



Exercise 3: Action, Implementation, Execution

In Exercise 1 you reviewed this year. In Exercise 2 you wrote your story for the upcoming year. In this exercise you'll put together your Action Blueprint, with the strategies and tactics to get you your desired results. Your Action Blueprint consists of your goals – the results that you're looking to achieve; the strategies that you'll need to implement to reach them; and the tactics you'll execute to implement the strategies.

In this exercise guide we'll give you an example Action Blueprint and a template for creating your own.

In your Action Blueprint you'll first identify your goals – the results that you're looking to achieve. For example, you'll usually want to write down the amount of money you want to earn for the year, along with the production numbers you want to achieve.

Next you'll then list 3 strategies that will help you to achieve that goal. These strategies are usually higher level activities and behaviors that you'll want to implement. For example you may want to establish an online presence and grow your personal brand; Lead generate for new business daily; and Organize all of your contacts – past clients, prospects, leads, referral sources, etc. - into a CRM system and grow your list while systematically contacting them. These strategies are the plans that you need to implement to actually see your business grow and flourish. You may want to use some of the strategies that you have successfully implemented in the past like we talked about in Exercise 1, or you may want to add three totally new ones. Remember that these strategies are big picture – not the granular activities, those will come next.

The last piece of your Action Plan is to have 5 tactics for each strategy that will help you successfully implement your strategies and bring you closer to your goals. The tactics are the actual actions and activities that you'll perform which will lead to successfully implementing the strategies. For example – for the first strategy we discussed of establishing an online presence and growing your personal brand, 5 tactics might be...

- 1) Develop my own personal brand, with my own color scheme, logo, and look. Have my logo made, write my USP (Unique Selling Proposition), write my elevator pitch and my bio.
- 2) Setting up or updating all social media network profiles, especially LinkedIn and Facebook. Make sure to have a universal personal brand that is congruent in all networks. Establish a general action plan for posting content and growing each network.
- 3) Create a personal webpage designed to attract and convert leads. Use this page to tell my story and build my brand. Be sure to link all of my social media networks to this site.
- 4) Learn about Facebook advertising, and have at least one FB ad campaign run per month.
- 5) Have different, specific online lead funnels for advertising and attracting buyers and sellers. Each funnel should have a landing page, a lead magnet, and a follow-up contact campaign.

This is an example of one set of tactics to successfully implement one strategy. You'll want to break down 5 tactics for each of your three strategies to complete your Action Plan.

Once you have your Action Blueprint in place, you'll want to keep copies of it all over and refer to it daily. You'll want to schedule time to work on each tactic, and to track your progress. As you are able to cross off each executed tactic you'll know that you're one step closer to your desired results, and you'll love the feeling that comes with taking action!



Take Action Planner

3 Steps to a Better Year!

My 20XX Goals:

In 20XX I will earn \$ 187,000 by closing 31 transactions. 19 of those transactions will be sold listings, and 12 will be buyer sales.

The strategies I will implement to reach my goals...

- 1) Establish an online presence and grow my personal brand.
- 2) Lead generate for new business daily.
- 3) Organize all contacts (past clients, prospects, leads, referral sources, etc.) into a CRM system and grow my list while systematically contacting and engaging them.

Tactics I will execute to implement my strategies...

Strategy #1	Strategy #2	Strategy #3
1) Develop my own personal brand, with my own color scheme, logo, and look. Have my logo made, write my USP (Unique Selling Proposition), write my elevator pitch and my bio.	1) Lead Generate every Monday - Friday for 3 hours (9am to 12pm). Alternate contacts past clients, FSBOs, expired listings, just listed, etc.	1) Contact all my family, friends, past clients, and lead to get updated contact information.
2) Setting up or updating all social media network profiles, especially LinkedIn and Facebook. Make sure to have a universal personal brand that is congruent in all networks. Establish a general action plan for posting content and growing each network.	2) Meet with accountability partner every Monday morning at 10am to hold me accountable to my goals	2) Contact 50 people per week until everyone has been contacted, and all updated info is received.
3) Create a personal webpage designed to attract and convert leads. Use this page to tell my story and build my brand. Be sure to link all of my social media networks to this site.	3) Be faithful to my calendar! Timeblock my lead generation times so I am no longer available in the mornings.	3) Enter all contacts in CRM database and add 10 new contacts per week.
4) Learn about Facebook advertising, and have at least one FB ad campaign run per month.	4) Role play scripts with an accountability partner regularly.	4) Attend CRM trainings to help me get everyone uploaded, create and launch campaigns.
5) Have different, specific online lead funnels for advertising and attracting buyers and sellers. Each funnel should have a landing page, a lead magnet, and a follow-up contact campaign.	5) Obtain 3 new listings, 3 buyer contracts, and 4 closed transactions per month.	5) Create engagement campaigns, auto response campaigns, and implement.



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3 Steps to a Better Year!

My 20XX Goals:

In 20XX I will earn \$_____ by closing _____ transactions. _____ of those transactions will be sold listings, and _____ will be buyer sales.

The strategies I will implement to reach my goals...

- 1)
- 2)
- 3)

Tactics I will execute to implement my strategies...

Strategy #1	Strategy #2	Strategy #3
1)	1)	1)
2)	2)	2)
3)	3)	3)
4)	4)	4)
5)	5)	5)