

IGNITION – BLAST OFF

POWERFUL HABITS TO REACH AND EXCEED YOUR BUSINESS GOALS

IGNITE POWER SESSION #12

In this chapter ...

- Get and stay focused
- Know your numbers
- Keep yourself accountable to your goals
- Prepare for your business future



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Today's Expectations

Cappers in Training

1. Check in on what you've accomplished.
2. Evaluate wins and opportunities and make adjustments.
3. Develop a habit of tracking your numbers and taking action to continually improve your conversion rates.
4. Commit to a plan for maintaining the powerful habits you've developed in Ignite to reach—and exceed—your business goals.


Ignite Faculty

1. Show great role-model **videos** in class, if applicable.
2. Devote the majority of time on **activities** in class.
3. Role Model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and prework **Mission**, and during the phone call activity make calls along with the class.

Action Reveal

There are three parts to the Action Reveal.

1. Review **Mission** assignments and get questions answered.
 - a. Answer questions about any videos watched.
 - b. Provide your aha's from the Mission.
2. Announce your **Daily 10/4** activity results from the day before class and review leaderboard standings. Celebrate successes!
3. Make **Real-Play** calls in class.

IGNITE	Mission 12
Complete this MISSION prior to attending Ignite Power Session 12	
DONE v	1. Daily 10/4 – develop your lead generation habit
<input type="checkbox"/>	Complete your Daily 10/4 daily!
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes
DONE v	2. Extend your learning
<input type="checkbox"/>	Practice scripts with a partner—forever!
<input type="checkbox"/>	Sign Up for BOLD when it comes to your area. Ask your Team Leader about BOLD, and check out BOLD on the KW MAPS Coaching website www.mapscoaching.kw.com .
DONE v	3. Pearls of wisdom – learn from others
<input type="checkbox"/>	Interview up to five successful agents in your Market Center and ask: 1) What is your advice on getting into effective and sustainable production as soon as possible? 2) What is your secret to longevity and prosperity in the real estate business? Be prepared to share in class.
DONE v	4. Follow up – with previous Power Session
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session
DONE v	5. Grow your database – with your current contacts
<input type="checkbox"/>	Bring your prepared contact list and your laptop/tablet to the next Ignite class
<small>*Access videos from KWConnect.com. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</small>	
	
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Report Out – Daily 10/4

Note: For help using myTracker, refer to instructions on the back of your Mission page.

Report on Your Daily 10/4 Activities

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Your Turn – Lead Generate for Business

Daily 10/4 Real-Play

1. Begin by saying an affirming message out loud.

“I am comfortable making calls daily because I know I’m helping people!”

2. Get your phone and your list of contacts and call your referral names.
3. Record your results below.

- Goal #1: Call for 20 minutes and make contact with as many people as possible.
- Goal #2: Always ask for **referrals** from each contact and offer your app.
- Goal #3: Secure an appointment.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

Results				
Name	Phone Number	App ✓	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

