



# TomFerry



**FOR AGENTS**



[tomferry.com](http://tomferry.com)



[tomferry](https://www.facebook.com/tomferry)



[tomferry](https://www.instagram.com/tomferry)



[tomferry](https://twitter.com/tomferry)



[RealEstateTrainingTF](https://www.youtube.com/RealEstateTrainingTF)

# Our Clients Earn


# 10X MORE THAN

# the Industry Average



“ I was scared to sign up for coaching because of the time and financial commitment. The investment has been beyond worth it. In my first year of coaching I learned how to grow my business from 15 to 36 deals a year. But it didn't stop there. With the help of my coach and the community I now know how to keep my business growing and have a plan for the future. Coaching isn't for everyone... but if you're goal driven, have grit and are determined to succeed, coaching can be just what you need to catapult your success.”

- Anne Schreiber

 Elite+ Member

Coaching members have an advanced digital version of this business plan within their member profile that calculates your numbers and stores all of your input data.

**Schedule your free coaching consultation today and learn about all the benefits you'll receive when you join coaching.**



Call

**888.866.3377**



Visit

**TomFerry.com**

# We're So Much More Than Just Coaching



## Dedicated Success Representative

Your own customer service representative appointed to ensure that all of your needs are being met.



## Private Mastermind Groups

Access to member-only Facebook groups, where thousands share success secrets, inspire & support one another.



## Special Event Pricing

Free or discounted admission to our largest events, including Success Summit, Sales Edge and By Design.



## Group Training Calls

Dynamic calls packed with knowledge and actionable tips from the best of the best in the Real Estate industry.



## Members Only Events

Exclusive retreats to propel your business forward via invaluable networking and private time directly with Tom Ferry.



## Member Resource Library

Extensive library filled with scripts, marketing samples and planning documents to gain the competitive edge.

TOM FERRY'S

**BREAKTHROUGH**

BY DESIGN™

Learn a simple to follow game plan to boost your business with Tom Ferry's online Real Estate training program.

# Tom Ferry's 5 Step Coaching System

Raising the level of success by empowering agents to build businesses that are **repeatable and scalable**.



**MINDSET - MODELING - EVENTS - INNOVATION - MARKETING**

# Terms Glossary

**Weeks Worked:** total number of calendar weeks less any time off (e.g. planned vacations, sick days, et al.)

**Days Worked:** total number of calendar days less any time off (e.g. planned vacations, days off, sick days, et al.)

**CY:** current year

**FY:** future year

**Distribution List:** an acquired list of individuals (names, emails addresses, or other form of contact) to whom marketing communications are able to be sent (e.g. the purchased database of a colleague)

**Conditional Farm:** a targeted list of individuals (names, emails, addresses, or other form of contact) to whom marketing communications are able to be sent (e.g. just-listed/just-sold campaigns or mid-century modern property owners)

**PPC:** pay-per-click advertising (e.g. Google Adwords, Facebook Ads, et al.)

**Hours of Power (HOP):** an approximate hour during which one has conversations with people he/she knows and people he/she doesn't know, subject to daily quota of needed conversations per transactions goal.

**Good Debt:** an investment that will grow in value or generate long-term income.

**Bad Debt:** debt incurred to purchase things that quickly lose their value and do not generate long-term income.

# Wealth Tracker



**Coaching Members'** net worth will be calculated within Tom Ferry University once all good and bad debt numbers have been input. Best to review with your coach.

## Net Worth:

What is the value of everything I own minus my debts?

Assets (i.e., what you own)	Current Value	Liabilities (i.e., what you owe)	Current Value	Description
Cash - CDs	\$	Debts - Back Taxes	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Cash - Checking Acct.(s)	\$	Debts - Household	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Cash - Life Insurance	\$	Loans - Mortgage(s)	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Cash - Money Market Acct.(s)	\$	Debts - Credit Card(s)	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Cash - Savings Acct.(s)	\$	Debts - Medical	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Cash - Savings Bonds	\$	Debts - Legal	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - 401k(s)	\$	Loans - Vehicle(s)	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - 403b(s)	\$	Loans - Student	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - 457 Plan(s)	\$	Loans - Bank(s)	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - Annuities	\$	Loans - Personal	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - Bonds	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - IRA(s)	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - Pension Plan(s)	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - Roth IRA(s)	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Investments - Stocks	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Other - Income(s)	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Property - Belongings	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Property - Real Estate	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
Property - Vehicle(s)	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
.	\$	.	\$	<input type="checkbox"/> Good Debt <input type="checkbox"/> Bad Debt
<b>Sum Total</b>	<b>\$</b>	<b>Sum Total</b>	<b>\$</b>	

# Expense Tracker



Coaching Members' professional expense subtotals for your current year and future year will be calculated after your numbers are input within Tom Ferry University.

