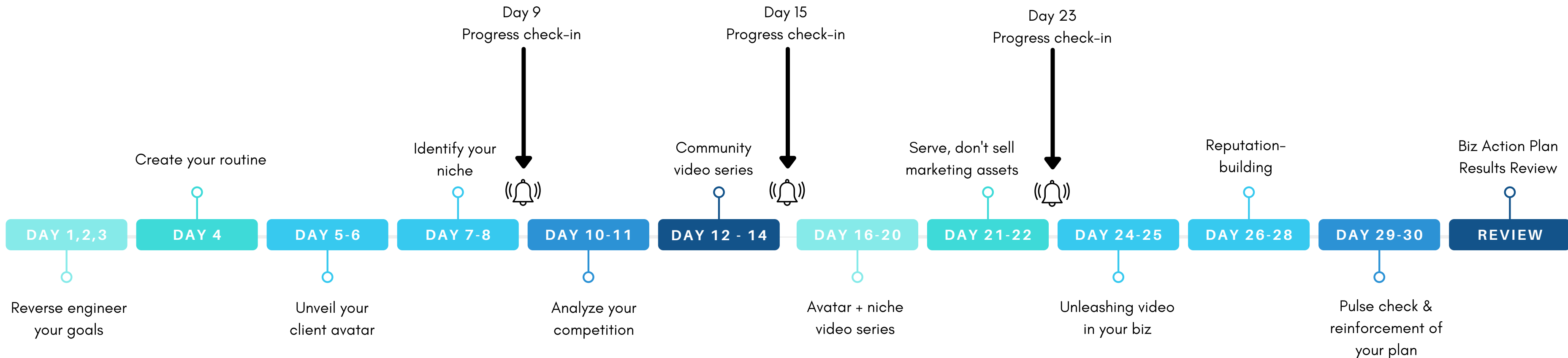


# 30 Day Business Action Plan



## Day 1-3 Reverse Engineer Your Goals

### WHAT ARE YOUR GOALS WITHIN YOUR BUSINESS?

How many clients would you like to work with a month? ... What brought you to this number?

How many closings would you like a month? ... What brought you to this number?

What would you like your annual GCI to be? ... What brought you to this number?

### YOU'VE FINALLY ACHIEVED YOUR GOALS

Imagine the moment you finally achieve all the goal numbers you wrote out in the previous column ...

How would this change your life?

What would you be able to afford?

What freedoms would you get back?

### WHAT'S YOUR AVG. COMMISSION?

**DREAM INCOME % AVG. COMMISSION =**

How many homes you will have to sell to reach your dream income

**TOTAL NUMBER OF HOMES % 12 =**

How many homes you will have to sell each month to reach your total

## Day 1-3 Reverse Engineer Your Goals

### WHAT ACTIONS & ACTIVITIES WILL YOU HAVE TO DO TO REACH YOUR MONTHLY NUMBERS?

#### Daily Revenue Producing Actions

#### Weekly Revenue Producing Actions

#### Monthly Revenue Producing Actions

## Day 4 Establish Your Routine

I AM A COMMUNITY MARKET LEADER!

“ ”

QUOTE OF THE DAY

- ☐ Visualize My Day
- ☐ Gratitude
- ☐ Read Manifesto
- ☐ Wrote out 6 things

<b>I Am Grateful For...</b> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____	<b>Today's scheduled To Do's &amp; Time Blocks (Hard stuff first!)</b> <small>HOURS</small> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ <input type="checkbox"/> I blocked out the time in my calendar! <input type="checkbox"/> I am committed to the 'Touch It Once' Rule
<b>Today's Wins and Successes!</b> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____	<b>Evening Rituals</b> <input type="checkbox"/> Show Gratitude <input type="checkbox"/> Calendar out my day for tomorrow <input type="checkbox"/> Visualize my day for tomorrow <input type="checkbox"/> Give myself permission to dream of what I need

