

AGENT ACCELERATOR

POWERED BY NINJA SELLING

NINJA 気 SELLING

YOUR NINJA
**BUSINESS
PLAN**

Leading
REAL ESTATE COMPANIES
OF THE WORLD

Please answer these questions. They are confidential and important.
(When asked for an amount of money, the questions refer to 1099 income, not Gross Commission Income.)

- 1** Is there an amount of income that if you DON'T make it next year you will leave the business?
If so, what is that amount? _____
- 2** Is there an amount of money that if you don't make it you will receive a lot of pressure from your spouse/partner to quit?
If so, what is that amount? _____
- 3** If you were to rate your level of excitement about the real estate business right now on a scale of 1 to 10, with 1 being "I'm ready to quit" and 10 being "I ABSOLUTELY LOVE IT!"
Where would you rate yourself?
1 2 3 4 5 6 7 8 9 10
- 4** How much do you expect to make this year (not next year)?

- 5** Is that amount satisfying for you? _____
- 6** Did that amount include savings, debt reduction, investment money, recreation, dreams and giving?
 YES SOME NONE
- 7** Do you know how much it takes to pay all of your bills in your household every month? If so, what is that amount?

- 8** Is your basic retirement taken care of? (By taken care of, do you have a plan to create residual income equal to or greater than your monthly household living expensive plus taxes? Relying on Social Security isn't enough.) YES NO
- 9** Did you do anything big and fun this year? YES NO
- 10** Did you plan to do something fun this year and didn't end up with enough money to do it? YES NO
- 11** Do you have any kind of written Life List? YES NO
- 12** Do you have trouble thinking of things to put on a Life List?
 YES NO
- 13** Does your spouse/partner (if applicable) have a different idea of what items might go on a Life List? YES NO
- 14** Did you know that you have an existing business plan?
 YES NO
(Whatever you're doing now is your business plan for this year and your results were created by that plans.)
- 15** Do you really want to change your income or is it just a nice idea? YES NO

Fill your name in the appropriate sentence.

I, (your name) _____, really
want to increase my income per hour so I can:

1. _____
2. _____
3. _____

I, (your name) _____, am
content with my income and hours worse as it is and am happy
to continue as is.

I, (your name) _____, wouldn't
be to upset if my income went down.

**ASSOCIATE PRE-BUSINESS
PLANNING QUESTIONNAIRE**

- _____ I attend sales meetings on a regular basis.
- _____ I am a consistent ambassador of the company vision.
- _____ I have an abundance and growth mindset
- _____ I have personal notecards readily available that I like to use.
- _____ I have a style of Hot List that I like to use and I implement it.
- _____ I have a style of Warm List that I like to use and I implement it.
- _____ I have an electronic method to communicate successfully with my customers (CRM).
- _____ I start each week with my Monday Morning Agenda.
- _____ I have a FLOW calendar for three touches a month.
- _____ I have the “correct” number of people in my database.
- _____ I am willing to invest money to grow my business.
- _____ I am willing to practice my skills.
- _____ I am Ninja installed.
- _____ I intend to attend a Ninja Installation this year.
- _____ I have an active Life List
- _____ I know “why” I am in real estate.
- _____ I have a written set of life goals.
- _____ I have a written financial plan including a retirement “wake up money” plan.
- _____ I am a learner (I read or listen to books regularly).
- _____ I exercise consistently.
- _____ I eat healthy.
- _____ I have mentors/players from whom I learn regularly.
- _____ I have a Buyers packet readily available.
- _____ I have Relocation packages readily available.
- _____ I have Buyers Interview sheets and Pre-Listing Interview sheets readily available.
- _____ I have a written business plan.
- _____ I have a system for managing and thanking people who refer me business.
- _____ I have a written marketing plan for my listings.
- _____ I have a way to demonstrate the power of staging readily available.
- _____ I know my sweet 16 seller questions.
- _____ I am prepared and practiced to answer the most common buyer and seller questions.
- _____ I have mastered the 10 step buyer process.
- _____ I have a checklist of items to cover with sellers in a listing consultation.

Find those items that you did not check.

Decide which of these you would like to implement. Make the list below of the 10 you want to tackle. Your goal in the first quarter is to do **one a week!** Do *not* try to do two in a week but make *sure* you get one done!

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

PRE-FLIGHT CHECKLIST

I have _____ people in my DATABASE.
I did _____ mailings last year to my DATABASE.
I have my DATABASE in a CRM that is working for me: YES NO
I could send an email to my list right now if I had to: YES NO
My GCI for the last 12 months was _____.
I closed _____ transactions.
I closed _____ listings.
I closed _____ buyers.
My average GCI per closing was _____.
I took _____ listings.
I lost _____ seller consultations to another associate.
I presently have _____ active listings.
I currently have _____ properties under contract.
I had _____ fall-throughs this year.
I work _____ hours per week on average.
I spend _____ hours per week working "on" my business.
I am am not Ninja Installed.
I took _____ trips (three days or longer) this year.
I am familiar with the tools my company provides: YES NO
I usually got to the office at _____ a.m.
I came to _____ sales meetings.
I have a plan for differentiating myself: YES NO SORT OF

SIMPLE OVERVIEW OF LAST YEAR'S BUSINESS

My Business/Wealth Creation Plan for _____

I intend to earn _____ in 1099 income this year.