## Professional Expenses:

What is the carrying cost to operate my business?

Expenses	CY Monthly Cost	CY Annual Cost	FY Monthly Cost	FY Annual Cost	Notes
Agent Dues/Fees	\$	\$	\$	\$	*
Business Gifts	\$	\$	\$	\$	*
Business Taxes	\$	\$	\$	\$	*
Business Travel	\$	\$	\$	\$	*
Debts - Back Taxes	\$	\$	\$	\$	*
Debts - Credit Card(s)	\$	\$	\$	\$	*
Debts - Legal	\$	\$	\$	\$	*
Education/Seminars	\$	\$	\$	\$	*
Loans - Bank(s)	\$	\$	\$	\$	*
Loans - Mortgage(s)	\$	\$	\$	\$	*
Loans - Vehicle(s)	\$	\$	\$	\$	*
Office Rent	\$	\$	\$	\$	*
Office Supplies/Equipment	\$	\$	\$	\$	*
Overhead/Salaries	\$	\$	\$	\$	*
Splits - Company	\$	\$	\$	\$	*
Splits - Referral(s)	\$	\$	\$	\$	*
Splits - Team	\$	\$	\$	\$	*
Technology/Software	\$	\$	\$	\$	*
Utilities - Cable/Internet	\$	\$	\$	\$	*
Utilities - Gas/Electric	\$	\$	\$	\$	*
Utilities - Phone(s)	\$	\$	\$	\$	*
Utilities - Trash/Recycling	\$	\$	\$	\$	*
Utilities - Water	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
*	\$	\$	\$	\$	*
<b>Sum Total</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	

CY (Current Year) • FY (Future Year)

# Expense Tracker



Coaching Members' personal expense subtotals for your current year and future year will be calculated after your numbers are input within Tom Ferry University.

## Personal Expenses:

What is the carrying cost to operate my life?

Expenses	CY Monthly Cost	CY Annual Cost	FY Monthly Cost	FY Annual Cost	Notes
Child Care	\$	\$	\$	\$	.
Child Tuition	\$	\$	\$	\$	.
Debts - Back Taxes	\$	\$	\$	\$	.
Debts - Credit Card(s)	\$	\$	\$	\$	.
Debts - Household	\$	\$	\$	\$	.
Debts - Legal	\$	\$	\$	\$	.
Debts - Medical	\$	\$	\$	\$	.
Donations	\$	\$	\$	\$	.
Dry Cleaners/Laundry	\$	\$	\$	\$	.
Groceries	\$	\$	\$	\$	.
Health Supplies/Supplements	\$	\$	\$	\$	.
Household Supplies	\$	\$	\$	\$	.
Insurance - Auto	\$	\$	\$	\$	.
Insurance - Health	\$	\$	\$	\$	.
Insurance - Home	\$	\$	\$	\$	.
Insurance - Life	\$	\$	\$	\$	.
Investments Account(s)	\$	\$	\$	\$	.
Loans - Bank(s)	\$	\$	\$	\$	.
Loans - Mortgage(s)	\$	\$	\$	\$	.
Loans - Personal	\$	\$	\$	\$	.
Loans - Student	\$	\$	\$	\$	.
Loans - Vehicle(s)	\$	\$	\$	\$	.
Personal Coaching	\$	\$	\$	\$	.
Personal Gifts	\$	\$	\$	\$	.
Personal Hygiene/Care	\$	\$	\$	\$	.
Personal Rent(s)	\$	\$	\$	\$	.
Personal Subscriptions	\$	\$	\$	\$	.
Personal Taxes	\$	\$	\$	\$	.
Personal Travel	\$	\$	\$	\$	.
Pets	\$	\$	\$	\$	.
Restaurants	\$	\$	\$	\$	.
Utilities - Cable/Internet	\$	\$	\$	\$	.
Utilities - Gas/Electric	\$	\$	\$	\$	.
Utilities - Phone(s)	\$	\$	\$	\$	.
Utilities - Trash/Recycling	\$	\$	\$	\$	.
Utilities - Water	\$	\$	\$	\$	.
Vehicles - Gasoline	\$	\$	\$	\$	.
Vehicles - Parking/Tolls	\$	\$	\$	\$	.
.	\$	\$	\$	\$	.
<b>Sum Total</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	

