

FOR AGENITS BEST-YEAR-EVER

#TomFerry

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"The realization of your plan is worth more than any single transaction.

Refuse to let your business interfere with your plan—trust the process."

TomFerry



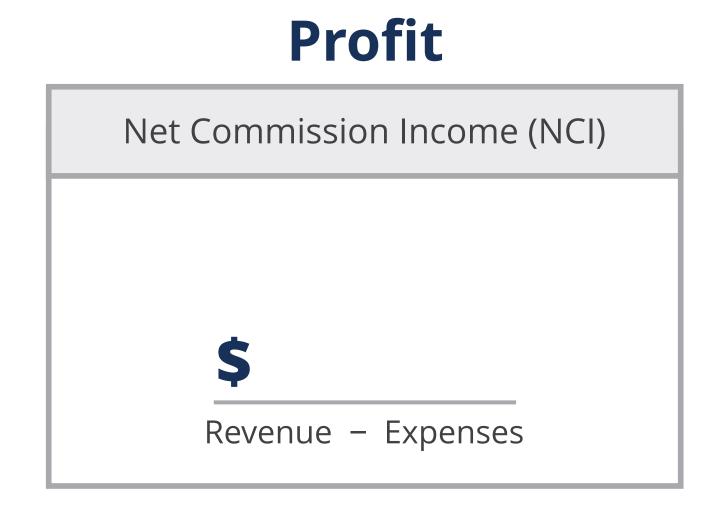
What You Want

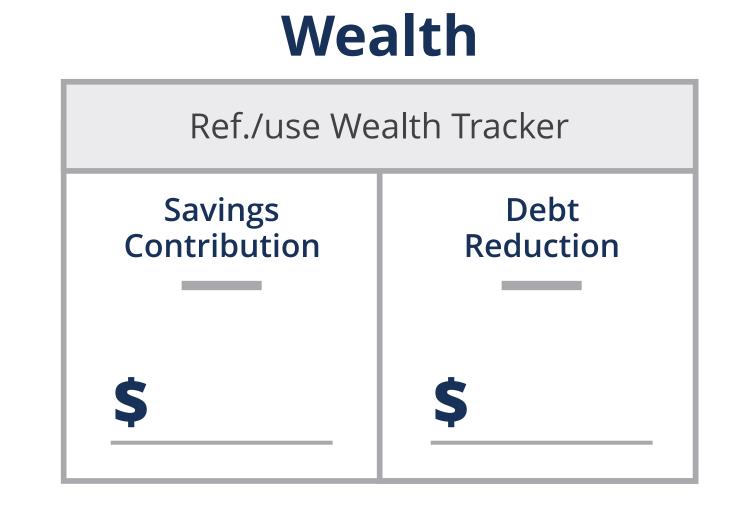
Income Goal:

How much money will I produce by carrying out this plan?

Gross Commission Income (GCI)







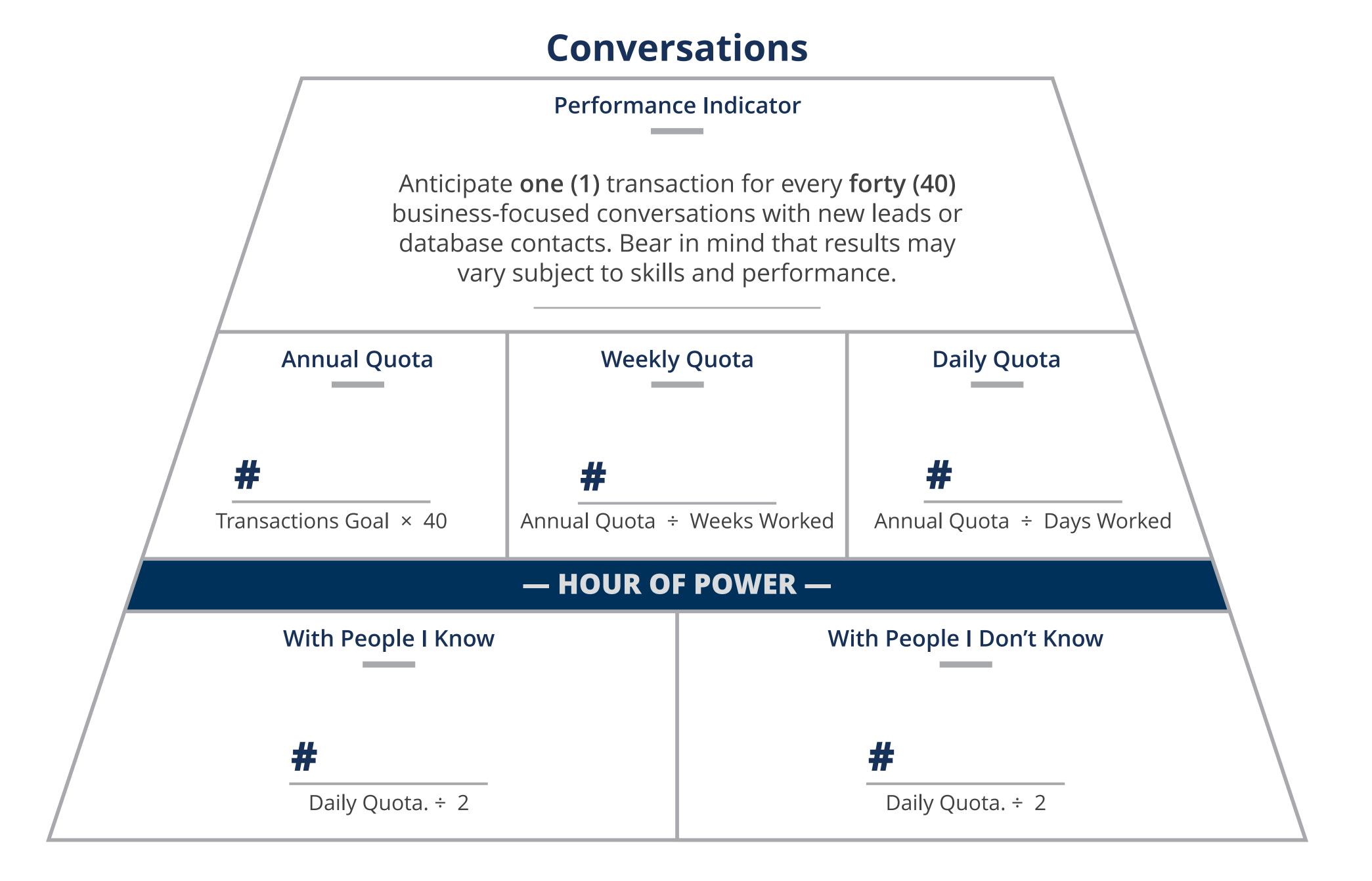
Transactions Goal:

