

Mind Your Own Business

... Designing A Personal Business Plan

The 5 Predictable Stages Of Growth

“... the continuous process of making entrepreneurial decisions systematically and with the greatest knowledge of futurity.”

Peter Drucker



Answering the question ... Why?

“Successful people have the habit of doing things that failures don’t like doing. They don’t like doing them either, necessarily, but their disliking is subordinated to their strength of purpose.”

E. M. Gray



Places in the world you would like to visit:

Things you would like to do:

Things you would like to do for/give to your loved ones:

Things you would like to do for your fellow man/woman:

The “mother’ of motivation is _____

Answering the question ...What?

What is the _____?



- Get a professional ... _____
- To *create* wealth ... _____
- To *maintain* wealth ... _____, or spending plans
- To *increase* wealth ... the exponential power of _____
- *Enjoy* some of it ... _____!

“Wealth is the ability to wake up each morning with the time, health, wisdom, friends, financial freedom, and passion to do what ever you want that day”.

Larry Kendall

What is your _____?



The vision statement is a concise, easily understood statement that contains the essence of what YOU, Inc. represents, or will come to represent.



The Ritz Carlton Hotel is a place where the genuine care and comfort of our guests is our highest mission. We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed yet refined ambience. The Ritz Carlton experience enlivens the senses, instills well-being and fulfills even the unexpressed wishes and needs of our guests.

We are ladies and gentlemen serving ladies and gentlemen.

The fundamental principle ... in any given situation your behavior either _____ or _____ your original vision.

What is the _____?

“When an archer misses the mark, he turns and looks for fault within himself. Failure to hit the bull’s-eye is never the fault of the target. To improve your aim, improve yourself.”

Gilbert Arland

Important numbers to know ...

Personal average unit price: _____
Average gross commission per unit: _____
Personal percentage of gross commission: _____
Personal net before taxes per unit: _____

Number of homes in target market: _____
Number of homes that sell per year in target market: _____
Personal market share: _____

Percentage of business from listings: _____
Percentage of business from sales: _____
Listings taken: Listings sold: _____
List price: Sale price: _____

Personal “success” rate _____
Personal “conversion” rate _____

*“Try not to become a man of success but rather to become a man of value”
Albert Einstein*

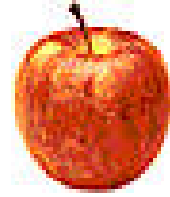
The 10 qualities consumers perceive to be of value when selecting a REALTOR:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Answering the question ... How?

Great marketing is the promotion of a product or a service in such a way as to make the sale of the product of service ... _____.

The immutable law of _____



Answering ... When & By whom?

“Plan – To – Action” Worksheet

Strategy: _____

Reason for this strategy:

To be achieved by: _____

Assistance from: _____

Cost: _____

<u>Steps to accomplish</u>	<u>Date</u>	<u>By whom</u>
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Notes: _____
