



# 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?

- .....
- .....
- .....
- .....

### LONG TERM GOALS

- .....
- .....
- .....
- .....

**HOW MANY SOI ARE A SURE THING/REFERRERS?**

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**DO YOU ALREADY HAVE A FARM AREA/NICHE?**

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