How many transactions must I close to reach my income goal?

	Sellers			Buyers		Le	ases	
Portion of Revenue	Average Sale Price	Average Commission	Portion of Revenue	Average Sale Price	Average Commission	Portion of Revenue	Avera	age Commission
%	\$	\$	%	\$	\$	%	\$	
Total se	eller transactions:	#	Total bu	uyer transactions:	#	Total lease tran	sactions:	#
To	otal listings taken:	#	Total buy	er appointments:	#	Total lease appoi	ntments:	#
Total listi	ng appointments:	#						

Conversations Goal:

How many conversations must I conduct to reach my transactions goal?



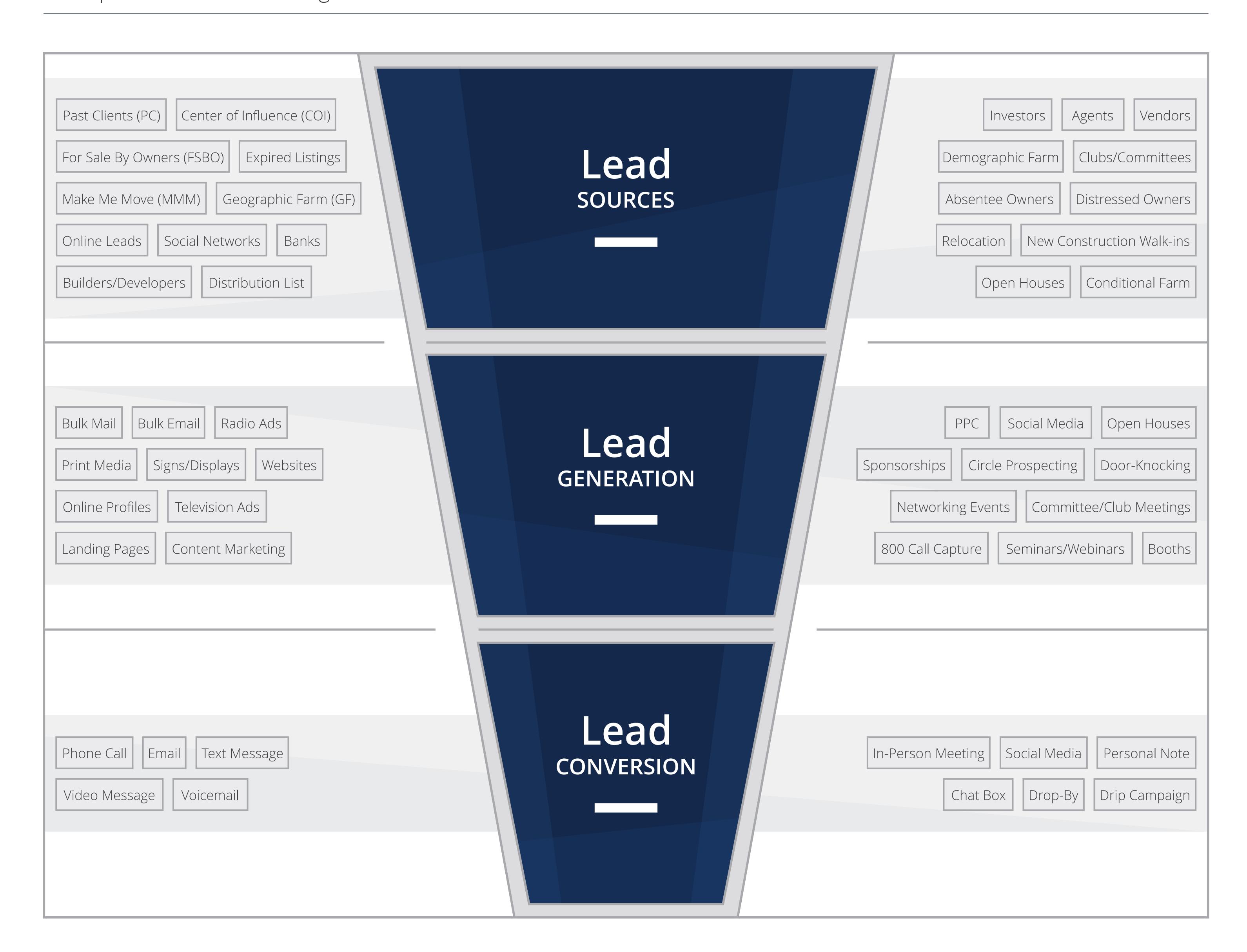


"Life favors the specific ask and punishes the vague wish."

TimFerriss

Business Process:

What process will I follow to generate and convert leads?



BEST-YEAR-EVER



Lead Source:

What audience will I target for business?

Target Audience

• Geographic Farm (GF) - Rolling Mill Estates (500 Residences)

Lead Generation:

How will I generate leads from within said audience?

Marketing Plan

Advertising to create awareness and consideration

- 24 open houses (OH) (semi-monthly)
- 24 OH nbrhd. previews (semi-monthly)
- 12 bulk mailers (monthly)
- Targeted FB videos (monthly)
- FB home valuation ads (weekly)
- FB home search ads (weekly)

Networking Plan

Socializing to foster referral-producing relationships

- Annual community event booth
