6 STEPS TO DOUBLE YOUR INCOME

IN THE NEXT
SIX MONTHS



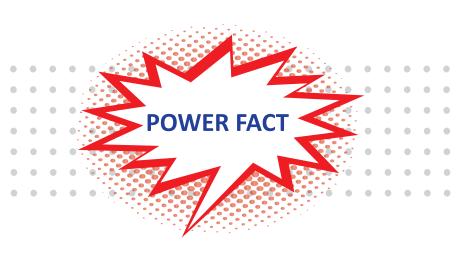
By Darryl Davis, CSP

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There's a lot of truth to the old adage, "If you fail to plan, you plan to fail."

I'm a big believer in faith, but experience tells us that planning and action are the keys to delivering results. If you're fired up and ready to start taking the RIGHT kind of action right now so that you can deliver the kind of income-doubling results you've always dreamed about, then let's get to it.

Here are **six powerful steps** you can take starting this week that can help you **earn at a higher potential** and take your life and career to the...

Next Level®.

STEP ONE:

Evaluate where you ARE in relation to your goals



It's harder to hit a moving target. When you're crystal clear about what you want from life and your career, and you've done the math that can help you define the activities you need to realize those goals, that clarity helps you pave the way.

I like to use the analogy of a puzzle to illustrate this point. If I were to ask you what the most important piece of the jigsaw puzzle you might say the corner, others might say the center. In reality the most important piece is the cover of the box because you have to see what the end result looks like before you can implement a plan.

What income level will allow you to realize the goals that you've set?	(A)
Now, what is your average commission per side?	(B)
How many sides do you need to reach your desired income?	(A+B=C)
Statistics tell us that 75% of your income should come from Listings Sold Sides	(Cx0.75=D)
25% comes from Buyer Sides	(Cx0.25=E)
What % of Listings end up selling?	(F)
How many listings do you need to get per year?	(D+F=G)
How many listings is that per month?	(G+12=H)

How many listing appointments needed to get 1 listing?	(I)
Number of listings a month? (Answer is line H)	(J)
Number of appointments needed per month?	(lxJ=K)
How many appointments a week?	(K+4=L)
How many calls do you need to make to schedule 1 appt.?	(M)
Monthly # of appointments scheduled? (Answer is line K)	(N)
Number of calls needed to be made each month?	(MxN=O)
How many calls a week?	(O+4=P)

My EZ One-Page Business Plan maps this all out

for you.



You'll find a full-size PDF of it in the Time Management tab in your Power Agent® Classroom.

So, now that you know your numbers, here's my advice: Take on the next 30 days. Take them on like your goals depend on it. Commit to great habits for the next 30 days, then take on the 30 days after that. Then the 30 days after that.

You see what I'm getting at here?

When we try to take on goals a whole year at a time, it's easy to lose sight of what must be done. Goals go out the window and we end up falling

into old patterns – which, of course, give us old results.

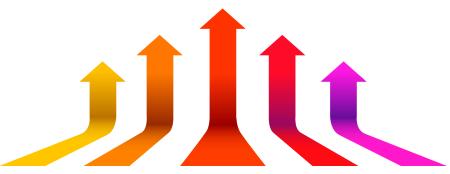
I also like to use visual aids to help agents see their progress.

Look for our Motivational Dot Board and Listing Inventory Chart in the Time Management tab in your Classroom, as well. You'll find they are a fun way to stay on the top of your game and to have a visual reminder daily, weekly, and monthly – as to where you are in relation to your goal.

<u>Click here</u> to learn how to use the Listing Inventory Chart.

<u>Click here</u> to learn how to use the Motivational Dot Board.

When you know where you are every morning when you hit the ground running – you can make the necessary adjustments to either increase your activity – or stay the course.



STEP TWO:

Identify SIX Sources of NOW Income



What you need when you are kicking off a big goal is some traction. Momentum. A WIN!

So, while I'm a big fan of farming, that is secondary on the list of things to do right now to kick off your productivity spike.

In my recent eBook, *The 12 Best Strategies to Generate Listing Leads in 30 Days*, I outline what

I believe are twelve terrific ways to jump-start your production at a high level.