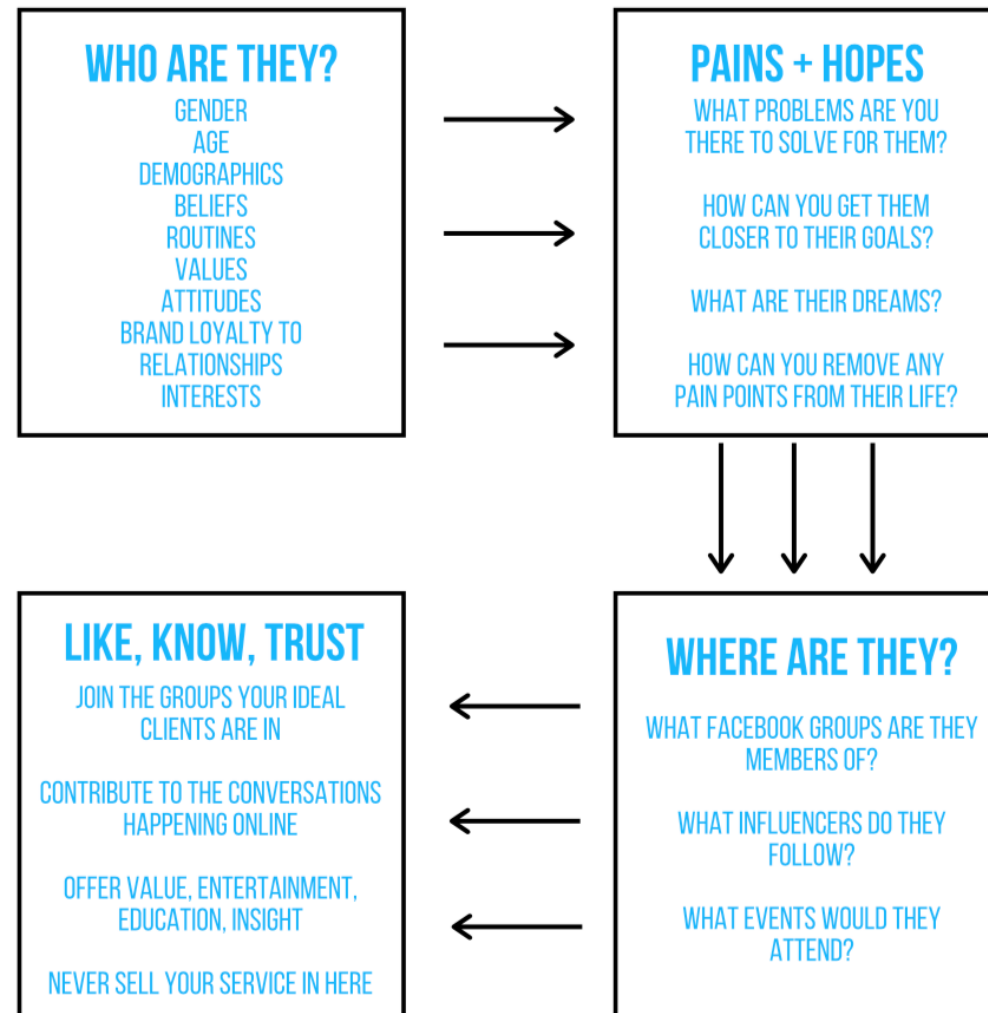
← WHAT TIME WILL YOU WAKE UP BY EVERYDAY?

← ARE YOU COMMITTING TO YOUR DAILY/WEEKLY REVENUE GENERATING ACTIONS?

← CONSIDER INSTALLING APPS TO TRACK YOUR HABITS, + TO HELP YOU VISUALIZE YOUR GOALS

## Day 5-6 Unveil Your Client Avatar

### Krista's guide to *defining your ideal clients*



- Who are they?
- Where do they live?
- What do they do for work?
- What do they do after work?
- What are their habits? Hobbies?
- What are their goals?
- What are their values?

- Have they experienced a new life event?
- What does their household look like?
- What brands do they prefer?
- What type of purchases do they make?
- What type of social media accounts do they follow?
- What are their challenges & pain points?
- Specific & noteworthy interests?

## Day 5-6 Unveil Your Client Avatar

What are 10 of the most common problems that your client avatar have?

How do you uniquely solve these problems & needs?

What are 10 of the most common questions that your client avatar have?

What solutions, tips, tricks or hacks do you have for your clients from your experience and expertise?

How can you create these into videos? Outline into scripts.

## Day 7-8 Identify Your Niche

### Unless You're Solving A Problem You Will Never Be the Solution

#### Digital Marketing Ad Strategy

Who is your target audience?

What niche are you going after?

Is this a Cold/Warm/Hot audience?

What is your objective (what are you trying to accomplish?)

What problems do your clients have?

- 
- 
- 
- 
- 

What are the solutions to the problems?

- 
- 
- 
- 
- 

### Unless You're Solving A Problem You Will Never Be the Solution

#### Digital Marketing Ad Strategy

What problems do they have that they do not know they have?

