

# 10 week Success Plan for New Agents

This 10 week Success Plan is designed to get you organised, keep you accountable, and fast-track your career from day 1. Place a ✓ in the box once you have completed the activity.

NB: You will need to [login](#) to your Real Estate Gym membership to access the links

Your name: \_\_\_\_\_

Today's date: \_\_\_\_\_

WEEK 1	
Pre-list video	
Professional photos taken	
Personal biography written	
Update job title on Facebook, LinkedIn and all other social media platforms	
Order business cards	
Record voicemail	
Read procedure manual	
Set up desk, email and logins, name badge	
Office tour and introductions	
Provide a copy of licence / registrations to principal	
Schedule weekly 1 on 1 with sales manager / principal	
Study your market (current listings, average sale price, new listings, DOM, sale volume & available commission on 3 year average)	
Enter everyone you know on database	
Attend 3x auctions and 3x OFI's	
Create your business plan and prospecting plan with sales manager	
Subscribe to <a href="#">Million Dollar Agent Podcast</a> with Tom Panos and John McGrath	
Subscribe to YouTube Channel: <a href="#">Tom Panos Real Estate Training</a>	
Subscribe to Tom Panos' blog to get <a href="#">free real estate training tools</a> weekly	
From the free tools, read ebook <a href="#">Attraction Agent 2.0</a> , <i>It's not who you know, it's who knows you</i> by Tom Panos	
From the free tools, read ebook: <a href="#">Attraction Agent 3.0</a> , <i>Brand is what they say about you when you're not there</i> by Tom Panos	
From the free tools, read ebook: <a href="#">There are no blind dates in real estate</a> by Tom Panos	
From the free tools, read ebook <a href="#">Top Dollar</a> by Andrew Winter	
Create your <a href="#">Ideal Week</a>	
Create your <a href="#">12 month Blueprint</a>	
Create your <a href="#">12 month Marketing Calendar</a>	
Go to at least 1 listing appointment with an experienced agent	
Plan your holidays	
Other:	

WEEK 2	
Book into next sales training	
Book into auction training	
Implement prospecting plan and measure your results	
Have your 1 on 1 review	
Attend 3 auctions and 3 OFI's	
Book 2 listing presentations for week 3	
Go to 2 listing presentations with a senior agent	
USP test with your sales manager	
Role play listing presentation with sales manager	
Contact FSBO and expired listings (and track them)	
Make your first buyer appointments	
Send out your introductory letter	
Download your <a href="#">perceived value VPA template</a> showing the varying ad sizes	
Rehearse <a href="#">Prospecting Scripts &amp; Dialogues</a> and internalise them	
Additional Activities:	

WEEK 3	
1 on 1 review with manager	
Review USP with sales manager	
Role play listing presentation with sales manager	
Attend OFI's and auctions	
Have at least 3 buyer appointments	
Role play 'set to sell' with sales manager x 2	
Hold 2 listing appointments	
Goals for week 4: book 3 appointments and list 1 property	
Watch <a href="#">THE PROVEN FORMULA: How to write \$1 million in 2-3 years</a> (part 1 and 2)	
Enter calls dialled, calls reached, appointments into <a href="#">My Prospector</a>	
Additional Activities:	

**WEEK 4**

List your first property	
1 on 1 review of past month with manager	
Prospecting: <a href="#">6/6/12</a>	
Have at least 3 buyer appointments	
Attend auctions and OFIs	
Crete your marketing / strategy	
Set up / join business networking group(s)	
Listen to the webinar with <a href="#">Tom Hector</a> on prospecting	
Watch the coaching: <a href="#">How to deliver an unstoppable listing presentation</a>	
Work on your " <a href="#">WHY</a> " and integrate this into your listing presentation	
Additional Prospecting Activities:	

**WEEK 5**

Set-up visits to sales meetings of other offices	
1 on 1 with manager	
Ideal week tweaking and review	
Review prospecting plan with sales manager	
Review business plan	
Hold 4 buyer appointments and 4 listing appointments	
Watch Tom Panos interview Martin Fox: <a href="#">Play your strengths, outsource your weaknesses</a>	
Additional Prospecting Activities:	

WEEK 6	
1 on 1 with manager	
4 buyer appointments	
4 listing appointments	
Role play <a href="#">listing presentation scripts &amp; dialogues</a>	
Role play <a href="#">set to sell meeting</a>	
Role play prospecting dialogues	
<a href="#">Chase expired listings</a>	
Watch Tom Panos interview Adrian Bo: <a href="#">Database Management &amp; Dollar Productive Activities</a>	
Additional Prospecting Activities:	

WEEK 7	
1 on 1 with manager	
4 buyer appointments	
4 listing appointments	
Initiate and schedule monthly meet-ups with key influencers (e.g. local accountant, mortgage broker, etc)	
Watch coaching video: <a href="#">How to Totally Dominate Your Farm Area</a>	
Additional Prospecting Activities:	

WEEK 8	
1 on 1 with manager	
4 buyer appointments	
4 listing appointments	
Watch coaching video: <a href="#">The Competitor Destroyer</a> and internalise script	
Additional Prospecting Activities:	

WEEK 9	
1 on 1 meeting with manager	
Review and tweak Ideal Week	
New target: 5 buyer appointments and 5 listing appointments per week	
Listen to <b>Million Dollar Agent podcast ep 20: <a href="#">Top tips for breaking into a new market</a></b>	
Additional Prospecting Activities:	

WEEK 10	
1 on 1 meeting with manager	
Review & tweak marketing plan / strategy	
5 buyer appointments	
5 listing appointments per week	
Listen to <b>Million Dollar Agent podcast ep 24: <a href="#">Brand U</a></b>	
Additional Prospecting Activities:	

**REMEMBER:** Every Million Dollar Agent was once a beginner. The formula for your first year of real estate is simple: Work harder, stay later and prospect to get more contacts in your database.

Your goal is to be their agent before they need an agent, so when they need an agent, they've got an agent.