

# SAMPLE: SOLO AGENT SINGLE-PAGE BUSINESS PLAN

## ANNUAL GOAL

Close 45 Transactions

## 3 KEY FOCUS AREAS

- ① Establish Online Presence
- ② Lead Generate for New Business Daily
- ③ Organize COI in CRM Database and systematically grow & contact it

## 5 OBJECTIVES FOR EACH FOCUS AREA

1

### ONLINE PRESENCE

1. Set up and/or update all social media network profiles. Establish general action plan for communication on each network.
2. Create personal landing page linking all social media networks.
3. Complete 4 Agent Websites for:
  - Sellers;
  - Buyers;
  - Neighborhood Farm; and
  - Blog
4. Locate & attend 3 training courses on internet lead generation.
5. Develop blog theme, create action plan and start blog posts.

2

### LEAD GENERATE

1. Lead Generate every Monday - Friday for 3 hours (9:00am to Noon). Alternate contacts to SOI, FSBOs, Expires & Just Listed/Solds.
2. Meet w/ accountability partner every Monday morning at 10:00am to hold me accountable to my goals.
3. Be faithful to my calendar! Time-block my lead generation times so I am no longer available in the mornings.
4. Role play scripts with an accountability partner regularly.
5. Obtain 3 new listings, 3 buyer contracts, and 4 closed transactions per month.

3

### COI DATABASE

1. Contact all my family, friends, past clients, and lead to get updated contact information.
2. Contact 50 people per week until everyone has been contacted, and all updated info is received.
3. Enter all contacts in Database Management System. Add 10 new contacts per week to database.
4. Attend CRM trainings to help me get everyone uploaded, create & launch campaigns.
5. Systematize campaign contacts & calendar.