- 
- 
- 
- 
- 

What are the solutions to the problems they do not know they have?)

- 
- 
- 
- 
- 

What typical questions does my client ask?

- 
- 
- 
- 
- 

Topics/content specific to Cold, Warm, Hot Audience

C-  
W-  
H-

## Day 9 Progress Check In



### GOALS

What did you used to do?  
What are you doing now?  
Have you had an a-ha moment?  
What systems have you put in place to reach your goals?



### ROUTINES

Are you using your daily sheet?  
What are your top 4 habits to accomplish each day?  
What's your longest streak?



### AVATAR

Have you identified your avatar?  
How have you used this knowledge in your marketing strategy?  
What makes you the unique solution for your avatar?



### NICHE

Have you nailed down your niche?  
How have you focused your marketing strategy to this audience?  
What makes you the unique solution for this niche?



## Day 10-11 Top Producer Competitive Analysis

### Your Strengths

- 
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- 

### Your Weaknesses

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- 
- 

### Your Opportunities

- 
- 
- 
- 
- 

### Your Threats

- 
- 
- 
- 
-

Day 10-11 Top Producer Competitive Analysis

<div>S</div> <div>Top Producer 1 Strengths</div>	<div>W</div> <div>Top Producer 1 Weaknesses</div>	<div>S</div> <div>Top Producer 2 Strengths</div>	<div>W</div> <div>Top Producer 2 Weaknesses</div>
<div>O</div> <div>Top Producer 1 Opportunities</div>	<div>T</div> <div>Top Producer 1 Threats</div>	<div>O</div> <div>Top Producer 2 Opportunities</div>	<div>T</div> <div>Top Producer 2 Threats</div>

## Day 12-14 Community Video Series



### COMMUNITY VIDEO 1

Write down your ideas, or your script



### COMMUNITY VIDEO 2

Write down your ideas, or your script



### COMMUNITY VIDEO 3

Write down your ideas, or your script



Script



Record



Edit & add captioning



Transcribe for blog post



Turn into graphic for social media



Post on Facebook, Instagram,  
Youtube and other platforms

## Day 15 Progress Check In



### GOALS

Have you had an a-ha moment?  
Are you following your systems to  
reach your goals?



### ROUTINES

Are you using your daily sheet?  
What are your top 4 habits to  
accomplish each day?  
What's your longest streak?



### COMPETITION

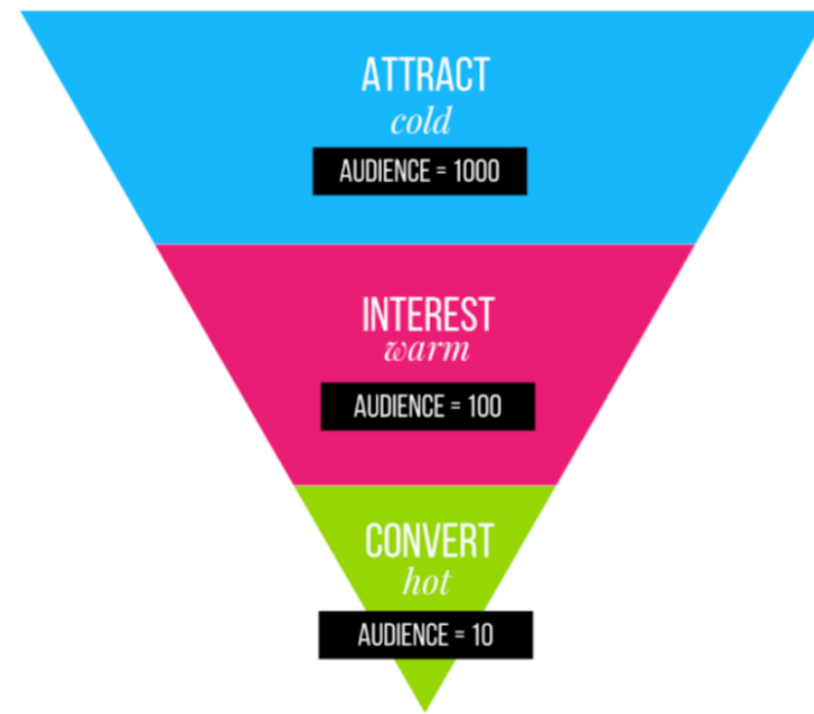
Who are the top producers in your area?  
How are you different?  
What's your unique value proposition?



