



The Marketing Mama's AGENT ONE PAGE BUSINESS PLAN

AGENT NAME:

DATE:

1. GROSS COMMISSION DESIRED

This is your total income before expenses

2. ACCOUNT FOR YOUR SPLIT

Divide (1) by your commission split

3. NEEDED SALES VOLUME

Divide (2) by "standard" 3% commission

4. TRANSACTIONS NEEDED

Divide (3) by average sale price

5. CALLS NEEDED EACH WEEK

Based on YOUR conversion rate

6. APPTS NEEDED EACH WEEK

Divide (5) by 52 weeks

WHERE IS BUSINESS COMING FROM?

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

LONG TERM GOALS

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

HOW MANY SOI ARE A SURE THING/REFERRERS?

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DO YOU ALREADY HAVE A FARM AREA/NICHE?

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