4. Write a note to two – three people you called to thank them for their time.

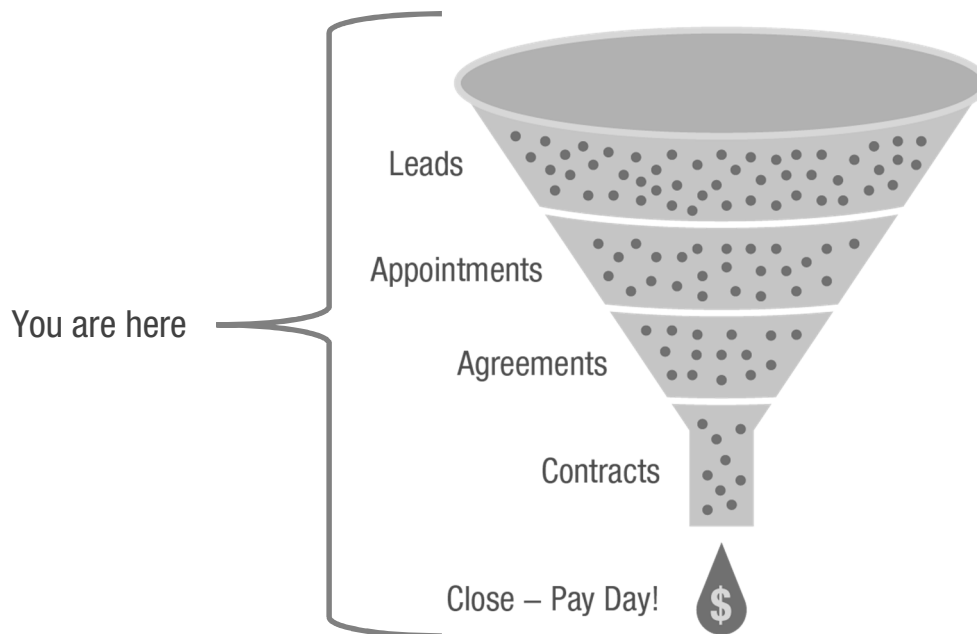
Time: 20 minutes

Get Your Head in the Game

Congratulations, you've arrived at the final Power Session!

Throughout Ignite, you've been performing the Daily 10/4 activities and tracking your numbers in myTracker. You've time blocked your daily activities and are working toward your goals, with the help of your Market Center.

You have learned that mindset, attitude, and your approach to life matter. Adopting a mindset and a philosophy of contributing to the lives of other people and a deeply rooted belief in doing the best job possible for each and every customer will enable you to grow your business.



Video

Watch a Master



Watch the video “**A Day in the Life of a Mega Agent.**”

What are your aha’s?

Time: 10 minutes

Your Turn – Pearls of Wisdom

Learn, Share, Grow!

In your Mission, you were tasked with seeking out five different people and asking them two questions.

1. Write your top three answers and who gave you each answer below.
2. Be prepared to share with the class.

What is your advice on getting into effective production as quickly as possible?

- _____
- _____
- _____

What is your secret to longevity and prosperity in the real estate business?

- _____
- _____
- _____

Time: 10 minutes

Aha's from Activity

- _____
- _____

Notes

Make it Happen

Anyone can succeed, but not everyone will. Why? The ones who do succeed have focus—the ability to concentrate their thoughts and actions on the most important tasks.

1. How do you create a personal plan and make process your focus?

2. How do you time block to get your focus?

3. How do you use accountability to keep your focus?

4. How do you make sure your environment supports your focus?

5. How do you keep your energy to maintain your focus?

Maintain Energy and Focus

Implement the “Millionaire Real Estate Agent Energy Plan”. Block time before 11:00 a.m. each day to pull in energy from the following five key areas; this creates momentum that will carry you through your entire day.

To gain this type of energy ...	Do these activities ...
1. Spiritual	Meditate and pray
2. Physical	Exercise and eat right
3. Emotional	Hug, kiss, and laugh
4. Mental	Plan and calendar
5. Business	Lead generate

Accountability

In the Six Personal Perspectives we learned accountability is a tool for continually changing the results in your life in those areas that matter most—your 20 percent. Goal achievement is a direct result of accountability. To support your goal setting, we recommend you use the **4-1-1 Productivity Tool**—in addition to myTracker.

What is the 4-1-1?

4-1-1 stands for:

- **4 weeks**
- **1 month**
- **1 year**

At Keller Williams, we use the 4-1-1 as a productivity tool to reflect top priorities—the “Big Rocks.” The 4-1-1 tool allows you to define your weekly, monthly, and annual goals. Because your daily activities manifest into your overall results, the goals you set are an effective and crucial accountability function of your business.

Annual Goals

You should set aside 1–3 days each year to think about and crystalize these one-year goals. Get clear on your Big Rocks, those 5–7 key goals that you must achieve in order to feel that you have had a successful year.