- PTA board meetings
- Community bus, assoc. meetings
- Community FB Group involvement

Prospecting Plan

Contacting a group of people in search of leads

- OH neighbor invites (semi-monthly)
- Circle prospecting (3 days/week)
- Door-knocking (2 days/week)
- Purchase Zillow/Trulia leads in GF

- •

Lead Conversion:

What effort will I make to get appointments scheduled?

Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- Ref./use Zillow/Trulia zip code lead follow-up plans
- Ref./use FB seller follow-up plan
- Ref./use FB buyer follow-up plan
- Ref./use resident inquiry follow-up plan
- Ref./use OH sign-ins follow-up plan

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

- Ref./use Zillow/Trulia zip code lead nurture plans
- Ref./use FB seller nurture plan
- Ref./use FB buyer nurture plan
- Ref./use resident seller nurture plan



Lead Source:

What audience will I target for business?

Target Audience

Past Clients + Center of Influence (PC/COI)

Lead Generation:

How will I generate leads from within said audience?

Marketing Plan

Networking Plan

Socializi	ng to foster refe	rral-produ	cing relationshi
• 1 H	loliday event ((annuall	y)
•			
•			
•			

Prospecting Plan

Contacting a group of people in search of leads

• 4 personal phone calls (quarterly)

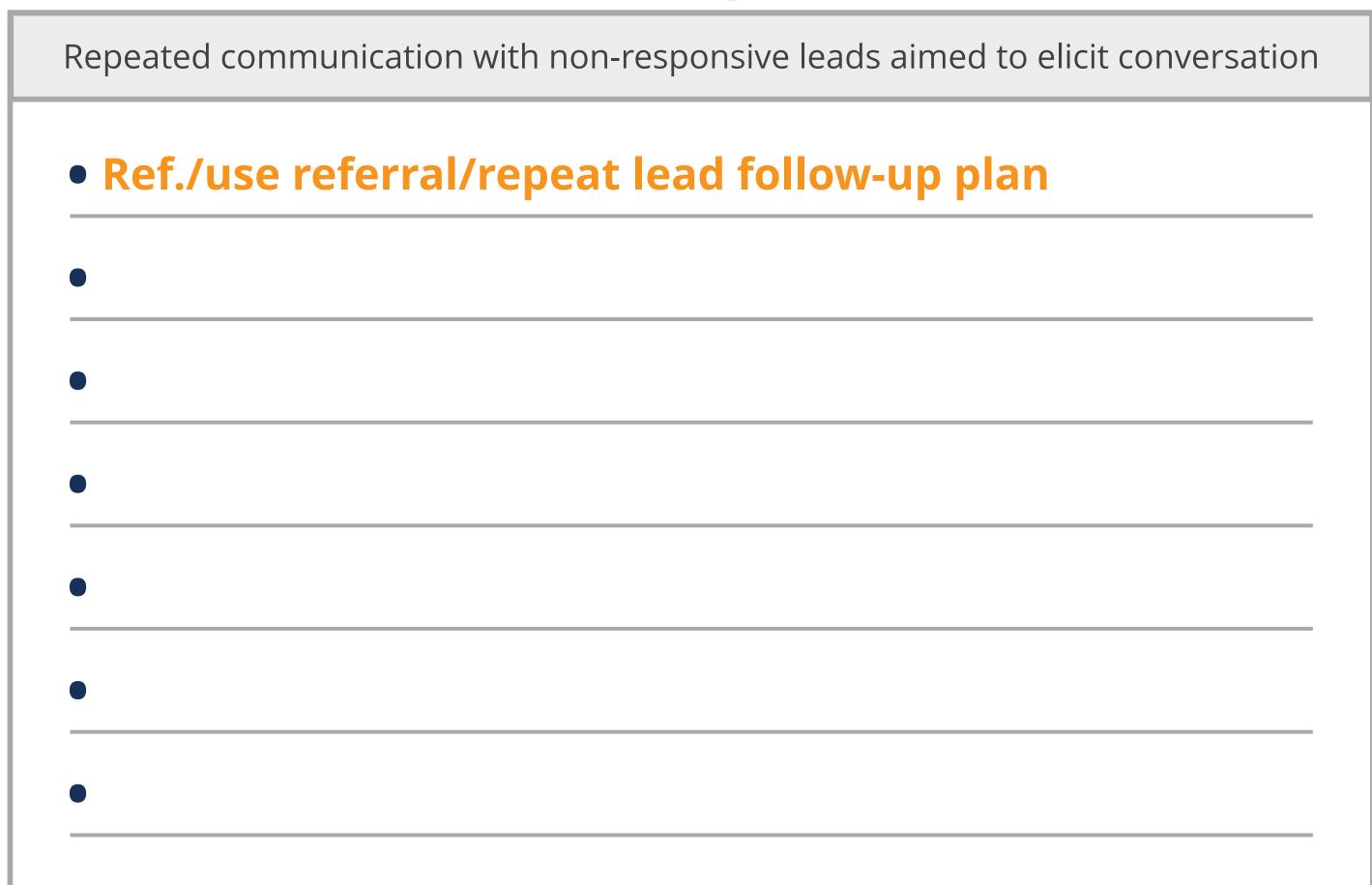
• 2 FB touches (semi-annually)