You can find the eBook with all twelve strategies in the Prospecting Tab of Your Power Agent Classroom.

Let's identify six you can start to use today.

1. Call Current FSBOs.

If you were to call and speak to 100 FSBOs, you'll without a doubt get a few listings in 30 days. This strategy costs nothing. In our Power Agent Program®, we have dialogues you can use. You'll find them in the Classroom. To be great at FSBOs takes some organization. I recommend you use the power of the REDX system. They'll deliver leads right to your inbox.

To learn more and get a special offer, visit www.DarrylSpecial.com and use the promo code SMILE.

2. Call Current EXPIREDS.

The great thing about EXPIREDS is that they are like fruit, they are usually ripe for picking. They already see value in working with a REALTOR*,

and if they change agents, they almost always list at a lower price. They've already learned what price doesn't work, and they are committed to a move which makes them easier to call. We have dialogue for these calls, as well, in the Classroom that is magical. The **REDX** also provides these leads.

3. Call FSBOs & EXPIREDS from 6 months ago.

This is a source of leads that is not normally on many agent's radars because they aren't actively advertising. These are people that tried and were unsuccessful. They were feeling the market out, and they ended up backing out of the sales. Now, after six months, many are just waiting in the wings and are probably ready to jump back into the market. Because they already went the FSBO route, many of these sellers will go straight to working with an agent. The **REDX** also provides these leads.

4. Call Houses for Rent.

Here's another area that is not on many agent's radars. A lot of investors are part-time investors – they don't have the financial means to carry vacant properties. Which means, when a property is empty, they are bleeding cash. Start calling the investors using dialogue such as, "Hi! I'm calling about your property that is for rent. Can I get some information? Are you willing to work with an agent?" Ask about

the house, how many bedrooms, baths, etc. Then say, "Let me ask you a question. If I had a buyer that would be willing to buy your property at a price that makes you smile, would you be willing to sell rather than keep renting?"

5. Cold Call Around New Competition's Listing.

Some of our agents get at least six listings per year from this technique. The next listing in a neighborhood where a listing just went up is almost always with another broker. Why? Psychology. Neighbors don't want the neighbor to know their business. So - they will go OUT of their way to NOT hire that same agent. When a competitor puts a listing out, start hitting the phones and calling the neighbors. "Hi, this is Darryl, with POWER Realty. Another agent just listed a home in the neighborhood. When that happens, we always anticipate more buyers into the neighborhood. That's why I'm calling on behalf of my company to see if you know anyone who is interested in selling their homes." (Don't ask if they are interested, ask if they know anyone who might be, as it is a less intrusive question. They would then usually say, no we don't know anyone - but we were thinking of selling.)

6. Host Neighborhood Open House.

What we know is when we do a public open house, usually the neighbors come through who don't tell the agent that they are neighbors. They're not really buyers - they're just nosy! Hosting a Neighborhood Open House before hosting a public open house is a great way to make a connection with those neighbors, and still have your public open house be as successful as possible. I recommend you head to your local office supply store, grab a box of 50 event invitations and mail to the nearest neighbors. They should look like a wedding-type invitation. Inside you should say, "You're invited to attend a Neighborhood Open House! Your neighbors at 123 *Main Street have asked me to manage this for them,* as they won't be available at this time. As you know, it's important to stay educated on what's going on in your neighborhood, so I invite you to join us!"

The reason you are letting people know the seller won't be home is that they are more likely to show up if they think their neighbor won't be there. There are two great things about this, now, when you do the public open house – the neighbors won't take up your time. Secondly, because you know everyone who is coming through is a neighbor, the goal isn't to sell the house, but to set up free CMAs. Questions like, "How long have you lived here?

What do you like best about the neighborhood? How is your home different?" Then let them know that as a homeowner, it's a good idea to have a market analysis done every year so that they know what their home is worth and offer to prepare one for them and set up times to meet.

A good way to present this process to your seller is to share with them that the best buyers (the ones who will spend the most money) are the ones with an emotional connection to the neighborhood, and often the neighbors are great for sharing referrals that would have that kind of connection. It can mean up to 5-10k more in sales price.



