

## ***16 Simple Steps to Your Best 2012 Business Plan\****

***By Rich Levin***

***Real Estate Agents are people, too. You have personal lives. You have emotional ups and downs in addition to financial ups and downs. The following 16 simple steps ensure that your 2012 Business Plan works for your business and your life.***

***Most of the steps in this plan can be completed in 15 minutes or less. It is important to complete each step before moving on to the next. Spend no more than 60 minutes at a time with these business planning steps. Complete this plan in a series of brief planning sessions over at least 30 days. This allows for your creativity and insight to rise and anxiety to fall.***

***If you finish this simple planning process before the beginning of 2012 you will have your best year ever (or best for a long time). If it is not possible to complete this plan before the year's end, then complete it over the next 30 days.***

***It is not the work that is hard. It is the self-discipline; which starts with beginning you work on this business plan, today.***

***\*\*See below for an important strategy that ensures success with your planning.***

### ***The Steps***

- 1. Make a list of your Dream Priorities in every aspect of your life.***
- 2. Write your answer to this question: "What do you want your Real Estate career to do for your life in 2012?"***
  - a. Why do you want that? Why is that important to you?***
  - b. Who else will benefit? How will they benefit? Why is that important to you?***
- 3. Choose one of those dream priorities from 1 above and chunk it down. Write what you would like to accomplish in that area by the end of each month in the next year, January through December. Do this quickly. You can improve it later.***
- 4. Answer this question: What are your three greatest strengths that will contribute to your success in 2012? How will each contribute to your success by the end of 2012?***
- 5. What are three to five of your Real Estate or business skills that need the most improvement? That is, they are costing you money, now and by improving them your production will increase.***
- 6. What will be the evidence; what will you have that you want, how will your life change that will be the clear indicator of your strengthened skill at the end of 2012?***
  - a. What do you want to stop or start doing, do more of, buy, practice etc?***
  - b. What daily or weekly actions will you take, every day or every week to ensure that you strengthen that skill?***
- 7. What is the one greatest weakness that stands in the way of your success?***
  - a. Do you want to strengthen that weakness or successfully strategize around it so that you can succeed without it? How will you do that?***



- a. *Make a list of 3 to 5 ways that you will generate the leads that will become the new Clients, sales, and listings to reach your goal.*
  - b. *Write down what activities are necessary; phone calls, blog posts, mailings, search engine efforts, open houses, etc.*
13. *Choose which activities will be completed daily. Choose the time of day for each day of the week that you will complete those activities. Put that time on your calendar to start immediately. One of my Clients calls this his “must do’s.”*
14. *Choose which activities for 12 above will be completed weekly. Choose which day of the week to spend 30 to 60 minutes on that activity. Limit this to no more than one activity per day. For example, on Mondays you follow up on all your leads. (Of course this is not limited to Monday but catch up on Monday.) Tuesdays you work on your web marketing, Wednesday on your print marketing.*
15. *Choose Friday for a 30 to 60 minute Business Plan Update session with yourself.*
- a. *Show up on time and work for at least 30 minutes.*
  - b. *Record and review your number of new Clients for the week, sales and listings for the month. Compare these with your monthly and year to date goals. Ideally, also compare them with previous years’ results.*
  - c. *Pat yourself on the back for your accomplishments. Select the projects and activities that you realize are most likely to help you achieve your current month’s goals. Select which will help you achieve your following months and annual goals.*
  - d. *Make commitments for the day and the week.*
16. *Start today and/or tomorrow. All beginnings are hard. Begin your daily activities today. If it’s night time, then tomorrow. Start your weekly activities the same, today or tomorrow.*

*The person with the best plan does not win. The person who executes their plan wins.*

*You don’t have to get it right. Just get it going. Then keep improving it.*

*\*These are excerpts from Rich Levin’s ‘Four Phases of the Most Successful Business Plan Workbook for 2012.’*

*\*\*Important Strategy that Ensures Planning Success: Weird but true, your physiology will dictate the success of your planning sessions. So, when you start, and each time you move on to a new step, put yourself in a proud physiology. That means, stand up. Stretch way up, left, right and back. Shake out your body. Then, put your shoulders back, stomach in (you’ll feel it even if it still sticks out), chest out. Take three huge deep breaths, far more oxygen that you normally take into your lungs. Smile. Pump your fist and say “Yes, Yes, Yes.” You put yourself in the best possible mental and emotional state for planning.*

*Rich Levin is a Master Real Estate Coach and Productivity Expert. You can order Rich’s complete 2012 Planning Workbook at the number or e-mail below. You can experience Rich Levin live, every weekday on his 1<sup>st</sup> Fifteen Daily webinars. Register at [www.FreeCoachingWebinars.com](http://www.FreeCoachingWebinars.com). For speaking engagements or coaching information you can contact him at 585-244-2700 or [Rich@RichLevin.com](mailto:Rich@RichLevin.com).*