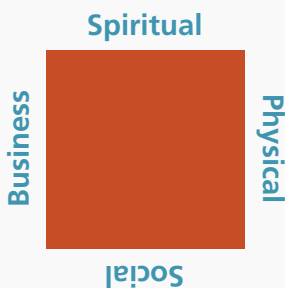




## Creating Your Business and Life Plan in 15 Days



Years ago I was taught a very effective way of making sure my life and business were balanced and successful by using a “Peace-of-Mind Square” ... and I’d like to share it with you.

**Note:** You’ve got to enjoy and

be excited about whatever it is you want to create in your business and life! Just because somebody else says—oh you must do this or you must do that—doesn’t mean it is right for you. Listen to yourself while you’re creating your plan!

Over the next 15 days you will be creating your own business plan. It might sound a little overwhelming at first, but just take a little time each day to work on your plan and before long you’ll be on your way to a successful 2012.

### Day 1: Get Started

Take out a notebook or create an online file. Write out a few ideas of what you’d like to create this next year in both your business and personal life. Keep it simple! The main point is to get started right now!

### Day 2: Spiritual Goals

Today the focus is on spiritual goals. Keep in mind ‘spiritual’ means something different to all of us. To some it means a close connection to God, to others it means watching a sunset or meditation or going to church. Whatever keeps you ‘connected’ to spirit is what you’ll want to focus on today.

**Homework:** Take some time today to get in touch with what really keeps you connected to spirit. After thinking about this important topic for the entire day, write out your goals in your journal.

### Day 3: Physical Goals

Today the focus is on physical well-being goals. Decide what’s really important to you this next year physically. Perhaps it’s going for a 30 minute walk or maybe it’s getting special help on a physical problem you’ve been having, getting more sleep or eating better foods? Make this the year you take good care of you physically.

**Homework:** Take some time today to get in touch with what you’d like to create for your physical well-being. Write out your goals in your journal.

### Day 4: Social Goals

Today the focus is on social goals. What kind of activities do you enjoy doing with family and friends? What new things could you create to bring more passion and renewed ‘aliveness’ into your social life? Your goal this year is to bring more happiness, fun and joy into your relationships!

**Homework:** Take some time today to get in touch with what you’d like to create for your social goals. What makes you smile just thinking about doing it? Write out your goals in your journal.

### Day 5: Re-Cap The First Four Days

**Homework:** Is there something you left out or is there something you wrote down that just doesn’t sound as exciting for you at this point? Make the needed changes now. It’s important to note that what you’re creating today may need adjustments as the year moves forward. The most important thing at this point is to write out your plan thus far. A non-written plan rarely creates a successful business and life.

### Day 6: Prospecting

Today the focus is on your top five prospecting goals. Prospecting is the number one goal of all successful real estate agents. Along with your real estate knowl-



edge you must be a pro at working with people and building a network of raving fans and clients. How do you do that? You must have a clear, concise system that you work day after day—consistently. Prospecting is not rocket science; it's rather a matter of doing the right stuff day after day.

**Homework:** Give serious thought as to your top five prospecting goals this year. It's important to think about what really worked well for you in previous years and what sounded good but really didn't pan out that great. Remember today we're focusing on your top five prospecting methods. Tomorrow we'll dig deeper into the details. Write out your top five prospecting goals in your journal.

### **Day 7: Prospecting— Digging Deeper Into Details**

Today the focus is on the details of your top five prospecting methods. I have found over the years that it's extremely important to have a 'system' in place that can easily manage the various daily or weekly tasks of prospecting. Without an easy to follow plan or road map you'll end up jumping from one prospecting idea to another with no real follow up plan in place.

**Homework:** Focus specifically on the details of your top five prospecting goals. What actions will you take to create a powerful and effective prospecting plan for 2012? Do you have a time line for the prospecting goals to be in place? How often do you need to work on each goal? Can you delegate some work to an assistant? After you've written your in-depth plan shorten it down with the highlights to keep it manageable.