CY (Current Year) • FY (Future Year)



# Transaction Tracker



**Coaching Members:** All calculations will be done for you once your numbers are input within the Tom Ferry University

## Past Transactions:

Where have previous transactions come from?

Lead Sources	CY Sellers	CY Buyers	CY Leases	CY Refers	FY Sellers	FY Buyers	FY Leases	FY Refers	Notes
Past Clients (PC)	#	#	#	#	#	#	#	#	.
Center of Influence (COI)	#	#	#	#	#	#	#	#	.
For Sale By Owners (FSBO)	#	#	#	#	#	#	#	#	.
Expired Listings	#	#	#	#	#	#	#	#	.
Make Me Move (MMM)	#	#	#	#	#	#	#	#	.
Geographic Farm (GF)	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
Online Leads	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
Social Networks	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
Banks	#	#	#	#	#	#	#	#	.
Builders/Developers	#	#	#	#	#	#	#	#	.
Distribution List	#	#	#	#	#	#	#	#	.
Investors	#	#	#	#	#	#	#	#	.
Agents	#	#	#	#	#	#	#	#	.
Vendors	#	#	#	#	#	#	#	#	.
Demographic Farm	#	#	#	#	#	#	#	#	.
Clubs/Committees	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
Absentee Owners	#	#	#	#	#	#	#	#	.
Distressed Owners	#	#	#	#	#	#	#	#	.
Relocation	#	#	#	#	#	#	#	#	.
New Construction Walk-ins	#	#	#	#	#	#	#	#	.
Open Houses	#	#	#	#	#	#	#	#	.
Conditional Farm	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
.	#	#	#	#	#	#	#	#	.
<b>Sum Total</b>	<b>#</b>	<b>#</b>	<b>#</b>	<b>#</b>	<b>#</b>	<b>#</b>	<b>#</b>	<b>#</b>	

CY (Current Year) • FY (Future Year)

“

There is no  
**magic** in **magic**.

It's all in  
the **details**.

---

WaltDisney

”

# Where to Improve

## Personal Development:

What projects or trainings need to happen to improve myself and my business?

January	February	March
• <b>Elite+ Retreat</b>	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
April	May	June
•	• <b>Sales Edge</b>	•
•	•	•
•	•	•
•	•	•
•	•	•
July	August	September
•	• <b>Success Summit</b>	•
•	•	•
•	•	•
•	•	•
•	•	•
October	November	December
•	• <b>By Design</b>	•
•	•	•
•	•	•
•	•	•
•	•	•