Annual goals should reflect each of the key areas of your life. There can be many categories, but we have found the following four areas to be most useful:

- Job – What will you do?
- Business – What will your business or team do?
- Personal – What do you desire to have happen personally (health, family, spiritual, educational, etc.)?
- Personal Financial – What improvements do you desire in your net worth (reduced liabilities, increased investments, increased assets, etc.)?

Monthly Goals

You should set aside 1–3 hours each month to rethink and further refine your monthly goals. Focus on your methods of achievement. How will you position yourself in pursuit of your annual goals? Begin by breaking your annual goals down into their monthly increments. In addition, write down the key activity goals that will lead to those monthly results.

When deciding your monthly goals, remember to put first things first — any goals that other goals hinge on would have higher priority. You should have no more than 5–7 monthly goals. Do not plan any more than one month ahead.

Weekly Goals

You should set aside ½–1 hour each week to form goals for the coming week. Weekly goals are levers—actions or activities. Levers are those goals that are the mechanisms or how-tos of achievement (e.g., “I will contact 10 people each day.”). These weekly goals are the steps you will take toward your monthly and annual goals. Levers are the means to the ends.

Again, your weekly goals are not a to-do list, but rather a have-to-do list. Decide what you need to do that week to achieve your monthly goals, again remembering to put first things first. Limit your number of weekly goals to 6–8 key, measurable activities.

Locate the 4-1-1 on mykw.kw.com under Resources.

Your Turn – 4-1-1

Complete Your Planning Tool for the Year

Now that you can see the benefits of the 4-1-1 for accountability, it's time to create your own 4-1-1 Action Goal Worksheet.

Complete the 4-1-1 Action Goal Worksheet on the next page. Examples have been given to get you started.

Remember the weekly goals roll up to the monthly goals, which roll up to the annual goals.

Time: 30 minutes

Aha's from Activity

- _____
- _____



4-1-1 ACTION GOAL WORKSHEET

First Name Last Name

ANNUAL GOALS

YEAR

Enter Annual Goals

ex. Add 2400 contacts to my database

Have 25 closings this year

MONTHLY GOALS

MONTH OF

Enter Monthly Goals

ex. Add 200 contacts to my database

Go on 16 listing appointments

WEEKLY GOALS

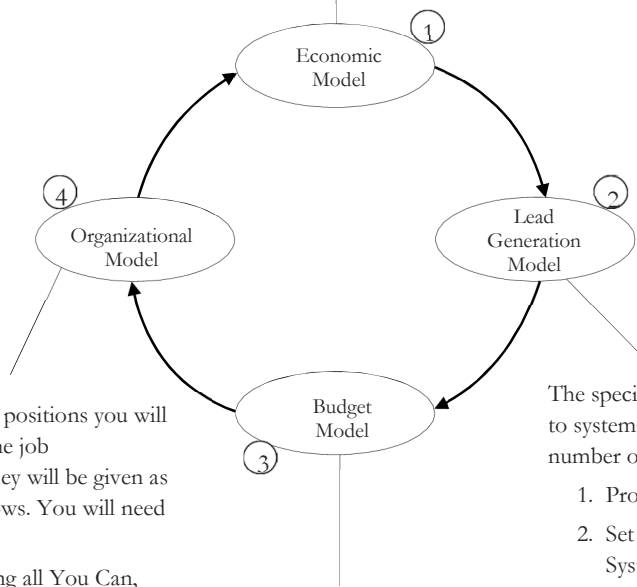
WEEK 1	WEEK 2	WEEK 3	WEEK 4
Enter Weekly Goals Preview 10 properties Add 50 contacts to database Write 50 notes Call 10 Mets Go on 4 listing appointments Go on 4 buyer appointments	Enter Weekly Goals	Enter Weekly Goals	Enter Weekly Goals

Leverage *MREA* Models

To be highly successful in your real estate sales career it is important that you understand that you need to not only think like a businessperson—you need to become one as well. The fundamental models from *The Millionaire Real Estate Agent* represent the four areas of action you must tackle on your way to high real estate sales achievement.

