

60 Day Pivot Business Plan

From Carla Cross

Here are the outline, suggestions, and the template for you to write your pivot business plan. It's true. I wrote the only internationally published book on business planning for real estate agents--about 250 pages! But, you don't need 250 pages. Here is my condensed version--just the parts you need right now to re-think your business, make a practical, workable plan, and get into action quickly.

"What shall I do? I'm getting so much advice, and I don't know how to fit it into my business!"
It's frustrating to try to figure out *what to do* before you figure out *who they are* (your clients), and *how to help*. Let's simplify it. We have to do the *thought* process before the *action* process. That way, we have the 'why' for what we're doing--and the self-assurance and motivation to keep doing it.

Two Parts to Any Business Plan

Thought Part: What's going on now--and revised mission

Action Part: Goals/Action/Results (identify your markets; how will you reach each of your markets/what are your messages to each market/when/how/results)

Your Situation Analysis

1. What skills/talents/experience do you have now that are useful in this market?
(Tech/People/Communication, etc.)

Based on your analysis above, complete the part of your plan to support your work with your clients (below)

What skills do you need to serve your clients?	How will you get them?	Dates
1. Class(es) in _____	_____	_____
2. Tech _____	_____	_____
3. Other _____	_____	_____

4. Personal marketing (website/bio/brand) _____

Check out all those sites where you should have your bio--your company website, your own website, Zillow, Realtor.com. Do you show up? How? If you don't have your bio with your picture in important websites, do it now.

5. Other business supporting actions you want to take to position your business for best results in the third quarter (coaching, classes, etc.)

Drop these actions and dates in your calendar. Celebrate when you've completed them.

Your Mission

The business won't keep driving you now. You will need to drive the business. To do that, you must muster high self-esteem. Believe you can help your would-be and present/former clients. Before you can create your action plan, do a self-inventory of your unique qualities that make you a valuable asset to your target markets.

Your self-assessment: What is unique about you? What attracts clients to you?

What is different about you that sets you apart from other agents?

Based on your self-assessment, what is going to be your mission for the next 60 days? (Service, information, support, help, connection, caring, expertise, tools?)

Write your short term mission: (what you do, where you do it, who you do it with {potential clients})--this short-term mission will be different than your 'regular mission':

Your Mission will keep you focused on today. It will keep you motivated. It will show you the actions that are appropriate to drive your business.

Your Action Plan

Now, let's connect with people and expand our reach. Doing this consistently will result in concrete business (listing leads/listings/buyer leads/buyers/sales) in the coming months. Now, your focus is on connecting and re-connecting with your target markets.

Identify your best target markets: (where will you find these people; your 'niches')

EX: geographical farm/former clients/former professionals you worked with/hobbies/social groups/investors/social media groups)

Your best target markets:

Create possible messages to each target market: (personal note/help with groceries/community tips/keep kids busy/routine/restaurants/virtual fundraisers/cost of waiting, etc.)--you've heard dozens of pieces of advice; choose the ones that match YOU and your target market interests)

Where can you find those messages? (news/services/video content,etc.)

How many contacts will you add to your database weekly?

How can you communicate? (video/text/email/phone/social media/ etc.)

Expand your reach: Who could you partner with or get information from? (affiliates/favorite contractors/dentists/service providers/attorneys/other agents?) (Could you do first time home buyer classes? Get helpful pointers that affiliates have available, etc.)

Connections: Your Action Plan for Meaningful Conversations

▶ Week One

Who?

How many?

How you'll do it: (what/what your message will be)

▶ Week Two

Who?

How many?

How?

▶ Week Three

Who?

How many?

How?

▶ Week Four

Who?

How many?

How?

Measuring results: You're halfway through your 60-day plan. How many contacts have you added to your database? _____ How many contacts have you made? _____

Adjustments to your plan:

▶ Week Five

Who?

How many?

How you'll do it: (what/what your message will be)

▶ Week Six

Who?

How many?

How?

▶ Week Seven

Who?

How many?

How?

▶ Week Eight

Who?

How many?

How?

Measuring results: Congratulations! You worked your 60 day pivot business plan. How many contacts have you added to your database? _____ How many contacts have you made? _____

Adjustments to your plan:

The best motivator is ACTION. Get into action and your spirits will soar!

www.carlacross.com Carla@carlacross.com 425-392-6914