Using the Ninja Success Formula (1 name = \$1,000) I need _____ households in my DATABASE to accomplish that.

MY NUMBER: I intend to close _____ units this year.

That equals _____ per month.

I will carry _____ sellable listings this year.

I currently have _____ people in my DATABASE.

I need to add _____ to get to “the right” number and to account for depreciation of my list.

I intend to add _____ households per week.

In order to achieve MY NUMBER (units) _____ I agree to do the following:

Follow the Ninja Nine:

1. Daily gratitudes.
2. Show up (don't open your email for an hour!).
3. Write two personal notes a day.
4. Focus on your Hot List daily.
5. Focus on your Warm list daily.
6. Focus on your customer calls weekly.
7. Schedule two live real estate reviews weekly.
8. Schedule 50 live contacts weekly.
9. Review your DATABASE for change and property matches weekly.

I agree to send three value-added pieces per month to my database.

The three things I will do to differentiate myself this year are:

1. _____
2. _____
3. _____

Three things I will do to save time this year are:

1. _____
2. _____
3. _____

Based on my genealogy analysis I will also do the following activities:

DAILY AND WEEKLY ACTIVITIES

I agree to use the Perfect Week Tracker!

TO DO EVERYDAY	
	Say my gratitudes.
	Write two personal notes
	Review my Hot List
	Review my Warm List
	Make _____ live contacts
	Read two pages of something inspirations

TO DO EVERY WEEK	
	Have a Monday morning meeting
	Two real estate reviews
	Attend a skills group
	Attend sales meeting
	Use the Ninja Scorecards
	Keep referral sources updated

MY BUSINESS/WEALTH CREATION PLAN

DECIDE WHAT YOU WANT, NOT WHAT YOU THINK YOU CAN HAVE!

MINE TO KEEP \$ _____
(Deposit in "feel good" account)

CREATIVE COMFORTS \$ _____
(Annual living expenses)

CREATURE COMFORTS \$ _____
(Large purchases)

RECREATION \$ _____

PERSONAL GROWTH \$ _____

FAMILY GROWTH \$ _____

BUSINESS GROWTH \$ _____

DEBT REDUCTION \$ _____

BUSINESS COSTS \$ _____

RETIREMENT FUNDS \$ _____

INVESTMENTS \$ _____

SUBTOTAL \$ _____

TAXES \$ _____

TO GIVE \$ _____

RECEIVING GOAL \$ _____

FINANCIAL GOAL SHEET

CURRENT NET WORTH _____ (DATE)

WHAT I OWN (A)

\$ _____ Cash & Savings
\$ _____ Automobiles (Value)
\$ _____ Retirement Plan
\$ _____ Insurance (Cash Value)
\$ _____ Home Value
\$ _____ 2nd/Vacation Home
\$ _____ Group Stock
\$ _____ Stocks/Mutual Funds
\$ _____ Properties (Total Value)
\$ _____ Other Investments
\$ _____ TOTAL

WHAT I OWE (B)

\$ _____ Current Bills
\$ _____ Automobiles (Loan)
\$ _____ 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 & Savings
\$ _____ Automobiles (Value)
\$ _____ Retirement Plan
\$ _____ Insurance (Cash Value)
\$ _____ Home Value
\$ _____ 2nd/Vacation Home
\$ _____ Group Stock
\$ _____ Stocks/Mutual Funds
\$ _____ Properties (Total Value)
\$ _____ Other Investments
\$ _____ TOTAL

WHAT I OWE (B)

\$ _____ Current Bills
\$ _____ Automobiles (Loan)
\$ _____ 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 WORKSHEET

NINE HABITS FOR SUCCESS IN GENERATING BUSINESS

"WE BECOME WHAT WE DO REPEATEDLY. EXCELLENCE, THEREFORE, IS NOT AN ACT. IT IS A HABIT." — *Aristotle*

DAILY HABITS

- 1 Gratitude, affirmations and review Life List.
- 2 Show up for work and time block your day/week.
Stay on your agenda.
Avoid opening your email!
Complete your five daily habits first.
- 3 Write two personal notes.
- 4 Focus on your *Hot List*:
Who wants to write a contract this week?
- 5 Focus on your *Warm List*:
Who wants to buy/sell but doesn't know it?

WEEKLY HABITS

Time block a schedule to do these.

- 6 Make your *Customer Service Calls*.
- 7 Schedule two live *Real Estate Reviews*.
- 8 Schedule 50 live *Interviews*.
- 9 Update your database and look for property matches.

"FOCUS ON PRODUCTIVE ACTIVITIES
AND PRODUCTION TAKES CARE OF ITSELF."

"MOST PEOPLE QUIT RIGHT BEFORE THE MAGIC HAPPENS.
DON'T QUIT BEFORE THE MAGIC HAPPENS."

— *Jimmy D., The Original Ninja*

"PEOPLE DO NOT DECIDE THEIR FUTURES. THEY DECIDE
THEIR HABITS AND THEIR HABITS DECIDE THEIR FUTURES."

— *F.M. Alexander*