### COMMUNITY VIDEO

Were you able to showcase areas in  
your community?  
What was the feedback?  
How did you feel?  
How can you improve?

## Day 16-20 Niche + Avatar Video Series



### COLD AUDIENCE = ATTRACT

ex. 3 musts when selling your home

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

### WARM AUDIENCE = CONVERT

ex. 4 essential tips when selling your home faster & for more money

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

### HOT AUDIENCE = INTEREST

ex. click below to get an accurate value of your home

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



Script - Be the SOLUTION



Record



Edit & add captioning



Transcribe for blog post



Turn into graphic for social media



Post on Facebook, Instagram, Youtube and other platforms

## Day 21-22 "What To Expect When Listing" Marketing Assets

How will you seal the deal? What advice and important information do sellers need to know to make it to the closing table and through settlement seamlessly



**5 - Closing**

An organized timeline of next steps, expectations and common FAQs when homeowners are under contract with buyers



**4 - Under Contract**

Do you have a unique system to prepare their home for appointments and what's your plan for negotiating the best deal



**3 - Appointments + Negotiation**

Blueprint for how you'll properly market their home to sell it quickly and for more money



**2 - Marketing Plan**

Detailed summary of what you do before their home hits the MLS



**1 - Pre-Listing Marketing**

## Day 23 Progress Check In



### GOALS

Have you had an a-ha moment?  
Are you following your systems to reach your goals?



### ROUTINES

Are you using your daily sheet?  
What are your top 4 habits to accomplish each day?  
What's your longest streak?



### NICHE + AVATAR VIDEOS

What solutions and value did you share with your audience?  
Did your videos answer questions your avatar never knew they needed answered?  
How will you ultimately connect with your leads?  
How did you feel?  
How can you improve?



### MARKETING ASSETS

Did you outline what your seller leads can expect when listing their home with you?  
What's your unique value proposition?  
What makes your experience better than other agents?

## Day 24-25 Unleashing Video In Your Biz

### AWARENESS

How will you incorporate video marketing in your awareness strategy?

### LEAD NURTURE

How will you incorporate video marketing in your nurture strategy?

### FULFILLMENT

How will you incorporate video marketing in your service strategy?

### REFERRALS

How will you incorporate video marketing in your referral strategy?

### LEAD GEN

How will you incorporate video marketing in your lead gen strategy?

### CONVERSION

How will you incorporate video marketing in your conversion strategy?

### REVIEWS

How will you incorporate video marketing in your reviews strategy?

### RETENTION

How will you incorporate video marketing in your retention strategy?



## Day 26-28 Reputation Building with Reviews

### WHERE REVIEWS GET POSTED

What do your profiles on the below platforms look like?

Do you have any reviews currently posted?

If someone was looking for an agent online, would you stand out?



### ASK FOR REVIEWS

Reach out to past clients and colleagues to help you build your credibility

### WHAT TO ASK? WHAT TO DO?

- ✓ Would you say you enjoyed our experience working together and was it a 5 star experience?  
\_\_\_\_\_
- ✓ What are 2-3 things you enjoyed most about working with me?  
\_\_\_\_\_
- ✓ So you're saying you liked blank, blank and blank.  
Great, could you just repeat that and do a video for me about it?  
\_\_\_\_\_
- ✓ Remember, people don't feel 4 stars are good, we may think they are, but consumers don't, so please only a 5 star.

## Day 29-30 Reinforce Your Plan, Review Your Results

### LET'S REVIEW EVERYTHING THAT YOU ACCOMPLISHED! AND ADD DEADLINES TO PROJECTS THAT NEED UPDATES, SO THERE'S NO MISSING PIECES

- ✓ Nail down your target audience, so you can become the authority agent and go-to real estate professional for this market segment
- ✓ Offer value and unique solutions to stand out from other agents in your market
- ✓ Marketing = Attraction  
Leverage the power of video, content and marketing funnels in your business to convert more leads
- ✓ Establish routines that will help you accomplish more in a day, and help you run your real estate business like a digital marketing expert + entrepreneur
- ✓ You'll need to pay, to play. Invest in your business like an entrepreneur - pay for quality marketing materials that will help you win before you arrive, and proper online ads to make you known by the masses
- ✓ Get views while you snooze, so you can get in front of your ideal audience when they start looking, and have your video content work for you around the clock
- ✓ Remember commitment over convenience - there is no such thing as an overnight success...
- ✓ Show up to your 30 Day - Biz Action Results + Review Call