

Setting Your Production Goals

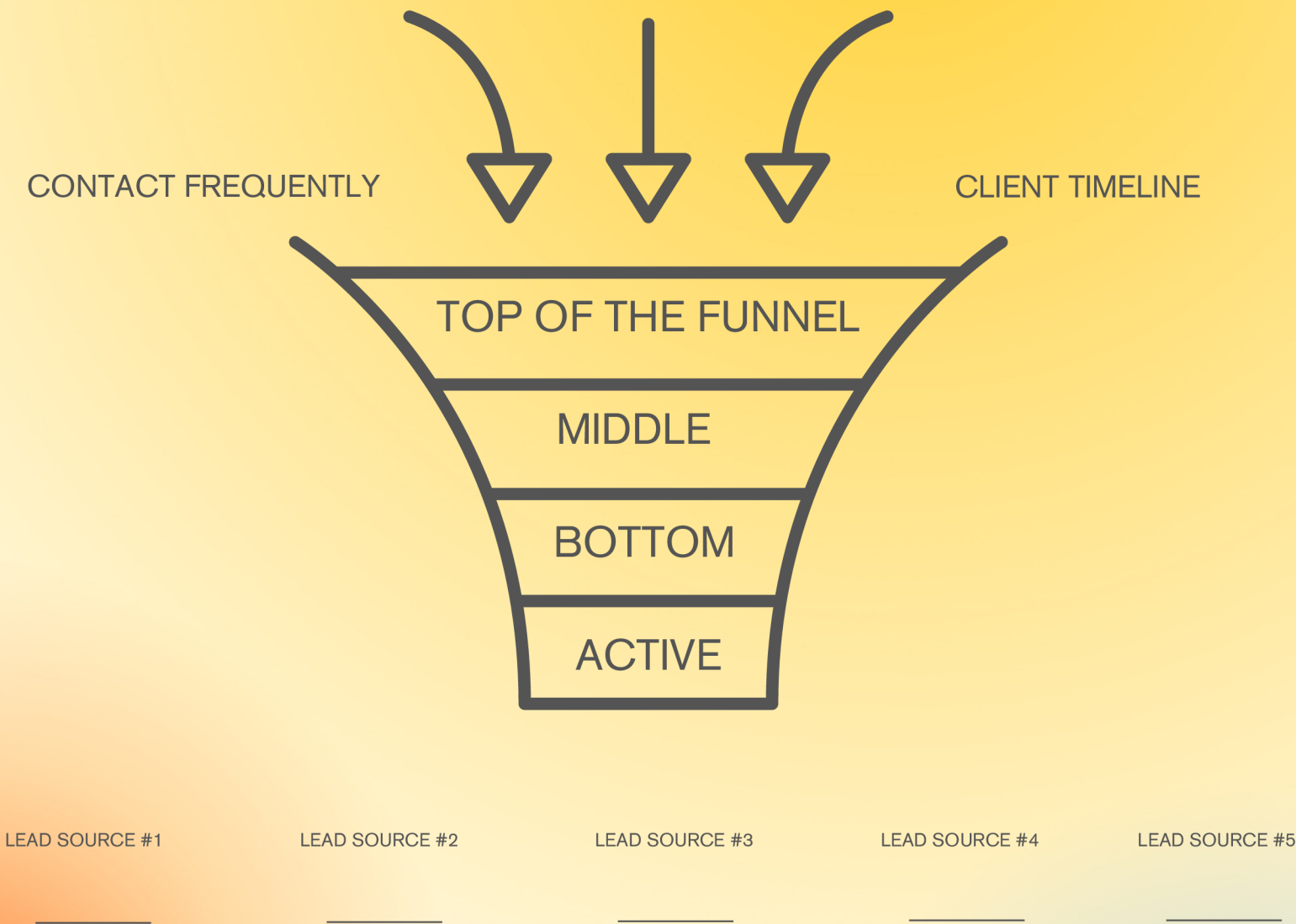
$$\frac{\$}{\text{Total GCI}} \div \frac{3}{\text{Business Expenses, Taxes, Take Home}} = \frac{\$}{\text{Take Home Pay}}$$

$$\frac{\text{Total GCI}}{\text{Average Commission Rate}} \div \frac{\text{Average Sales Price}}{\text{Number of Transactions}} =$$

$$\frac{\text{Target \# of Transactions}}{\text{Average \# of Conversations per Transaction}} \times \frac{\text{Working Days Per Year}}{\text{Conversations per Day}} =$$

Five to Thrive

5 Lead Sources



Marching orders calculator

YOUR MARKETING PLAN SHOULD INCREASE YOUR BRAND **AWARENESS** AND LEAD **ACQUISITIONS**(GENERATION).TO DO SO, IT MUST DEFINE THE CHANNELS OF COMMUNICATION YOU WILL USE TO REACH SPECIFIC AUDIENCES. YOUR AUDIENCES CONSIST EITHER OF PEOPLE YOU KNOW OR PEOPLE YOU DON'T KNOW, AND YOUR CHANNELS ARE MEANT TO COMMUNICATE EITHER ONE-TO-ONE(1:1) OR ONE-TO-MANY(1:M). YOU ALSO NEEDTO DETERMINE THE FREQUENCY OF YOUR CONTACTS AND INTERACTIONS.

	TRANSACTIONS PER YEAR	CONVERSATIONS PER WEEK
LEAD SOURCE #1 (SOI)-70%		
LEAD SOURCE # 2 - 10%		
LEAD SOURCE #3 - 10%		
LEAD SOURCE #4 - 10%		

EVALUATING YOUR 2024 LEAD SOURCES

LEAD SOURCE	LEADS	SALES	SALES PRICE	GCI	COST	ROI (GCI/COST)

WHAT DISTRACTIONS OCCURRED TO MISS THE GOAL?