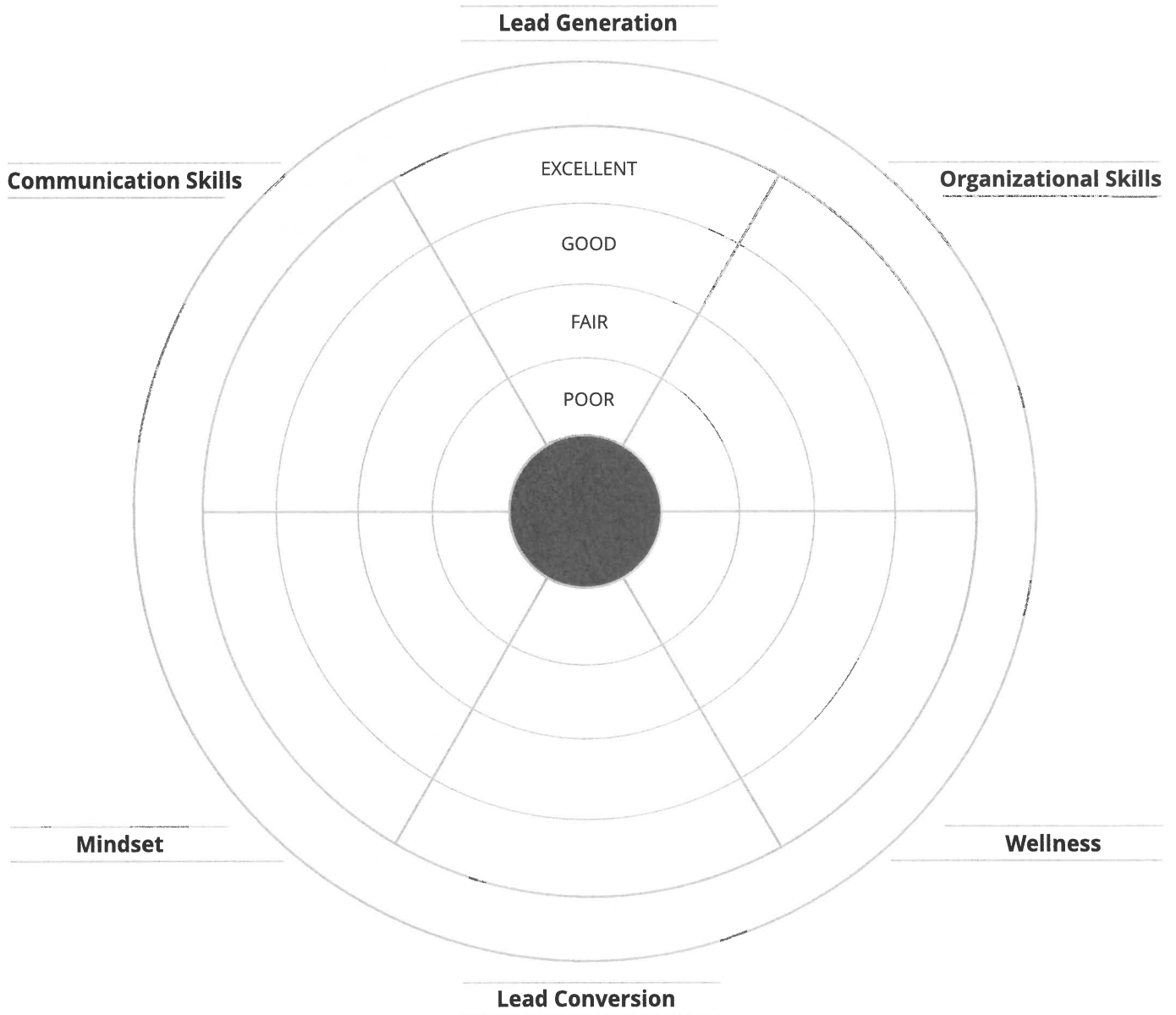
# Where to Improve



**Coaching Members** can click within the chart to highlight their rated states to see where more improvement is needed to carry out your business plan.

## Personal Stability:

How do I rate the state of my preparation to carry out this plan?



# Why You Want It



**Coaching Members:** go through your business plan process with your coach to really see what your "WHY" is to succeed in real estate.

## Driving Force:

What are my reasons for carrying out this plan?

•

•

•

•

•

•

•

•

•

•

### If I Succeed

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### If I Fail

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

“

When your  
**why** is big  
enough, you will  
find your **how**.

---

LesBrown

”







# When It Happens



**Coaching Members** review their weekly tasks with their coach within the Tom Ferry University and save out updated PDFs regularly to stay current with the market.

## Optimal Week:

What does my perfect week look like to carry out this plan?

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4 - 6 AM							
6 - 8 AM							
8 - 10 AM							
10 - 12 PM							
12 - 2 PM							
2 - 4 PM							
4 - 6 PM							
6 - 8 PM							
8 - 10 PM							

# When It Happens



**Coaching Members** can review their optimal day regularly within Tom Ferry University to ensure that they are completing every activity needed to succeed.

## Optimal Day:

What does my perfect day look like to carry out this plan?

Time	Activity Description
4 AM	
5 AM	
6 AM	
7 AM	
8 AM	
9 AM	
10 AM	
11 AM	
12 PM	
1 PM	
2 PM	
3 PM	
4 PM	
5 PM	
6 PM	

“

What gets  
**scheduled** -  
gets done.