STEP THREE:

Reach Out to Your Sphere of Influence

Statistics tell us that one in twelve people in our Sphere of Influence will either do business with you or refer business to you IF you consistently stay in touch with them.

Who's in your sphere? It SHOULD be your past clients and customers, plus your friends, family, colleagues, and network. Anyone who you've cultivated a relationship with over the years.

You often hear agents lamenting that a friend listed with another agent. Why? Because they FORGOT that their friend was in real estate.

"I don't want to SELL my friends on working with me." Listen, if you truly believe that what you do HELPS people make the best possible financial real estate decisions they can make for themselves and their families, then be a RESOURCE they KNOW they can count on. That's not selling. That's being a trusted source for the right information, guidance, and expertise. Be that for the people you know. If you're looking for a reason to call – you can pick up the phone and say, "Hey Sarah, this is Darryl Davis! You know, our market is ALWAYS changing and for a lot of people, that means they have questions about the value of their home. I always recommend that every homeowner have an updated market analysis every year. Your home is such a big investment, it pays to know what it's worth. I can help with that; would you like me to send you a customized analysis? I'm happy to!"

That's not selling – that's service. That's providing value. That's what drives business and cultivates long-term relationships. Give it a try.

Oh, and if you're like so many agents who have never put your sphere of influence database together, there is no time like the present. Start now. Hire someone to input the information if you must – but make it happen. It's impossible to stay consistently in touch if you don't have a database.

I hosted a roundtable with top agents not long ago and I absolutely loved one of the responses from Annette, a Power Agent® in New York, to the question, "How many people are in your sphere?" She immediately said, "Easy. 987." I said, "Wow! So specific!" She nodded and said, "I have to be. That's my referral base. My VIPs. I know how many at any

given time because I send mailings to them every two months. I reach out by phone or in person at least four times a year. I host a party for everyone at least once a year. You have to know your numbers."

You sure do.



STEP FOUR:

Replace Bad Habits with Money-Making Habits

Is your prospecting time an after-thought? A "when I get around to it" kind of commitment?

Think of it like a gym membership. The membership isn't going to get the results, it's the commitment and repetition of going and exercising that creates healthy results. In fact, once people get in the habit of exercising regularly, when they do "fall off the wagon" – they feel it in their bodies. They're lethargic and don't feel well.

Athletes don't fit working out into their lives, they build their lives around working out.

It's the same with prospecting. You can't fit prospecting into your life. You have to build your life and schedule around prospecting or it won't get done.

Great agents leave nothing to chance. There's no "when I get to it" mindset for them. They know to rise to the top of their game, and the top of their market, they must do some things differently than

their competitors. That means forming the kind of amazing habits that will allow them to consistently create repeatable, sustainable results month after month. When you do – there's no wondering where your next commission will come from. You'll know.

Get serious about your daily and weekly calendar starting today. Time blocking is your game-changer.

Block your prospecting time as faithfully and with the same kind of importance and unwavering commitment you have for a closing appointment. When you do – you'll (not surprisingly) have more closing appointments!

For the next 30 days, commit to prospecting via phone at least one hour per day, four days per week. Use the six NOW sources of income ideas as your guide to map out who to call first. Then schedule calls to at least ten people in your sphere every week. No excuses.

Do you think if you committed to speaking to at least 10-20 people per day for the next 30 days you'd generate some business? The law of averages says you will. So does the experience of some of the best agents in our industry. Make it happen.

Carve out your personal and family time too. All work and no play equal easy burnout. We aren't our best for anyone – not ourselves, our family, or our clients when we live out of balance.

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STEP FIVE:

Get Creative

Anyone who knows me or has ever been to one of my seminars or on a coaching call knows that I love to have fun. I love to help sales professionals design lives and careers worth SMILING about. So much so that it is part of the mission statement of my company and an underlying commitment in all we do.

That said, have some FUN over the next few months while you're reaching out to people. Really get enthusiastic about touching people's lives in a positive way. When you do, you'll find a new energy about your daily routine that helps you want to jump out of bed in the morning and hit those goals. It's a great time of year to get out in your neighborhood farms, participate in community events, and get REALLY visible about who you are and what



you do in your market area!

Here are three great ways to shake things up and be creative as you generate business.

