



Successful Business Planning

3 Training Hours

This course will have students develop a personal business plan in order to succeed in today's real estate marketplace. By understanding the associated individual cost and projecting personal income goals while developing a prospecting and promotion action plan students will be able to enhance their professionalism.

LL Learning Objectives

- 2 Students will be able to explain the four elements necessary to create their personal business plan.
- 3 Students will itemize the cost associated with the real estate profession while creating a working business plan.
- 4 Students will identify and give examples of the various methods of prospecting
- 5 Students will outline a prospecting and marketing plan
- 6 Students will develop weekly, monthly and annual action plans necessary to support their business plan
- 6 Students will evaluate, rewrite and incorporate changes into their personal business plan.

Introduction	15 Minutes
Course Objectives	
Instructor / Students (ice breaker)	
Why a business plan	15 Minutes
Elements of the business plan	60 Minutes
Income goal	
Student Exercise (worksheet)	
Transactions to meet the income goal	
Student Exercise (worksheet)	
Contacts necessary to meet the transaction goal	
Student exercise (worksheet)	
Break	15 minutes
Developing the Sphere of Influence (SOI)	30 minutes
Who is your sphere of influence?	
Establishing contact categories (A,B,C)	
Prospecting and personal promotion to meet the contact goals	30 minutes
What is prospecting? (active / passive)	
Integrated marketing plan (send, call, see)	
Prospecting methods	
Personal promotion	
Action Plan	30 Minutes
Yearly Plan	
Student exercise (worksheet)	
Weekly / Monthly Plan	
Student exercise (worksheet)	
Accountability partner	