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Lead Conversion:

What effort will I make to get appointments scheduled?

Follow-Up Plan



Nurturing Plan

Repeated comr	unication with responsive leads aimed to set appointments	
• Ref./use re	erral/repeat nurture plan	
		_
		_



Lead Source:

What audience will I target for business?

Target Audience •

Lead Generation:

How will I generate leads from within said audience?

Marketing Plan

Networking Plan

Socializing to foster referral-producing relationships

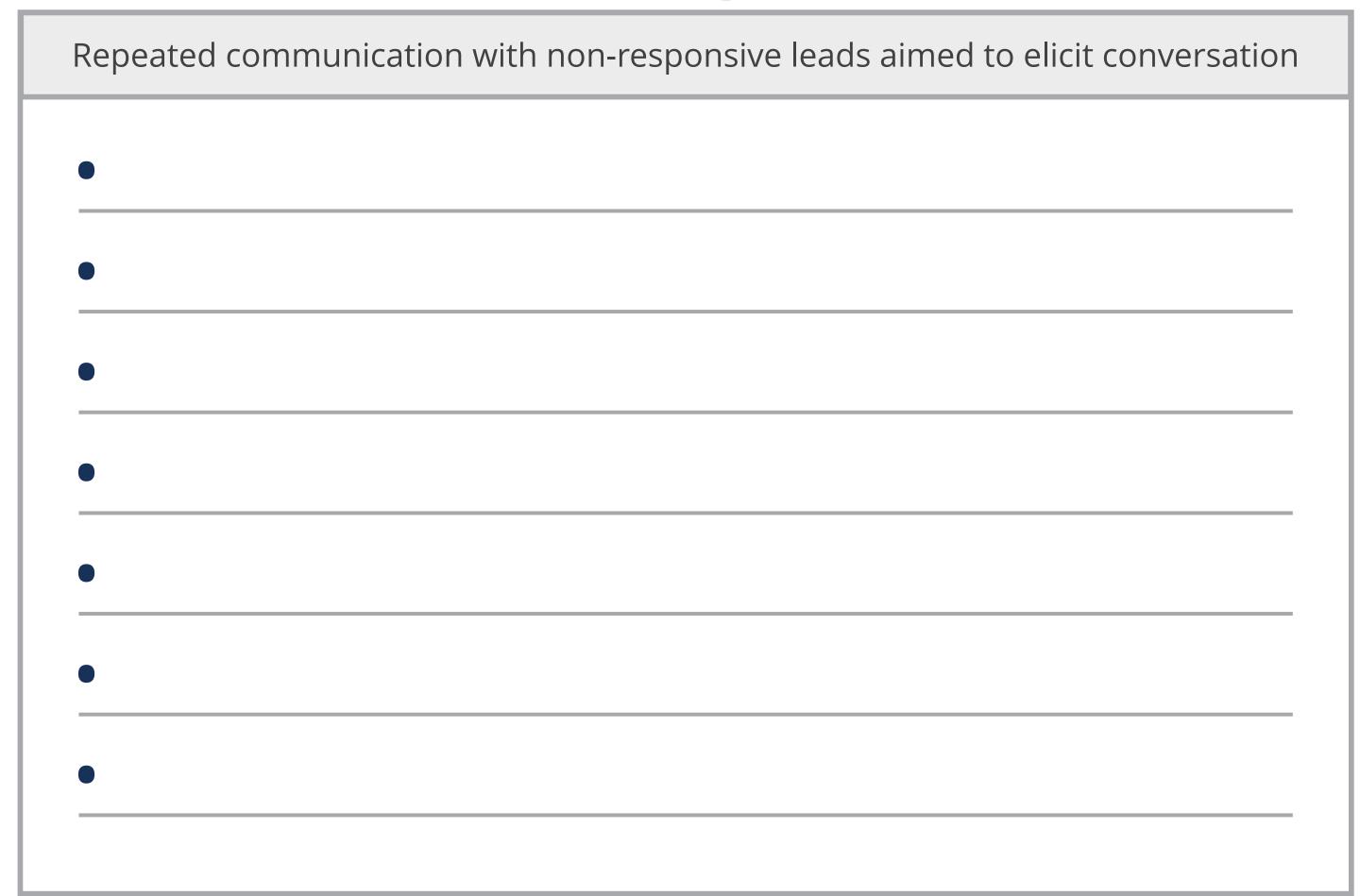
Prospecting Plan

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Contacting a group of people in search of leads	

Lead Conversion:

What effort will I make to get appointments scheduled?

Follow-Up Plan



Nurturing Plan

Repeated communication with responsive leads aimed to set appointments



"What gets scheduled—gets done."

MichaelHyatt



When It Happens

Optimal Day:

What does my perfect day look like to carry out this plan?

Time	Activity Description
4 AM	
5 AM	
6 AM	
7 AM	
8 AM	
9 AM	
10 AM	
11 AM	
12 PM	
1 PM	
2 PM	
3 PM	
4 PM	
5 PM	
6 PM	



When It Happens

Optimal Week:

What does my perfect week look like to carry out this plan?

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4 - 6 AM							
6 - 8 AM							
8 - 10 AM							
10 - 12 PM							
12 - 2 PM							
2 - 4 PM							
4 - 6 PM							
6 - 8 PM							
8 - 10 PM							



MARKETING TRACKER

Activity Schedule:

What marketing will I do to generate leads?

Duna is /Chaush	Lines (Dans)		A di (a)	Danda		Fauna at		Dudmot
Prep/Start	Live/Due	Activity Description	Audience(s)	Reach	Objective	Format	Metric(s) to Measure	Budget
12/26	1/1	Bulk email: "New Year; New Market"	PC/COI	# 400	40%+ open rate	Email FB Boost/	Open rate + forwards	\$ 25
1/1	1/2	Facebook (FB) seller valuation ads	GF	# 500	10+ seller leads	Landing Page FB Boost/	Clicks + completions	\$ 100
1/1	1/2	Facebook (FB) home search ads	GF	# 500	10+ buyer leads	IDX Site	Clicks + new accounts	\$ 100
