December 2nd, 2025

2026 Biz Plan | dk

A goal written down has a 43% great chance of getting hit than one that is not written down.

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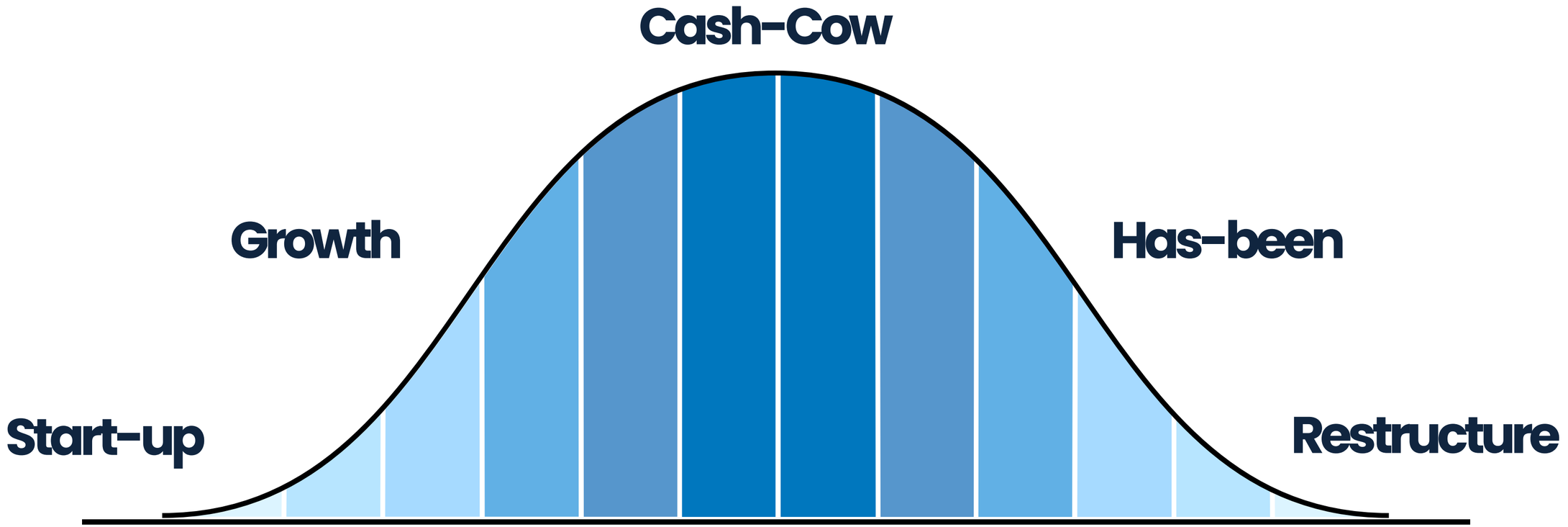
The 5 Life Cycles Of A Real Estate Agent



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Goal Setting vs Committing

Outcomes are a distraction - focusing on the process to get to the outcome is the most important thing you need to do!

- Nick Saban

Goals aren't hit because a clear path to a lesser goal is chosen. Standards over goals. Commit to your standard.

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Goal Setting Psychological Hack – 90/90/1

For 90 days, spend the first 90-minutes on your #1 most important goal.

Momentum. Small, focused action, daily. Intention. One mission.

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Purpose: How We Become WHO We Become

Habits

What we do on a regualr basis... Diet, exercise, books, music, podcasts, calls, alarm clock...

Relationships

You become who you hang out with.

Stories we believe

Your thoughts become real. As a man thinks, so he becomes. Thoughts are powerful...

Environment

Where you live, work... Shaped over time through experiences...

Purpose: How We Become WHO We Become

Who Am I Becoming?

Am I becoming more loving, caring, joyful, gratful, patient, kind, growing....

Now Imagine Yourself At 70....

Come back to today, your habits, your relationships, the stories you tell yourself and believe... Will you be a 70 year old who is full of regret, or content, satisfied, at peace w/ joy?

