



Tim & Julie
HARRIS[®]
REAL ESTATE COACHING

90-Day Massive ACTION Plan

Rules

1. Post the completed plan in three to four public places, places such as your office door or your refrigerator at home. Give a copy to your accountability partner, etc. Tell everyone about your plan.
2. Listen to the HREU Daily Message.
3. Attend all weekly HREU Coaching and Training sessions live.
4. Review your 90-Day Massive Action Plan at least three times daily.
5. Have two or three Accountability Partners who are also participating in the 90-Day Massive Action Plan.

My 90-Day Massive Action Plan

Begins on _____, and ends on _____.

Working IN my Real Estate Business

In order to get where you want to be, you must first know where you are.

What are your current numbers?

Looking back over the last 90 days:

In the last 90 days through today's date: _____, I have produced _____ closed transactions. This equals \$ _____.

I have _____ pending transactions, which equals \$ _____, for a total amount produced so far this year of \$ _____.

I now have _____ Active Listings. Usually, it takes me _____ price reductions to get one of my listings sold.

I also have _____ active buyers, who are committed to me or to my team exclusively and will buy in the next 60 days or less.

_____ of my Active Listings will sell this year. _____ of my buyers will close this year. That means I can account for \$_____ more in income.

In my market, _____% (most markets it's 75%) of the active listings sell per month, so if I had _____ listings, and _____% sold monthly, I'd have _____ listings sell per month.

Each great listing should produce a minimum of one great buyer, so that would also mean _____ buyer sales per month, minimum. Sign up for <http://www.1800homehotline.com> to get more buyer calls on your listings!

Now that I know my numbers, I can set some goals for the next 90 days.

In the next 90 days, I am committed to the following:

I need to list _____ more properties, so I'll have _____ Active Listings by this date: _____. That's about _____ listing(s) taken per week.

For that to happen, I will work _____ days per week, for a total of _____ work days in this 90-day period.

On workdays, I will make _____ contacts daily, or _____ weekly, setting a minimum of _____ appointments per week. Of those appointments, I will list _____%.

In order to sell my Listings more quickly, I am committed to reducing each listing every two weeks or every ten showings – whichever comes first.

In the next 90 days, I will have _____ sales as a result of my work. _____ will be Listings, and _____ will be Buyers. This will be a total of _____ new escrows. That's \$_____ in new, pending commissions!

In other words, my GOAL is to produce \$_____ in the next 90 days.

The next 90 days will be the best 90 days of my real estate career.

Why am I doing this?

When I accomplish the above, I will reward myself by:

BIG GOALS:

Post Pictures of this **BIG GOAL** on your desk, or someplace you see it EVERY DAY.

- a)
- b)
- c)

HREU Suggestions: Trip to Europe / Shopping Spree / New Car / Family Vacation / something you've always wanted to do, see, or have.

MINI GOALS:

- a)
- b)
- c)

HREU Suggestions: Make mini, daily, or weekly goals work to motivate you daily, if not hourly. For example, taking your spouse or significant other out for 'date night' on Saturday night when you've accomplished your weekly goals. **Hint:** Tell him/her about your goals, so they'll hold you accountable.

Other suggestions:

For example: Buy a new iPhone after a great month, or a day at the Spa, or a 3-day weekend.

HREU Note about Accountability

Many studies have shown that people are either motivated by pleasure or by pain – this is the old Carrot or Stick Theory of motivation. At HREU, we suggest you motivate yourself in both ways.

How should you do this? Write a check for at least \$3,000.00 to whatever politician (or competing agent) you like the LEAST. Date that check to coincide with the end of the run up to the election. Put that check in an envelope addressed to that person. Give the envelope and check to an accountability partner, with instructions to mail if you do NOT meet your goal. Ideally, the accountability partner exchanges a similar check with YOU.

Working On My Business

This will help me achieve my 90-Day Massive Action Plan GOALS.

These are the things I need to do, working on my business, so that working IN my business becomes easier and more productive.

MAINTAIN A SCHEDULE.

My Morning Schedule – Focus on Generating NEW Leads

6am

7am

8am: *Listen to HREU Daily Message*

9am

10am

11am

12noon

My Afternoon Schedule: Focus on Lead Follow Up & Appointments

1pm

2pm

3pm

4pm

5pm

6pm

7pm

ACCOUNTABILITY

For a high level of accountability, choose to do the following:

- a) Email a summary of the HREU Daily Message to your Accountability Partners and to yourself.
- b) Send your Daily Accountability form to your Accountability Partners.
- c) Be accountable to your Mastermind Group.

Minimum Standards of Accountability are as follows:

- a) Daily Contacts: _____ per day. EXP/FSBO/PCs/COIs/SS/REO
- b) _____ Appointments per week.
- c) Time spent on scripts per day: _____
- d) Time spent role playing per day: _____
- e) Time spent doing Relentless Lead Follow Up: _____

IMPLEMENTATIONS.

I am committed to implementing the following in the next 90 days. (Circle two to three items maximum.)

- ✓ Sign up for courses at HREU to increase my skills
- ✓ Implement lead generation daily
- ✓ Stop fearing and start listing Short Sales & REOs
- ✓ Sign up for the 1800homehotline.com system
- ✓ Listen to the free Friday Superstar Interviews located on the blog, <http://www.RealEstateInsiderNews.com>
- ✓ Hire a buyer's agent if necessary
- ✓ Create / polish / upgrade your Prelisting Package
- ✓ Execute HREU homework from classes
- ✓ Learn how to list REO properties
- ✓ Read the HREU blog daily at <http://www.realestateinsidernews.com>
- ✓ Upgrade your Listing Presentation
- ✓ Hire a Tim and Julie Harris Graduate level COACH
- ✓ Upgrade / use a Buyer Presentation
- ✓ Mail and CALL your COI/PC list consistently
- ✓ Mail Just Listed/Just Sold cards
- ✓ Develop a FSBO campaign of cards & calls
- ✓ Develop an EXPIRED campaign of cards & calls
- ✓ Not just collect but USE scripts!
- ✓ Actually develop/follow a Lead Follow Up System
- ✓ Create and use a buyer questionnaire
- ✓ Create and use listing prequalification questionnaire
- ✓ Hire an assistant
- ✓ Sign up for a free coaching call at <http://www.FreeCoachingCallsForAgents.com>

AFFIRMATION

Read this Affirmation five times daily:

I believe that I will have this money in my possession. My belief is so strong that I now can see the money before my eyes. I am holding it in my hands. I know it exists and it is awaiting transfer to me in return for my services rendered with full honesty and all possible skill and diligence. A plan exists which will transfer to sum of \$ _____ to me by _____ and my receptive mind will see that plan and cause me to follow it.

(Napoleon Hill)

ACCOUNTABILITY PARTNERS

Partner 1

Name _____

Phone Number _____

Email Address _____

Partner 2

Name _____

Phone Number _____

Email Address _____

Partner 3

Name _____

Phone Number _____

Email Address _____

X _____

Your Signature date

X _____

Coach date

X _____

Office Manager date

X _____

Spouse/Significant Other date