1/3	1/7	Neighbor OH preview (lunch/brunch)	GF	# 500	10+ neighbor sign-ins	Event	Attendance	\$ 250
1/3	1/7	Open house (OH)	GF	# 500	10+ buyer sign-ins	Event	Attendance	\$ 100
1/1	1/8	Bulk mailer: "Winter-selling tips"	GF/PC/COI	# 900	10%+ ULR visits	Postcard	Calls + URL visits	\$ 250
1/8	1/9	Facebook (FB) seller valuation ads	GF	# 500	10+ seller leads	FB Boost/ Landing Page	Clicks + completions	\$ 100
1/8	1/9	Facebook (FB) home search ads	GF	# 500	10+ buyer leads	FB Boost/ IDX Site	Clicks + new accounts	\$ 100
1/4	1/11	Targeted FB video: "Market update"	GF/PC/COI	# 900	1,000+ views	Video/FB Boost	Likes, Comments, + Shares	\$ 100
1/9	1/15	Bulk email: "Open house invitation"	PC/COI	# 400	40%+ open rate	Email	Open rate + forwards	\$ 25
1/15	1/16	Facebook (FB) seller valuation ads	GF	# 500	10+ seller leads	FB Boost/ Landing Page	Clicks + completions	\$ 100
1/15	1/16	Facebook (FB) home search ads	GF	# 500	10+ buyer leads	FB Boost/ IDX Site	Clicks + new accounts	\$ 100
1/17	1/21	Neighbor OH preview (lunch/brunch)	GF	# 500	10+ neighbor sign-ins	Event	Attendance	\$ 250
1/17	1/21	Open house (OH)	GF	# 500	10+ buyer sign-ins	Event	Attendance	\$ 100
1/15	1/22	Bulk mailer: "Proof of success"	GF/PC/COI	# 900	10%+ ULR visits	Postcard	Calls + URL visits	\$ 250
1/22	1/23	Facebook (FB) seller valuation ads	GF	# 500	10+ seller leads	FB Boost/ Landing Page	Clicks + completions	\$ 100
1/22	1/23	Facebook (FB) home search ads	GF	# 500	10+ buyer leads	FB Boost/ IDX Site	Clicks + new accounts	\$ 100
1/18	1/25	Targeted FB video: "Home-seller tips"	GF/PC/COI	# 900	1,000+ views	Video/ FB Boost	Likes, Comments, + Shares	\$ 100
1/29	1/30	Facebook (FB) seller valuation ads	GF	# 500	10+ seller leads	FB Boost/ Landing Page	Clicks + completions	\$ 100
1/29	1/30	Facebook (FB) home search ads	GF	# 500	10+ buyer leads	FB Boost/ IDX Site	Clicks + new accounts	\$ 100
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MARKETING TRACKER

Activity Schedule:

What marketing will I do to generate leads?