---

Michael Hyatt

”

# How to Get It



**Coaching Members** will input and store their information digitally within the Tom Ferry University business plan system to make further updates with their coach.

## Lead Source:

What audience will I target for business?

### Target Audience

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
---

## Lead Generation:

How will I generate leads from within said audience?

### Marketing Plan

Advertising to create awareness & consideration
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

### Networking Plan

Socializing to foster referral-producing relationships
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

### Prospecting Plan

Contacting a group of people in search of leads
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

## Lead Conversion:

What effort will I make to get appointments scheduled?

### Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

### Nurturing Plan

Repeated communication with responsive leads aimed to set appointments
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

# How to Get It

## Lead Source:

What audience will I target for business?

### Target Audience

- Past Clients + Center of Influence (PC/COI)

## Lead Generation:

How will I generate leads from within said audience?

### Marketing Plan

Advertising to create awareness & consideration

- 24 open houses (OH) (semi-monthly)
- 24 OH neighborhood previews (semi-monthly)

### Networking Plan

Socializing to foster referral-producing relationships

- 1 holiday event (annually)

### Prospecting Plan

Contacting a group of people in search of leads

- 4 personal phone calls (quarterly)
- 2 FB touches (semi-annually)

## Lead Conversion:

What effort will I make to get appointments scheduled?

### Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- Reference / use referral/repeat lead follow-up plan

### Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

- Reference / use referral/repeat nurture plan

# How to Get It

## Lead Source:

What audience will I target for business?

### Target Audience

- Geographic Farm (GF) - Rolling Mill Estates (500 Residences)

## Lead Generation:

How will I generate leads from within said audience?

### Marketing Plan

Advertising to create awareness & consideration

- 24 open houses (OH) (semi-monthly)
- 24 OH neighborhood previews (semi-monthly)
- 12 bulk mailers (monthly)
- Targeted FB videos (monthly)
- FB home valuation ads (weekly)
- FB home search ads (weekly)

### Networking Plan

Socializing to foster referral-producing relationships

- Annual community event booth
- PTA board meetings
- Community bus. assoc. meetings
- Community FB group involvement

### Prospecting Plan

Contacting a group of people in search of leads

- OH neighbor invites (semi-monthly)
- Circle prospecting (3 days/week)
- Door-knocking (2 days/week)
- Purchase Zillow/Trulia leads in GF

## Lead Conversion:

What effort will I make to get appointments scheduled?

### Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- Zillow/Trulia zip code lead follow-up plans
- FB seller follow-up plan
- FB buyer follow-up plan
- Resident inquiry follow-up plan
- OH sign-ins follow-up plan

### Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

- Zillow/Trulia zip code lead nurture plans
- FB seller nurture plan
- FB buyer nurture plan
- Resident seller nurture plan