### **Day 8: Networking**

Today the focus is on your top four networking channels. Networking is an essential element to building your business. There are many ways to network. The trick is to find what works for you, what you enjoy and what brings in new business. There are many folks that attend networking functions for years with little to no results. I hear them say, "but I like the people" or, "maybe I should give it another year?" Ok, but is it bringing in business? Now is the time to give serious contemplation as to what networking activities are truly working for you and which ones

need to be cut from your plan. Be very clear about your motivation to choose your networking channels.

**Homework:** Give serious thought to your top four networking channels you'd like to concentrate on in this year. Think about your most effective ways of networking and how you can improve in 2012. Write them in your journal.

### **Day 9: Networking Strategies**

Today the focus is on your networking strategies. Now that you've chosen your top four networking channels it is time to dig deeper and think about how you can maximize each channel. Like prospecting, networking needs a consistent plan of action in place.

**Homework:** Give serious thought to what networking strategies have worked for you and what strategies (or no strategy) hasn't worked. Talk with your associates and get their honest feedback on what networking strategies work for them, and what doesn't? What habits do you need to change in order to become a master networker? If change is needed how can you learn new habits? Write your ideas in your journal.

### **Day 10: Re-cap The Last Four Days**

**Homework:** Is there something you left out or is there something you wrote down that doesn't sound as exciting or workable for you at this point? Make the needed changes now! Continue building and adding to your plan in your journal.

### **Day 11: Daily/Weekly Practices**

Today the focus is on daily/weekly practices. Years ago I was taught that by focusing on what I do on a daily and weekly basis is a guarantee for success. I'll share a few of my practices: daily gratitude, first things first and staying focused, phone calls to my A list, weekly coffees with clients or business partners, blogging on Active Rain, sending out hand-written notes and reviewing files of potential buyers and sellers. Your daily and weekly practices may look different.

**Homework:** Think about your daily/weekly practices that are critical to your business and life plan. Consider how you can effectively make these practices a consistent habit. Write them out in your journal.



## Day 12: Money

Today the focus is on money. How much do you want to earn this year? What is a realistic money goal for you? If you say you want to increase your earnings by 50 percent you must be very clear on what you're willing to do differently this year. 'Pie in the Sky' agents rarely get even close to their big goal because they just aren't willing to do the right stuff consistently.

**Homework:** Write out a check, make it out to you with the amount you vision making this year. Date the check for the end of the year and sign it with your name. This is your commitment to you! Keep the check in a place that you'll see it every day—top of mind awareness!

## Day 13: Budgeting

Today the focus is on creating a realistic budget. Budgeting is critical for short and long term success in business. These past few years most agents have cut their budgets drastically. If your market is still down or going down I suggest you cut expenses down to the bone without jeopardizing your business. Budgeting takes time!

**Homework:** Review your expenses from the previous year and critically look at what brought in business and what was a waste of time and money. Write out budgeting goals in your journal.

## Day 14: Marketing

Today the focus is on marketing. Marketing is critical to building and maintaining a successful business. Marketing has changed drastically to an online process. And, one should ignore the other 'old fashioned' marketing methods that are effective and successful in today's market. Knowing what works in your market is critical.

**Homework:** Review what marketing projects have worked well for you in the past year and brought in business and review which ones ranked poorly. Consider what new marketing ideas to add to your

business plan. Ask successful marketing associates what marketing ideas they intend to incorporate this next year and why. Write out your marketing plan in your journal.

## Day 15: Formalize and Complete Your Business and Life Plan

Review your entire 15 day business planning process. Make the final changes and adjustments now. You are ready to formalize your business plan. Complete your document and pat yourself on the back! Good job!

**Note:** Remember... Business plans are flexible and can/should be changed throughout the year as needed!

To view the original Business and Life Planning for 2012 and Beyond Blog Series [click here](#).



### Content Courtesy of Anna "Banana" Kruchten

*Anna is a Short Sale Broker and CRS in Phoenix, Arizona and has over 24 years of industry experience in the Arizona real estate market. An early adopter of ActiveRain, Anna has been a strong member in the community since 2006. She is an Ambassador on ActiveRain and also an avid blogger, writing an average of over 450 blog posts a year!*



REALESTATE.COM

*RealEstate.com is a different real estate website. Designed to captivate and inspire consumers with gorgeous images of real estate, the site creates an engaging and involved experience that connects you with expert real estate professionals as you learn about local market information, home valuations and listings.*