

Goals help you understand what activity you need to do each week to achieve a long-term goal. Use this sheet to get started and create a two-year plan.

What annual salary do you need to be happy \$

What is that amount for each quarter? Divide by 4 = \$

Write down a list of things
you are good at:

Look at the list of things you are good at
and think about what activities align with
these skills or talents that you listed.

Write some ideas down:

Write down a list of things
you are not good at:

How much money do you want to make				Annually = \$
Q1 \$	Q2 \$	Q3 \$	Q4 \$	

Average Commission _____%

Take your Annual Income Goal / AVG Commission = Home Sales Revenue Target
 Annual Goal \$70,000 / 2.5% AVG Commission = (70,000/.0225) \$3,111,111 Target
 Goal \$ _____ / _____% = \$ _____ Target

Target Sales \$ _____ / AVG Home Price \$ _____ = _____ Homes
 Target Sales \$3,111,111 / Average Home Price \$ 450,000 = 7 Homes

Total Annual # of Homes / Four = Quarterly Goal
 7 Homes / 4 = 1.75 Transactions a Quarter

Your Quarterly Transaction Goal =

Key Performance Indicators (KPI)

Activity by Month

SOI	Calls/Email	Leads	Quarterly \$
Networking Events			Quarterly Sales #
CMA / Buyer Meetings:			Quarterly # New Contacts
Opportunities:			Weekly # New Contacts
			Weekly # Touch Points

Put a check
next to each:

- Cold Calling
- Facebook
- Instagram
- Twitter
- TikTok
- Youtube
- LinkedIn
- Other Social
- Podcast
- Networking
- Print Ads
- TV / Radio
- Sponsorships
- Speaking

Based on the information above, where should you be spending
your time on lead generation?

List four ideas that can help you grow your business:

1

2

3

4