Lead Sources

*5 Things you should
be doing daily*

Lead Source #1
Sphere of Influence

Lead Source #2
Geo Farming

Lead Source #3
Online Marketing

Lead Source #4
Open Houses

Lead Source #5
Social Media



Todd Conklin IG



13% CLUB - YOUTUBE

Building the perfect schedule

1. Prospecting
2. Education
3. Marketing
4. Appointments
5. Delivering Exceptional Service

Building the perfect schedule

MONDAY • WEDNESDAY • FRIDAY

5:00AM - 6:00AM ▪ Wake Up - BEAST MODE

6:00AM - 7:00AM ▪ Family Time

8:00AM - 9:00AM ▪ MLS and Emails

9:00AM - 11:00AM ▪ Prospecting

11:00AM - 12:00PM ▪ Exceptional Service | Coach | Train

12:00PM - 12:30PM ▪ Lunch

12:30PM - 1:00PM ▪ ABLE

1:00PM - 3:00PM ▪ Appointments

3:00PM - 4:00PM ▪ Exercise

OUT

6:00PM - 8:00PM ▪ Family

FRIDAY DATE NIGHT

TUESDAY • THURSDAY

5:00AM - 6:00AM ▪ Wake Up - BEAST MODE

6:00AM - 7:00AM ▪ Family Time

8:00AM - 9:00AM ▪ MLS and Emails

9:00AM - 11:00AM ▪ Appointments

11:00AM - 12:00PM ▪ Exceptional Service | Coach | Train

12:00PM - 12:30PM ▪ Lunch

12:30PM - 1:00PM ▪ ABLE

1:00PM - 3:00PM ▪ Prospecting

3:00PM - 4:30PM ▪ Marketing

OUT

6:00PM - 8:00PM ▪ Family

Building the perfect schedule

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 AM							
6 AM							
7 AM							
8 AM							
9 AM							
10 AM							
11 AM							
12 AM							
1 AM							
2 AM							
3 AM							
4 AM							
5 AM							
6 AM							
7 AM							
8 AM							

Weekly & Daily checklist

LEAD SOURCE #1: SOI

GOALS:

MY GOAL IS..

SPECIFIC

☐

MEASURABLE

☐

ATTAINABLE

☐

RELEVANT

☐

TIME BOUND

☐

STAY FOCUSED ON YOUR DAILY AND WEEKLY ACTIONS BY SETTING AND ACHIEVING SMART GOALS —SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, AND TIME-BOUND. CONSISTENCY IS THE FOUNDATION OF SUCCESS, AND THIS CHECKLIST IS DESIGNED TO KEEP YOU ON TRACK, ENSURING STEADY PROGRESS TOWARD YOUR OBJECTIVES, ONE STEP AT A TIME.

PURPOSE

CHALLENGES

KEY STEPS

DESCRIPTION	START DATE	COMPLETION DATE

MEASURE

DATE	MEASURE	DATE	MEASURE	DATE	MEASURE	DATE	MEASURE

Weekly & Daily checklist

LEAD SOURCE #2

GOALS:

MY GOAL IS..

SPECIFIC

☐

MEASURABLE

☐

ATTAINABLE

☐

RELEVANT

☐

TIME BOUND

☐

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PURPOSE

CHALLENGES

KEY STEPS

DESCRIPTION	START DATE	COMPLETION DATE

MEASURE

DATE	MEASURE	DATE	MEASURE	DATE	MEASURE	DATE	MEASURE

Weekly & Daily checklist

LEAD SOURCE #3

GOALS:

MY GOAL IS..

SPECIFIC

☐

MEASURABLE

☐

ATTAINABLE

☐

RELEVANT

☐

TIME BOUND

☐

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PURPOSE

CHALLENGES

KEY STEPS

DESCRIPTION	START DATE	COMPLETION DATE

MEASURE

DATE	MEASURE	DATE	MEASURE	DATE	MEASURE	DATE	MEASURE

Weekly & Daily checklist

LEAD SOURCE #4

GOALS:

MY GOAL IS..

SPECIFIC

☐

MEASURABLE

☐

ATTAINABLE

☐

RELEVANT

☐

TIME BOUND

☐

STAY FOCUSED ON YOUR DAILY AND WEEKLY ACTIONS BY SETTING AND ACHIEVING SMART GOALS —SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, AND TIME-BOUND. CONSISTENCY IS THE FOUNDATION OF SUCCESS, AND THIS CHECKLIST IS DESIGNED TO KEEP YOU ON TRACK, ENSURING STEADY PROGRESS TOWARD YOUR OBJECTIVES, ONE STEP AT A TIME.

PURPOSE

CHALLENGES

KEY STEPS

DESCRIPTION	START DATE	COMPLETION DATE

MEASURE

DATE	MEASURE	DATE	MEASURE	DATE	MEASURE	DATE	MEASURE

Setting the table For Success

FAITH

FAMILY



FITNESS

FINANCE

The Four Foundations

What does a Level 7 look like for you in each area?

Faith:

Action Items:

By When:

1. _____
2. _____
3. _____

Date: _____
Date: _____
Date: _____

Family:

Action Items:

By When:

1. _____
2. _____
3. _____

Date: _____
Date: _____
Date: _____

Fitness:

Action Items:

By When:

1. _____
2. _____
3. _____

Date: _____
Date: _____
Date: _____

Finance:

Action Items:

By When:

1. _____
2. _____
3. _____

Date: _____
Date: _____
Date: _____