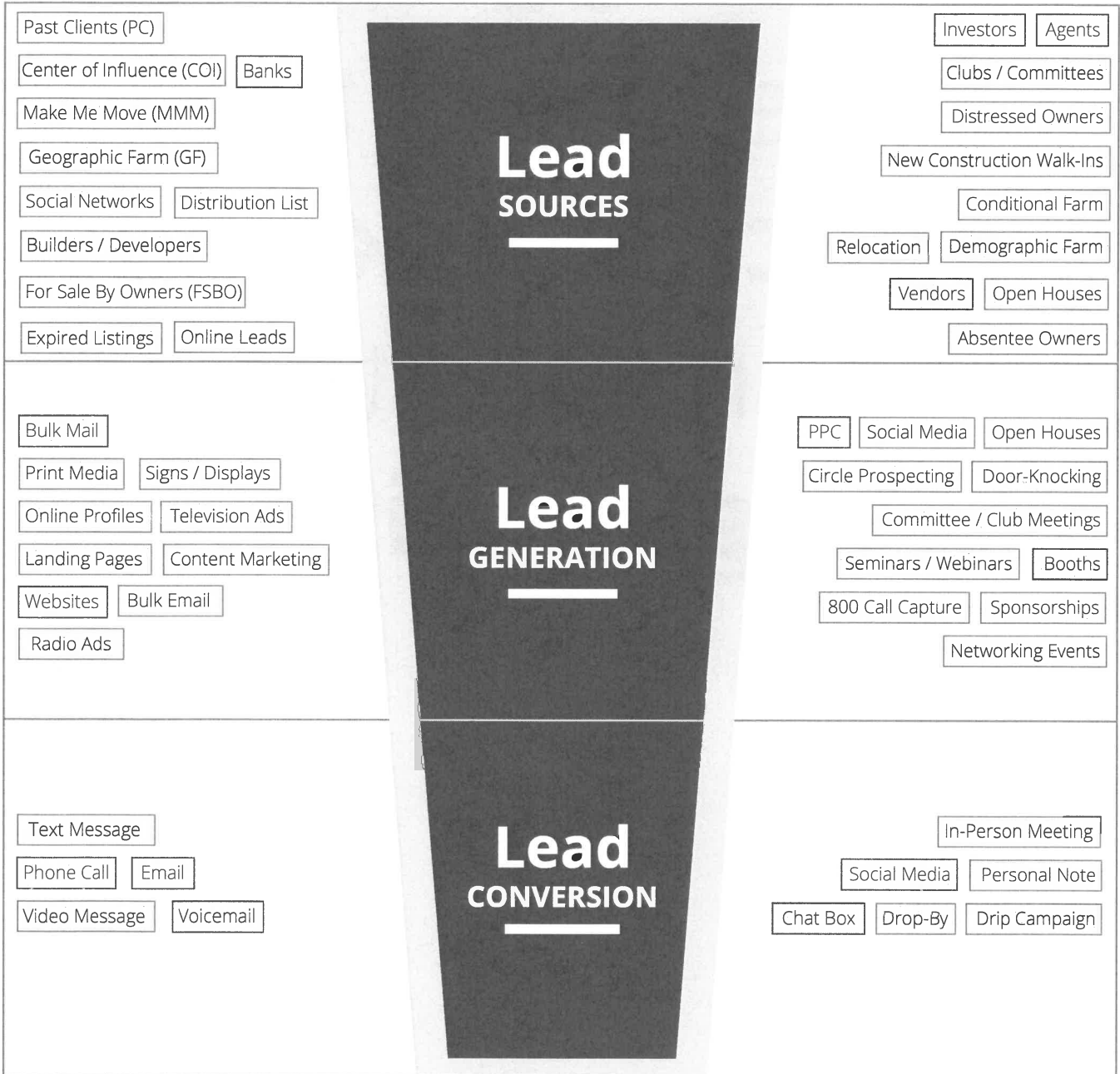
# How to Get It



**Coaching Member** selections will be highlighted and saved within their Tom Ferry University member profile to review with their coach.

## Business Process:

What process will we follow to generate and convert leads?



“

Life favors the  
**specific ask** and  
punishes the  
**vague wish.**

---

Tim Ferris

”



# What You Want



**Coaching Members** can input their below numbers within the Tom Ferry University digital version to have all calculations done without having to do the math yourself.

## Income Goal:

How much money will I produce by carrying out this plan?

Revenue	Expenses	Profit	Wealth				
Gross Commission Income (GCI)	Reference / Use Expense Tracker	Net Commission Income (NCI)	Reference / Use Wealth Tracker				
\$ _____	\$ _____	\$ _____ Revenue - Expenses	<table border="1"> <tr> <th>Savings Contribution</th> <th>Debt Reduction</th> </tr> <tr> <td>\$ _____</td> <td>\$ _____</td> </tr> </table>	Savings Contribution	Debt Reduction	\$ _____	\$ _____
Savings Contribution	Debt Reduction						
\$ _____	\$ _____						