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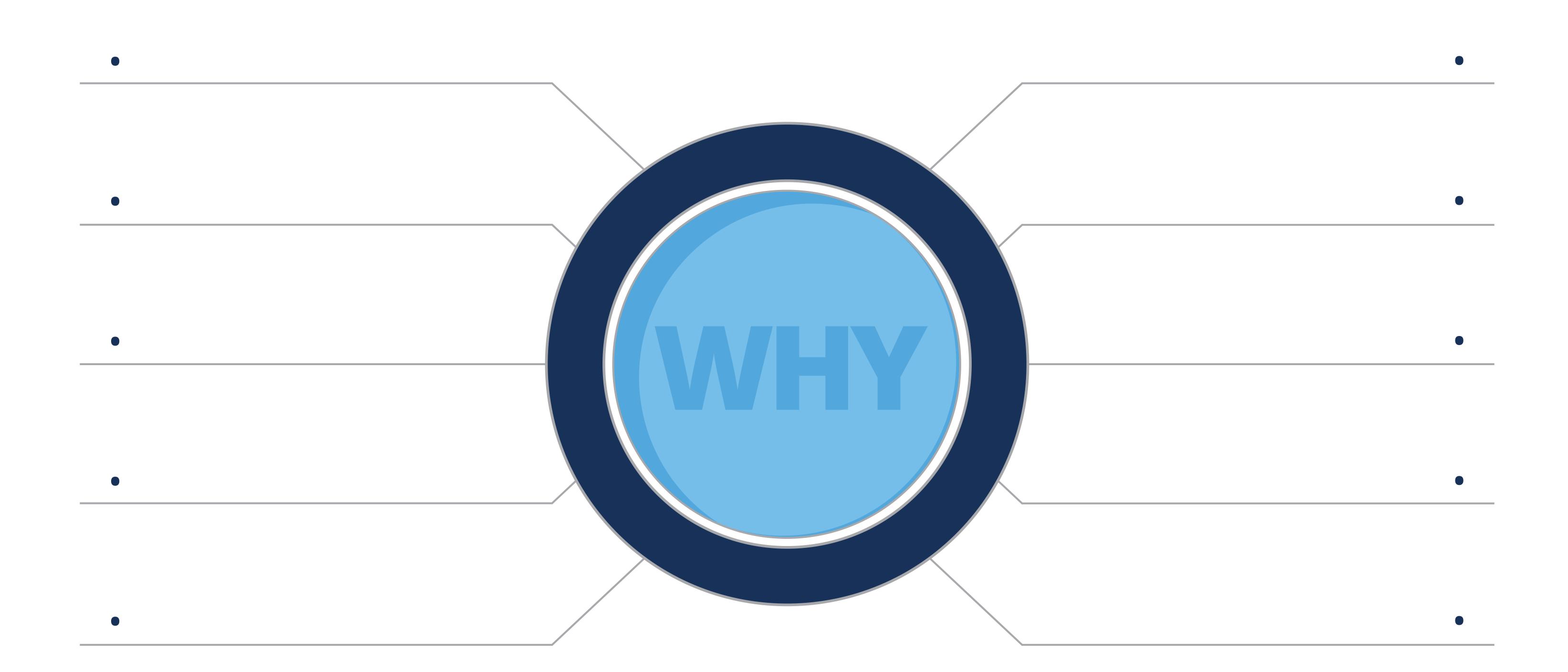
"When your why is big enough, you will find your how."

LesBrown

Why You Want It

Driving Force:

What are my reasons for carrying out this plan?



If I Succeed	



BEST-YEAR-EVER



Where to Improve

Personal Stability:

How do I rate the state of my preparation to carry out this plan?



Where to Improve

Personal Development:

What projects or trainings need to happen to improve myself and my business?

·		
January	February	March
April	May	June
July	August	September
July	August	September
• July •	• August •	• September •
• •	• August •	• September •
• July • • • • • • • • • • • • • • • • • • •	• August • • • • • • • • • • • • • • • • • • •	• September • • • • • • • • • • • • • • • • • • •
• • • • •	• August • • • • • • • • • • • • • • • • • • •	September • • • • • •
• July • • • • • • • October	August November	• September • • • • • • • • • • • • • • • • • • •



"There is no magic in the magic.

It's all in the details."

WaltDisney

TRANSACTION TRACKER

Past Transactions:

Where have previous transactions come from?