1. Walk your farm area.

"But Darryl, that's a lot of walking!" I know. It's good for you. It also helps put your name with your face for the folks in the areas you most want to take listings. We've got some really fun SMILE Stop ideas in the **Smile Techniques Tab** in your Classroom with fun ideas for door-knocking in your farm area each month.

2. Call the Orphans.

No, not small, parentless children. Most companies have client files of the agents who have left the organization. Those past sellers have often been neglected to be represented by the company in some time. Get with your manager and ask if you could pick up that ball and run with it. Call the clients and introduce yourself as their new representative for your company and you can use similar dialogue to the sphere of influence calls. Remind them that the market is changing, which leads to a lot of questions for consumers and let them know that every homeowner should have a market analysis

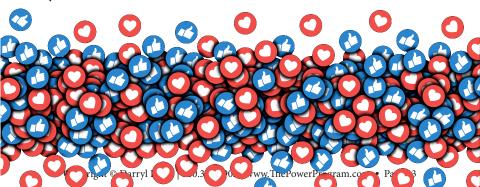
done once a year and that you are happy to provide that service.

You'll be surprised at how you can turn these once neglected clients of another agent into new additions to your own sphere of influence with a little time, care, and connection.

3. Be a Facebook Ninja.

Savvy agents become a great resource on the community Facebook pages for the neighborhoods you represent. These pages are where people are asking for recommendations, looking for their lost dog, sharing events, etc. Get involved – not in a DO YOU WANT TO SELL YOUR HOUSE kind of way, but in a resource for those recommendations kind of way.

Someone who posts great information about the community, the neighborhoods, and yes, occasionally about the market and how it affects that community. It's a great way to remind neighbors that you are a resource for them.



STEP SIX:

Be Accountable

I love the concept of accountability partners. Real estate professionals who team up to hold each other to their commitments to stay on track for their goals. It's like having a gym partner. You're WAY more likely to show up for a date with a treadmill and weight machine if someone is meeting you there, right? Share your goals. Find a mentor, a coach, or a partner who will help you stick to your commitments, and you can help them do the same. That's a win-win for you both.

Now is not the time to be in stealth mode. What you do for the next 30 days will set the pace for how you handle the next six months. Jump in. Give it all you've got. Surprise yourself.

Ready to take on your goals like a top producer? Put these six steps in place starting today. Your life and career will change for the better when you do.

Remember, we're here for you! Let's go make the next six months spectacular!

About Downs Dowis

Sales is the ultimate people business. That's why Darryl Davis has traveled the globe helping leaders, sales professionals, association members, and corporate teams at conventions, conferences, corporate retreats, sales workshops and summits to learn the skills, mindsets, and strategies it takes to build powerful relationships and create customers for life.

Darryl is an internationally acclaimed keynote speaker and coach – and a bestselling author of three books. His *How to Become a Power Agent in Real Estate*© book is in the top 1% of books purchased on Amazon.

His program *The Power Program*° has proven to help agents double their production over the previous year.

Today, Darryl passionately delivers more than a hundred power-packed, humor-filled, inspired keynotes, workshops, and one-day intensive sales events every year globally. Audience members and clients share testimonials of life-changing impact, careerchanging skill development, and laugh-out-loud experiences.

Ready to deliver the same to YOUR next audience? Book Darryl today.





The Right Coach. The Right Training. The Right Resources.



The Right Time to *Fall in LOVE* With Your Real Estate Career Again

About The Power Program:

This is a hands-on, skill-based training and coaching program for real estate professionals that helps agents double their income year over year, develop a referral base they can count on, and design lives and careers worth smiling about.

What do you get as a Power Agent®?

- Weekly *Power Agent** Call access where Darryl solves issues, shares strategies, and answers your most burning real estate questions LIVE
- Access to Darryl's audio and video training, expert real estate tools, monthly insights from top agents, listing and selling resources, and more
- Weekly eNewsletters filled with *tools, training,* and inspiration
- BONUS monthly topic-specific webinars
- **BONUS** training gifts throughout the year

Want to continuously increase your listing inventory and build your business? Become a *Power Agent*® today at <u>www.ThePowerProgram.com</u>.