A formula that shows you how to plug in specific numbers you'll have to achieve in specific areas to receive a specific net income. You will need to:

1. Know What Numbers You Must Hit
2. Focus on Appointments
3. Focus on Conversions.



The specific staff positions you will need to fill and the job responsibilities they will be given as your business grows. You will need to:

1. When Doing all You Can, Hire Administrative Help
2. Hire Talent
3. Train and Consult

An outline of the specific budget categories you should track and the percentage of your gross revenue you should spend in each of them. You will need to:

1. Lead with Revenue
2. Play Red Light, Green Light
3. Stick to the Budget

The specific approach you must take to systematically generate a specific number of leads. You will need to:

1. Prospect and Market
2. Set Up a Database and Systematically Market To It
3. Focus on Seller Listings Taken

Note: For further information, read pp. 128-172 of The Millionaire Real Estate Agent.

Revisit Your Goals

In Power Session 1: Ignite Your Business, you set a goal for your annual number of closed contracts based on the annual income you desire. Annual goals can be broken down to monthly, weekly, and even daily goals to keep you on track—you'll even be able to measure your progress toward them. At this time, you may be ready to increase your goal. You can enter your additional or changed goals in your GCI Calculator.

Enter values for A and B, and calculate all the rest of the numbers following the formulas provided. Then evaluate your wins and opportunities.

My Goals			
A. GCI	By this date, one year from now, how much GCI do you want to earn?		
B. Average Sales Price	What is the average sales price in your area?		
C. Average Commission	Based on the average sales price, what is the average commission you expect to receive for each sale?	Average commission percentage x B	
D. Closed Contracts	Divide your (Gross Commission Income) GCI goal by the average commission to determine the number of closed contracts you need to reach your goal.	A / C	
E. Contracts Pending	Assuming that half of your contracts will close, you'll need twice as many contracts pending.	D x 2	
F. Signed Agreements	Assuming that half of your agreements lead to contracts, you'll need twice as many agreements.	E x 2	
G. Appointments	Assuming that half of your appointments lead to agreements, you'll need twice as many appointments.	F x 2	
H. Appointments Each Week	Assuming you work 48 weeks out of the year, divide the total number of appointments by 48.	G / 48	

Evaluate Wins and Opportunities – Self-Reflect on Your Actions

Write your answers to the following questions and then share with the class.

1. What wins have you experienced in the last four weeks?

2. What opportunities for improvement have you encountered?

3. What kind of leads are you getting? Seller? Buyer? What about the quality of leads you've been getting? How quickly are you able to convert them to an appointment?

4. As CEO of you, rate your performance using a scale of 1–5 (1 = improvement needed, 5 = excellent—no improvement needed). Why did you rate yourself this way?

5. What will you do differently going forward?

6. Share and celebrate success! Share with the class how you've been rewarding yourself these past several weeks while succeeding in Ignite.

Time 10 minutes

Know Your Numbers

With a cumulative four weeks of tracking your activity and results, you have an accurate trail of your critical business numbers and can calculate important conversion rates. In this session, you'll learn the value of paying attention to your numbers.

Calculate Your Conversion Rates

By now, you understand that the leads-to-closings process is moving leads to appointments, then agreements, then contracts, then closings, which yield commissions. And the focus on leads is becoming more and more of a habit because of your Daily 10/4.

Now it becomes important to also track your conversion rate. Knowing your conversion rate and improving it over time will increase the speed at which you progress through the leads-to-closings process.

While there are several conversion points you can track, in this session you will put your attention on the first one—leads to appointments.

Your Turn – Conversion Rate

Calculate performance and look for improvements

1. From myTracker, enter the total connections (C) you made each week in Ignite into the table below called “Your Numbers.”
2. Enter the number of appointments (A) you set each week.
3. Calculate your conversion rate by dividing the total appointments by the total connections each week (A/C). This ratio of connections to appointments indicates how many connections you need to make, on average, to get an appointment.
4. Answer the questions on the next page.