Lead Sources	CY Sellers	CY Buyers	CY Leases	CY Refers	FY Sellers	FY Buyers	FY Leases	FY Refers	Notes
Past Clients (PC)	#	#	#	#	#	#	#	#	•
Center of Influence (COI)	#	#	#	#	#	#	#	#	•
For Sale By Owners (FSBO)	#	#	#	#	#	#	#	#	•
Expired Listings	#	#	#	#	#	#	#	#	•
Make Me Move (MMM)	#	#	#	#	#	#	#	#	•
Geographic Farm (GF)	#	#	#	#	#	#	#	#	•
•	#	#	#	#	#	#	#	#	•
•	#	#	#	#	#	#	#	#	•
•	#	#	#	#	#	#	#	#	•
•	#	#	#	#	#	#	#	#	•
Online Leads	#	#	#	#	#	#	#	#	•
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Social Networks	#	#	#	#	#	#	#	#	•
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•	#	#	#	#	#	#	#	#	•
Banks	#	#	#	#	#	#	#	#	•
Builders/Developers	#	#	#	#	#	#	#	#	•
Distribution List**	#	#	#	#	#	#	#	#	•
Investors	#	#	#	#	#	#	#	#	•
Agents	#	#	#	#	#	#	#	#	•
Vendors	#	#	#	#	#	#	#	#	•
Demographic Farm	#	#	#	#	#	#	#	#	•
Clubs/Committees	#	#	#	#	#	#	#	#	•
•	#	#	#	#	#	#	#	#	•
•	#	#	#	#	#	#	#	#	•
Absentee Owners	#	#	#	#	#	#	#	#	•
Distressed Owners	#	#	#	#	#	#	#	#	•
Relocation	#	#	#	#	#	#	#	#	•
New Construction Walk-ins	#	#	#	#	#	#	#	#	•
Open Houses	#	#	#	#	#	#	#	#	•
Conditional Farm**	#	#	#	#	#	#	#	#	•
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Sum Total	#	#	#	#	#	#	#	#	
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CY (Current Year) • FY (Future Year)

EXPENSE TRACKER

Personal Expenses:

What is the carrying cost to operate my life?

Expenses	CY Monthly Cost	CY Annual Cost	FY Monthly Cost	FY Annual Cost	Notes
Child Care	\$	\$	\$	\$	•
Child Tuition	\$	\$	\$	\$	•
Debts - Back Taxes	\$	\$	\$	\$	•
Debts - Credit Card(s)	\$	\$	\$	\$	•
Debts - Household	\$	\$	\$	\$	•
Debts - Legal	\$	\$	\$	\$	•
Debts - Medical	\$	\$	\$	\$	•
Donations	\$	\$	\$	\$	•
Dry Cleaners/Laundry	\$	\$	\$	\$	•
Groceries	\$	\$	\$	\$	•
Health Supplies/Supplements	\$	\$	\$	\$	•
Household Supplies	\$	\$	\$	\$	•
Insurance - Auto	\$	\$	\$	\$	•
Insurance - Health	\$	\$	\$	\$	•
Insurance - Home	\$	\$	\$	\$	•
Insurance - Life	\$	\$	\$	\$	•
Investments Account(s)	\$	\$	\$	\$	•
Loans - Bank(s)	\$	\$	\$	\$	•
Loans - Mortgage(s)	\$	\$	\$	\$	•
Loans - Personal	\$	\$	\$	\$	•
Loans - Student	\$	\$	\$	\$	•
Loans - Vehicle(s)	\$	\$	\$	\$	•
Personal Coaching	\$	\$	\$	\$	•
Personal Gifts	\$	\$	\$	\$	•
Personal Hygiene/Care	\$	\$	\$	\$	•
Personal Rent(s)	\$	\$	\$	\$	•
Personal Subscriptions	\$	\$	\$	\$	•
Personal Taxes	\$	\$	\$	\$	•
Personal Travel	\$	\$	\$	\$	•
Pets	\$	\$	\$	\$	•
Restaurants	\$	\$	\$	\$	•
Utilities - Cable/Internet	\$	\$	\$	\$	•
Utilities - Gas/Electric	\$	\$	\$	\$	•
Utilities - Phone(s)	\$	\$	\$	\$	•
Utilities - Trash/Recycling	\$	\$	\$	\$	•
Utilities - Water	\$	\$	\$	\$	•
Vehicles - Gasoline	\$	\$	\$	\$	•
Vehicles - Parking/Tolls	\$	\$	\$	\$	•
•	\$	\$	\$	\$	•
Sum Total	•	<u>¢</u>	<u>¢</u>	<u> </u>	
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CY (Current Year) • FY (Future Year)



EXPENSE TRACKER

Professional Expenses:

What is the carrying cost to operate my business?.

