

Power Session 3: Find Your Business – The Size of Your Database Will Determine the Size of Your Bank Account

| | | | | Time for ... | |
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| Timing Illustration | Power Session Headings | Notes on Content | Exercise Names | Faculty | Cappers in Training |
| Faculty Cappers Prep for class Expectations Action Reveal Get Your Head in the Game | Prepare for Class | <ul style="list-style-type: none"> Read the Power Session and Instructor notes completely, and prepare your lesson plan for teaching. Review the Mission for the day and preview the videos that Cappers in Training are watching. Prepare to show the in-class videos. Set the tone for an energized and successful class! | | 30 mins minimum prep time. | |
| | Today's Expectations | <ul style="list-style-type: none"> Commit to expectations for the day's Power Session. | | 5 mins | 5 mins |
| | Action Reveal | Hold agents accountable for what it takes to build and grow their business. <ol style="list-style-type: none"> Review and debrief the Mission Ask each person to report on their Daily 10/4 activities. Discuss wins and opportunities. Smile and dial! | <ol style="list-style-type: none"> Q&A discussion about the Mission. Report Out on Daily 10/4 Your Turn - Lead Generate for Business | 5 mins | <ol style="list-style-type: none"> 10 mins 5 mins Make Real Play calls for 20 mins |
| | Get Your Head in the Game | Establish mindset for the day's topic. Why Lead Generate? | Discussion: Why Lead Generate | 5 mins | 5 mins |

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| <p>Faculty Cappers</p> <p>Make It Happen</p> | <p>Make It Happen</p> | <p>Lead Generation – It’s Job No. 1</p> | <ol style="list-style-type: none"> 1. Discussion – benefits of prospecting 2. Video “Real-Play – Call for Seller Listings” 3. Your Turn – Sphere of Influence 4. Video “Cold Calling with the Real Estate Brothers” 5. Video “Finding More Leads” 6. Prospecting Sources 7. Your Turn – Social Media | <ol style="list-style-type: none"> 1. 10 mins 2. 5 mins 3. 2 mins 4. 5 mins 5. 5 mins 6. 5 mins 7. 2 mins | <ol style="list-style-type: none"> 1. 5 mins 2. 5 mins 3. 10 mins 4. 5 mins 5. 5 mins 6. 5 mins 7. 10 mins |
| <p>Putting It All Together</p> | <p>Putting It All Together</p> <ul style="list-style-type: none"> • Action Plan • Prepare for Next Class • Recall and Remember | <p>Prepare students for the work they will do before the next Ignite Power Session.</p> | | <p>2 mins</p> | <p>5 mins</p> |
| <p>Aha’s</p> | <p>From Aha’s to Achievement</p> | <p>Discuss Aha’s from today’s session.</p> | | | <p>5 mins</p> |
| <p>Achievements</p> | <p>Achievements of the Week</p> | <p>The purpose of this section is to work on accountability and mark progress.</p> | | | <p>5 mins</p> |
| <p>Resources</p> | <p>Enhance Your Learning</p> | <p>Resources for further study, for job aids, and more.</p> | | | <p>5 mins</p> |

TOTAL SESSION TIME: Approximately 3 hours