
- ◆ Establish an out of town agent list
- ◆ Use tours with your info
- ◆ Develop buyer/seller seminars
- ◆ Conduct open houses
- ◆ Online Professional groups like MeetUp
- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____

Personal Marketing Activities

- ◆ Personal website
- ◆ Personal brochure
- ◆ Personal advertising
- ◆ Branded email
- ◆ Newspaper
- ◆ Magazine
- ◆ Billboard
- ◆ Advertising specialty
- ◆ Wrapped car
- ◆ Postcard mailing system
- ◆ Newsletter subscription
- ◆ "Elevator Pitch"
- ◆ Changing market areas
- ◆ Sign riders (Call Capture)
- ◆ Brochure boxes
- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____

Professional Development

- ◆ Become an eMarketing expert
- ◆ Attend training often
- ◆ Finish and follow your business plan
- ◆ Build a saleable business

- ◆ Focus on time mastery
- ◆ Focus on prospecting
- ◆ Attend all (more) office meetings
- ◆ Tour office listings
- ◆ Attend broker's tour
- ◆ Read four business books per year
- ◆ Read business periodicals monthly
- ◆ Attend training courses on technology
- ◆ Totally automate all activities
- ◆ Purchase/update computer equipment
- ◆ Attend one sales conference annually
- ◆ Attend State convention
- ◆ Hire a personal Assistant
- ◆ Have an annual income goal
- ◆ Track and monitor goals regularly
- ◆ Track your numbers
- ◆ Return something worthwhile to business
- ◆ Do board or committee work
- ◆ Teach others
- ◆ Write articles/books/blogs
- ◆ Create tools for others to use
- ◆ Financial independence by age 50
- ◆ fully funded retirement by age 55
- ◆ Sufficient life insurance
- ◆ Home mortgage free
- ◆ Vacation home mortgage free
- ◆ Totally debt free
- ◆ Net worth of \$_____
- ◆ Succession plan for going forward
- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____
- ◆ _____