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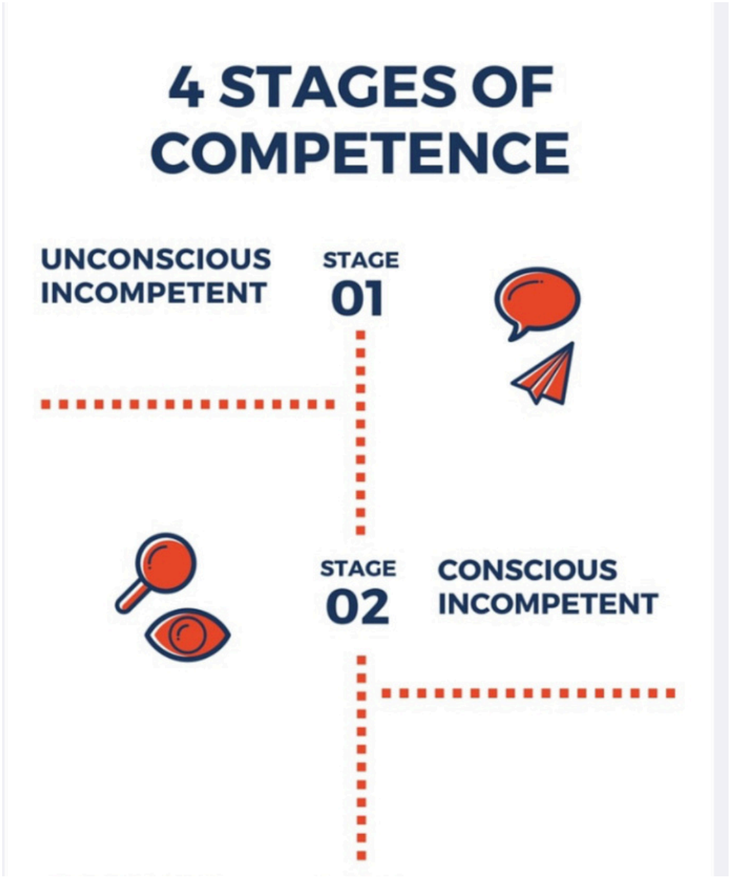
4 STAGES OF COMPETENCE
UNCONSCIOUS INCOMPETENT
STAGE 01
STAGE 02
CONSCIOUS INCOMPETENT
CONSCIOUS COMPETENT
STAGE 03
STAGE 04
UNCONSCIOUS COMPETENT

Science of Scaling

Set Audacious goals!

10x to 100x, forces you to think and act bigger, faster!

Raise the Floor

Remove what takes you away from 100x. Elevate your min standard! Cut low $$ activities.

Use Time As A Tool To Accellerate Growth

Compress timelines to create urgency. **Simplify systems, get clear on road to goal.**

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Science of Scaling – Parkinson's Law

States that whatever container we give oursleves we will typically fill in regards to time.

If we give ourselves 4 weeks it will take 4 weeks. If we give ourselves 4 hours it's going to probably take 4-hours.

What this law shows is the importance of a deadline.

Profit: Realtor Sales Test (pick 2 "no's" and attack)

		Please circle one	
1.	I average 5-15 loans closed a month.	yes	no
2.	I see 15 people face-to-face per week.	yes	no
3.	I send out 10 THANK YOU cards every week.	yes	no
4.	I have 5 break bread meetings a week with influential people (coffee counts too).	yes	no
5.	I talk to 60 people a week in person or on the phone about real estate.	yes	no
6.	I have a 10-person "Whale List" that I work weekly.	yes	no
7.	I have a Top 50 VIP list, and I call 12 weekly.	yes	no
8.	I mail to my database of at least 400 contacts a quarter.	yes	no
9.	I call all of my past clients to do annual reviews four years back.	yes	no
10	I have a Top 50 Favorite past client list, and I call 12 per week.	yes	no
11.	I perform Tuesday update calls for all my transaction each week.	yes	no
12.	I generate a minimum of 40 leads per month (see lead tracker form).	yes	no
13.	I send 1000 video emails per month.	yes	no
14.	I have 2 Channel Accounts (whales) that each send me 10+ deals per month.	yes	no
15.	I listen to at least two 1-hour training videos from the CORE Training per month.	yes	no
16.	I do a client,, realtor or Top 50 VIP happy hour every month.	yes	no
17.	I spend 4-hours a day selling and prospecting for new business.	yes	no
18.	I survey every client **AND** receive a Zillow or Yelp review for 9/10 clients.	yes	no
19.	I hold or attend one group mastermind training every month.	yes	no
20.	I send hand-written BD cards to my Top 50 VIPs and Top 50 Favorite Past Clients.	yes	no

TOTAL POSSIBLE "YES" SCORES IN THIS SECTION = 20 **YOUR SCORE _____**

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Opportunity Of A Lifetime

⚖️ Girard's Law

“”Every person knows approx 250 people.”

- If you know 250 and they know 250 that's 62,500 people!
- 15% of your database or sphere moves a year
- That's 9,375 opportunitues to sell someone a home
- Convert 2% of those relationships and that's 187 potential closings!
- Convert only 20% of the 2%.... T**hat's 37 extra closings a year!**

Applying Girard's Law

You need these Forms - Wedding List (top 250 ppl you know), Your Closed Client List (see attached) & Top 50 Fav Past Client List (attached)

- Make a list of your top 250 friends, fam, business ppl, past clients (list should have name, mailing address, email, phone and how you know them)
- Make a list of your closed clients by year (name, address, b-dates, close date, email, phone, date of closing, notes)
- Make a Top 50 Fav Past Client List - love on this list! See DK for more training on this

Better Together!

⭐ If you found this helpful, can you do me a favor and leave a Google Review for us?

Thanks for joining me today!

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