Expenses	CY Monthly Cost	CY Annual Cost	FY Monthly Cost	FY Annual Cost	Notes
Agent Dues/Fees	\$	\$	\$	\$	•
Business Gifts	\$	\$	\$	\$	•
Business Taxes	\$	\$	\$	\$	•
Business Travel	\$	\$	\$	\$	•
Debts - Back Taxes	\$	\$	\$	\$	•
Debts - Credit Card(s)	\$	\$	\$	\$	•
Debts - Legal	\$	\$	\$	\$	•
Education/Seminars	\$	\$	\$	\$	•
Loans - Bank(s)	\$	\$	\$	\$	•
Loans - Mortgage(s)	\$	\$	\$	\$	•
Loans - Vehicle(s)	\$	\$	\$	\$	•
Office Rent	\$	\$	\$	\$	•
Office Supplies/Equipment	\$	\$	\$	\$	•
Overhead/Salaries	\$	\$	\$	\$	•
Splits - Company	\$	\$	\$	\$	•
Splits - Referral(s)	\$	\$	\$	\$	•
Splits - Team	\$	\$	\$	\$	•
Technology/Software	\$	\$	\$	\$	•
Utilities - Cable/Internet	\$	\$	\$	\$	•
Utilities - Gas/Electric	\$	\$	\$	\$	•
Utilities - Phone(s)	\$	\$	\$	\$	•
Utilities - Trash/Recycling	\$	\$	\$	\$	•
Utilities - Water	\$	\$	\$	\$	•
•	\$	\$	\$	\$	•
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Sum Total	\$	\$	\$	\$	

CY (Current Year) • FY (Future Year)

WEALTH TRACKER

Net Worth:

What is the value of everything I own minus my debts?

Assets (i.e., what you own)	Current Value		Liabilities (i.e., what you owe)	Current Value	Description
Cash - CDs	¢	1	Debts - Back Taxes	¢	Good Debt Bad Debt
Cash - Cbs Cash - Checking Acct.(s)	Φ Φ	╁	Debts - Back Taxes Debts - Household	Φ Φ	Good Debt Bad Debt Bad Debt Bad Debt
Cash - Life Insurance	φ Φ	╁	Loans - Mortgage(s)	φ Φ	Good Debt Bad Debt Bad Debt Bad Debt
	ф	╀		Д	Good Debt Bad Debt Good Debt Bad Debt
Cash Savings Asst (s)	Ф	╀	Debts - Credit Card(s)	Р	
Cash - Savings Acct.(s)	*	╀	Debts - Medical	*	Good Debt Bad Debt
Cash - Savings Bonds	\$	╀	Debts - Legal	\$	Good Debt Bad Debt
Investments - 401k(s)	\$	╀	Loans - Vehicle(s)	\$	Good Debt Bad Debt
Investments - 403b(s)	\$	╀	Loans - Student	\$	Good Debt Bad Debt
Investments - 457 Plan(s)	\$	╀	Loans - Bank(s)	\$	Good Debt Bad Debt
Investments - Annuities	\$	╄	Loans - Personal	\$	Good Debt Bad Debt
Investments - Bonds	\$	╄	•	\$	Good Debt Bad Debt
Investments - IRA(s)	\$	╀	•	\$	Good Debt Bad Debt
Investments - Pension Plan(s)	\$	L	•	\$	Good Debt Bad Debt
Investments - Roth IRA(s)	\$	L	•	\$	Good Debt Bad Debt
Investments - Stocks	\$		•	\$	☐ Good Debt ☐ Bad Debt
Other - Income(s)	\$		•	\$	Good Debt Bad Debt
Property - Belongings	\$		•	\$	Good Debt Bad Debt
Property - Real Estate	\$	Г	•	\$	Good Debt Bad Debt
Property - Vehicle(s)	\$	Т	•	\$	☐ Good Debt ☐ Bad Debt
•	\$	Т	•	\$	☐ Good Debt ☐ Bad Debt
•	\$	T	•	\$	Good Debt Bad Debt
•	\$	T	•	\$	Good Debt Bad Debt
•	\$	T	•	\$	Good Debt Bad Debt
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•	\$	$^{+}$	•	\$	Good Debt Bad Debt
•	\$	$^{+}$	•	\$	Good Debt Bad Debt
•	\$	$^{+}$	•	\$	Good Debt Bad Debt
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	*	+	•	*	Good Debt Bad Debt
•	\$	+	•	>	Good Debt Bad Debt
Sum Total	\$		Sum Total	\$	

Terms Glossary

- Weeks Worked: total number of calendar weeks less any time off (e.g. planned vacations, sick days, et al.)
- Days Worked: total numbers of calendar days less any time off (e.g. planned vacations, days off, sick days, et al.)
- CY: current year
- FY: future Year
- Distribution List: an acquired list of individuals (names, emails, addresses, or other form of contact) to whom marketing communications are able to be sent (e.g. the purchased database of a colleague)
- Conditional Farm: a targeted list of individuals (names, emails, addresses, or other form of contact) to whom marketing communications are able to be sent (e.g. just-listed/just-sold campaigns or midcentury modern property owners)

- PPC: pay-per-click advertising (e.g. Google Adwords, Facebook Ads, et al.)
- Hour of Power (HOP): an approximate hour during which one has conversations with people he/she knows and people he/she doesn't know, subject to daily quota of needed conversations per transactions goal.
- Good Debt: an investment that will grow in value or generate long-term income.
- Bad Debt: debt incurred to purchase things that quickly lose their value and do not generate long-term income.









#TomFerry

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