Thrive in Your First Year of Business

John Prescott
John Prescott
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Director of BOLD
“The hard truth: No leads = no sales = no closings = no income!”

- “The Power of One”
Avoid the “Real Estate Valley of Death”

• Time to receive your first commission check is …
• Can you survive this?
Countdown to Payday

It all begins with leads!
Set Goals Right Away

• For Your First Year
  • Amount of income
  • Number of closed transactions
  • Number of hours each day/week lead generating

• Imagine the Possibilities
  • Vision board with goals
  • Set your goals right now
Plan and Focus

• First, do what sets you on the path to achieving your goal.
• Focus on ONE thing at a time!
  • Know your one thing and how to get there.
• Plan your day!
  • Stick to your plan.
  • Time block your morning for lead generation.
• Don’t spread yourself too thin with different lead sources.
“Plan your day around your lead generation, not your lead generation around your day.”

- Chris Heller
Prospect – Don’t Hesitate or Wait!

• Call everyone in phone/address book now.
• Every person you talk to everyday is a prospect—now or in the future.
• Knock on doors, give out mailers, ask for email, or take down address and keep in touch.
• ASK for business!
• Don’t stop your daily lead generation when you get busy servicing leads!
Master Scripts

• Scripts are your friend.
• Collect scripts from BOLD, Ignite, KWU downloads, Agent Mountain, the MAPS App (one a day).
• Memorize and internalize.
• Record and listen back.
• Gives you confidence.
“Amateurs practice until they get it right and professionals practice until they can’t get it wrong.”

- Anonymous
Know the Market

• Preview homes
• Know price ranges, features, DOM
• Absorption rate
• Sales this year vs. last year
• List to sell ratio
Build Habits

• Build a habit in 66 days

• Most important habit for this business?

3 hours a day for appointments!
“We are in two businesses: real estate and lead generation.”

- The Millionaire Real Estate Agent
Build a Database

• It’s your “book of business” and it has value.
• You already have one!
  • Your phone and your address book
• Add everyone you know and everyone they know to your database.
• Then communicate to it every day.
• Tag your top 150 people, note the top 50, and then go to lunch with 1 a week and talk real estate.
Learning – Never Stop!

• Invest in your training and yourself.
  • Learn from the best
  • Attend Family Reunion, Mega Camp, BOLD, Ignite
  • Develop a Personal Growth Plan and look at it weekly
  • Study the best: YouTube, CDs, DVDs, books
  • Gary Keller's reading list
Gary’s Favorite Books

- The 22 Immutable Laws of Marketing
- The Demographic Cliff
- 100 Great Businesses and the Minds Behind Them
- Positioning
- The Ultimate Blueprint for an Insanely Successful Business
- Marketing War-Fare
- Give and Take
- Focus
Attitude

• Come from contribution and help people.
• Give excellent customer service—promote your newness and devotion.
• Remember: Knowledge and confidence trumps experience.
• Never take “no” for a final answer—stay positive, keep a smile.
• Surround yourself with positive people—keep going!
Extra

• Grow your own Profit Share Tree right away—share the gift of KW.
• Your passion is more important than your knowledge.
• Always follow the model!
  • Don’t mis-hire—only hire an admin first!
  • Lead with revenue
  • Take RSTLM as soon as possible
The Six Personal Perspectives

• Commit to Self-Mastery
• Commit to the 80/20 Principle
• Move from “E” to “P”
• Make Being “Learning Based” the Foundation of Your Action Plan
• Remove Your “Limiting Beliefs”
• Be Accountable
“Make money before you spend it.”

- Gary Keller
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