

# Your Business Plan

Without clients, we can't sell houses. To generate clients, we must implement a business plan that generates business from multiple pathways throughout the year.

## Your 9 Prospecting Strategies


- Implement and master each strategy until you are consistent in your methods.
- Break each strategy down into it's core tactical components: required actions, necessary materials, etc.
- Schedule each component to ensure implementation.
- Review and adapt regularly.
- Track your actions and your results

Work with a coach to review your intentions and actions to ensure you are producing the intended results. Remember, nothing works and anything can work with the right tools and mindset.

**Remember: People don't buy what you do, the buy why you do it.**  
**Be clear on your why. Your why is always about the value you are selling, not your personal goals.**

Scan and watch this video to learn about your why:



**BUTCH LEIBER**

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## Some Real Estate Prospecting Methods

Social Media	Sphere Calling	Past Clients	Monthly Newsletter	Personal Notes / Pop-bys	Business Networking
Geographical Farming	Community Farming	Expired Listings	FSBOs	Open Houses	Seminars / Classes
Rentals / Renters	Fundraisers	Client Parties / Housewarming Parties	HOA / PTA School Involvement	Community Involvement	60 Day Late / Foreclosures
Community Directory	Corporate / Relocation Programs	Door Knocking	Video Marketing	Online Prospecting / Buy Leads	Cold Calling
Be Your Own Billboard	Investment Properties / Out of State Owners	Circle Prospecting	Home & Garden Shows / Marriage Expos	Advertising	Out of State REALTORS®

Your mix of prospecting methods should include ACTIVE prospecting methods- those are methods that are interactive with prospective clients - and PASSIVE prospecting methods- methods that are designed to create top of mind awareness but don't necessary engage the client.

Don't promise to do things you won't do. Take action with integrity and authenticity.

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**The one thing that you have that nobody else has is you. Your voice, your mind, your story, your vision. So write and draw and build and play and dance and live as only you can.**

**Neil Gaiman**

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**If you do nothing there will be no results.**

**Mahatma Gandhi**

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