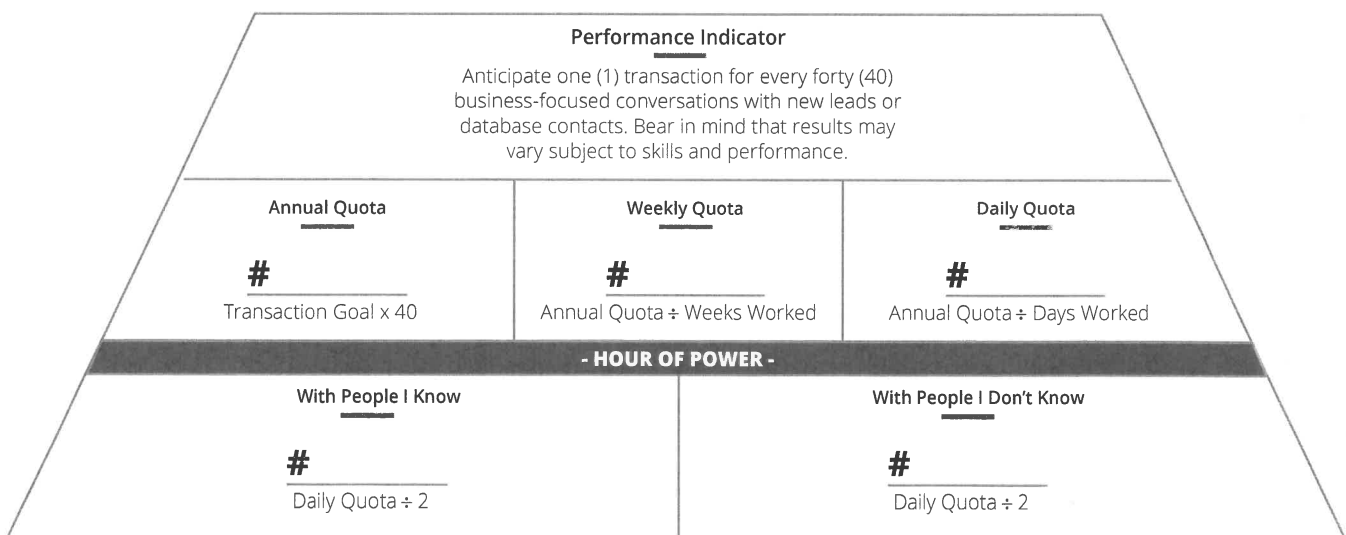
## Transactions Goal:

How many transactions must I close to reach my income goal?

Sellers			Buyers			Leases		
Percentage of Revenue	Average Sale Price	Average Commission	Percentage of Revenue	Average Sale Price	Average Commission	Percentage of Revenue	Average Sale Price	Average Commission
% _____	\$ _____	\$ _____	% _____	\$ _____	\$ _____	% _____	\$ _____	\$ _____
Total seller transactions: <small>(Income Goal ÷ Avg. Commission) x Pct. Revenue</small>		# _____	Total buyer transactions: <small>(Income Goal ÷ Avg. Commission) x Pct. Revenue</small>		# _____	Total lease transactions: <small>(Income Goal ÷ Avg. Commission) x Pct. Revenue</small>		# _____
Total listings taken:		# _____	Total buyer appointments:		# _____	Total lease appointments:		# _____
Total listing appointments:		# _____						

## Conversations Goal:

How many conversations must I conduct to reach my transactions goal?



# What to Do

Print out this business plan to input all of your information, calculate your numbers and set up your year for success.

## “What You Want” Page:

In the **income goals** section, write out the upcoming revenue goals, expenses, expected profit and wealth you plan to input in savings and debt reduction. Continue to your **transaction goal** and input the amount of buyers, sellers and leases you need to close to reach your income goal. Follow this up with the **conversations goal** section to determine how many hours of power are needed with people you know and don't know to reach your transaction goal.

## “How to Get It” Pages:

Circle all processes that will generate and convert leads within the **business process** section of your business plan. For **lead source, lead generation and lead conversion**, please see the **“example”** plan on the following page if you need further guidance.

## “Where to Improve” Pages:

For your **personal stability** section, rate yourself in each of the six categories with either poor, fair, good or excellent. This will show how prepared you are to carry out your business plan. Continue on to your **personal development** page list what projects or trainings need to happen to improve yourself and your business each month.

## “Tom Ferry Coaching” Pages:

Learn about the Tom Ferry Coaching system and discover the strategies and benefits that allow coaching members to **earn 10X the industry average**.

“

The realization of **your plan** is worth more than any single transaction.

Refuse to let **your business** interfere with **your plan** - trust the process.

---

**TomFerry**

”



**BUSINESS PLAN**

**BEST-YEAR-EVER**

**FOR AGENTS**



[tomferry.com](http://tomferry.com)



[tomferry](https://www.facebook.com/tomferry)



[tomferry](https://www.instagram.com/tomferry)



[tomferry](https://twitter.com/tomferry)



[RealEstateTrainingTF](https://www.youtube.com/RealEstateTrainingTF)