Example

	Connections (C)	Appointments (A)	Conversion Rate (A/C)	Percentage
Week 1	44	0	0/44	—
Week 2	29	0	0/29	—
Week 3	36	1	1/36	2.7%
Week 4	49	2	1/25	4%

Your Numbers

	Connections (C)	Appointments (A)	Conversion Rate (A/C)	Percentage
Week 1				
Week 2				
Week 3				
Week 4				

What Did You Discover?

- Was there improvement from any week to the next?

- What actions will you take after knowing your conversion rate?

Improve Your Leads-to-Appointments Conversion Rate

Commit to improving your leads-to-appointments conversion rate. Set a goal for a new rate and the date by which you will achieve it.

My current conversion rate (average)	
My goal conversion rate	
Date to achieve goal conversion rate	

Time: 20 minutes

Aha's from Activity

- ---
- ---

Other Conversion Rates

Once you've gained an understanding of your leads-to-appointments conversion rate, you may want to improve on other conversion points. What other conversion rates do you intend to track?

	Conversion Rate
Appointments to Signed Agreements	
Signed Agreements to Contracts	
Contracts to Closings	

Your Turn – Commit to Action

Now that you have looked at your goals and numbers, it's time to commit to action.

Commit to Your Dreams and Goals

Indicate below which actions you will be committed to after Ignite.

✓	Commitments
	I commit to continuing the Daily 10/4.
	I commit to practicing my scripts daily.
	I commit to holding open houses every week.
	I commit to putting all the people in my database into touch campaigns and following up with a phone call every quarter.
	I commit to going on ___ appointments every week.
	I commit to prequalifying buyers and getting a signed buyer representation agreement before showing homes.
	I commit to prequalifying sellers with a prelisting packet.
	I commit to pricing the listing to ensure a sale for my customers.
	I commit to managing all transactions to a successful close for both parties.
	I commit to customer service and creating a win-win for all parties involved. I commit to my 4-1-1 and having myself held accountable to it.
	I commit to coaching or some form of regular accountability.

Commit to Growth Through Continual Learning and Improvements

Ignite is just a step in the continued journey towards success. You still have a lot of work to do. Committing to continuous learning and actions will keep you on the path for success.

Indicate below which actions you will be committed to after Ignite. Add additional actions you plan to take.

✓	Commitments
	I will read/reread <i>The Millionaire Real Estate Agent</i> .
	I will read/reread <i>The Millionaire Real Estate Investor</i> .
	I will read/reread <i>SHIFT: How Top Real Estate Agents Tackle Tough Times</i> .
	I will attend Family Reunion.
	I will attend Mega Camp.
	I will attend Ignite again.
	I will attend BOLD when it comes to my area.*
	I will take the technology training offered in my Market Center.

Time 15 minutes

* See BOLD flier on the following page. Ask your Team Leader when BOLD is coming to your area, and sign up! Visit <http://mapscoaching.kw.com/bold> to sign up.



Are you **FRUSTRATED** with your business?

NOT REACHING YOUR POTENTIAL?

BREAK AWAY from limiting beliefs
and move into prosperity with **BOLD**

48,504

GRADUATES

559,706

CONTRACTS

12.94

YTD AVG. CONTRACTS
PER AGENT IN 7 WEEKS

Take the
FIRST STEP
to **BOLD FREE.**



**Event
Calendar**

Visit the [MAPS Coaching](#) website for more information on BOLD or email the BOLD Client Care Team with any questions you may have at bold@kw.com

Script Off

1. “Hello I’m new to real estate...”
2. Download KW mobile app.
3. Ask for a referral.

4. Have a FSBO agree to let you come see their house.

5. Seller objection – “We need an agent with more experience.”

6. Determine the list price with your sellers.

7. Pricing objection – “Can we price a little higher and come down later?”

8. Working with buyers – “I don’t have time to come to the office; can’t you just meet me at the house?”
9. Your buyer wants the seller to make nonessential repairs.
10. Recommend that your client counteroffer.

Putting It All Together

1. **Action Plan**
2. **Recall and Remember**

Action Plan

Action	Completed / Due Date
Attend training classes in your Market Center.	
Review and track your numbers.	
Install an accountability process and stick to it.	
Continue to meet with your accountability team and/or partner.	
Time block your calendar for action items.	
Continue to practice scripts and objection handlers.	
Continue with your Daily 10/4.	

Your Journey Continues...

Recall and Remember

What are your three most powerful aha's from Ignite?

- 1.

- 2.

- 3.

How many contacts did you add to your database?

What is your next big achievement?

From Aha's to Achievement

AHA's

What are your Aha's?

BEHAVIORS

What behaviors do you intend to change?

TOOLS

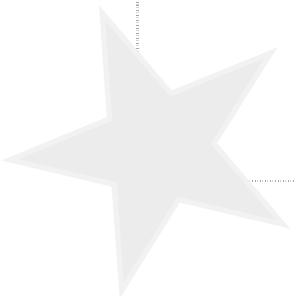
What tools will you use?

ACCOUNTABILITY

What does accountability for this look like?

ACHIEVEMENT

What will you achieve?



Expand Your Learning

Use Tools

4-1-1 Action Goal Worksheet

Conversion Rate Calculations

My Goals

KW Resources

KW Technology Your First 100 Days

(<http://mykw.kw.com/kwintranet/getSiteCT.action?id=-1&sid=221>)

Your Productivity Coach, Team Leader, MCA, and members of the ALC

Your fellow Ignite graduates

mykw.kw.com

Connect on Social Media

Keller Williams Facebook Page -

<https://www.facebook.com/KellerWilliamsRealty>

KW Blog - <http://blog.kw.com>

Inman - <http://www.inman.com>

Your Market Center's Facebook Page



Congratulations

Keep it Going!

You have completed Ignite with energy, enthusiasm, focus, and follow-through. Give yourself a big pat on the back. You now have the tools to go forward with action to build your business. You know where to go for answers whether in the office or online.

Please be part of growing your Market Center by attending team meetings, ALC meetings, committee meetings, and sharing what you have found at Keller Williams with other real estate agents that you do business with every day.

Your journey continues, follow the models, be learning-based, and follow your path to success!

"The journey of a thousand miles begins with one step."

Lao Tzu

Ignite Correction/Suggestion Log

Your Name: _____ Market Center: _____ Date: _____

Page #	Change

Scan and email any course corrections or changes to kwuhelp@kw.com.

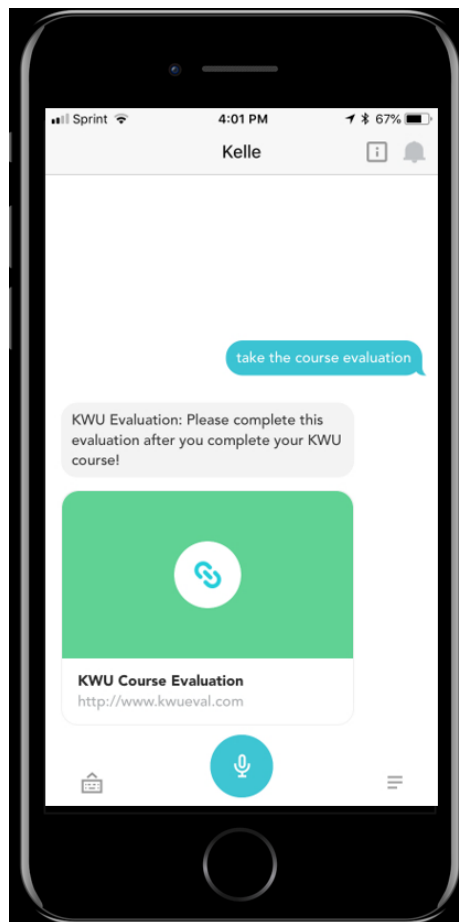
Or mail to:

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3. Tap **the link**.
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THANK YOU!