



Blueprint for Success

A new agent's first 75 days



EMPOWER
COACHING COMPANY

75 Days to Success!

As a new real estate agent, stepping into the profession means becoming the CEO of your own business. Here's what you can expect as you embark on this entrepreneurial journey:

1. Independence:

One of the most exciting aspects of being a real estate agent is the freedom and independence it offers. You'll have the flexibility to set your own schedule, choose your clients, and decide how to market yourself and your services.

2. Building Your Brand:

As a new agent, you'll need to establish your brand identity in the market. This includes creating a professional image, developing a unique value proposition, and defining your target audience. Building a strong brand presence takes time and consistent effort but is essential for attracting clients and standing out in a competitive market.

3. Lead Generation:

Generating leads is the lifeblood of any real estate business. As a new agent, you'll need to implement various lead generation strategies to attract potential clients. This may include networking, cold calling, door knocking, online marketing, hosting events, and more. Consistent lead generation efforts are crucial for maintaining a steady stream of clients and growing your business.

4. Client Relationships:

Building strong relationships with your clients is key to success in real estate. You'll need to earn their trust, understand their needs and preferences, and provide exceptional service throughout the buying or selling process. Positive client experiences lead to referrals and repeat business, so prioritize customer satisfaction in every interaction.

5. Continuous Learning:

Real estate is a dynamic and ever-changing industry, so ongoing learning is essential for staying competitive. As a new agent, you'll need to invest time in continuing education, staying updated on market trends, and honing your skills in areas such as sales, negotiation, marketing, and technology. Embrace learning opportunities to grow professionally and adapt to market changes.

6. Financial Management:

While real estate offers the potential for significant income, it also requires careful financial management. As an independent contractor, you'll be responsible for managing your expenses, budgeting for marketing efforts, paying taxes, and saving for future investments. It's important to establish good financial habits early on to ensure long-term financial stability.

7. Persistence and Resilience:

Building a successful real estate business takes time and perseverance. You'll likely face challenges, setbacks, and rejection along the way. The key is to stay resilient, maintain a positive mindset, and keep pushing forward even in the face of adversity. Consistent effort and a willingness to learn from failures will ultimately lead to growth and success.

Overall, being a new real estate agent means embracing the entrepreneurial spirit, taking ownership of your success, and committing to the hard work required to build a thriving business. With dedication, perseverance, and a focus on providing exceptional service to your clients, you can achieve your goals and establish yourself as a trusted and successful professional in the industry.

Establish a routine that you are in the office every day for a specified period of time, prepared to have a prospecting agenda. Your goal should include having enough conversations with people to begin to establish “top of mind awareness.” It will be important that when people you know think of real estate (or know someone who needs help), they think of you.

The following are weekly ideas to keep you on track to success! These would be typically for Monday - Friday.

Days 1-5:

- Set up your workspace at home. Find a dedicated space where you can focus on building your business. If you can't find that home, come to the office and use one of our remote desks.
- Familiarize yourself with Epique's systems and tools by starting to explore Epique Cloud. Make sure you getting familiar with the Power Academy.
- Schedule Realtor orientation with our Board of Realtors if you are a new agent.
- Start building your professional network by writing down all of the people you know and would like to do business with. Refer to next page for ideas. FIND their email address, phone number and home address.
- Determine how you will keep track of your daily activities to build your business, meetings and client appointments. Will you use your phone or a planner or both? Buy a planner if needed.

Days 6-10:

- Create a business plan outlining your goals and strategies for success. Schedule a time with Robbie or your sponsor to help in creating this.
- Attend training through Epique Cloud
- Attend Epique and Local Area Zoom calls
- Ensure your social media profiles are updated and reflect state requirements
- Get into the Power Academy and start taking classes
- Start inputting Who You Know in your CRM

MEMORY JOGGER

The word "List" is written in a blue, cursive script font, positioned below the main title and overlapping the light blue background.

Who Do I Already Know

1. WHO IS YOUR DENTIST?
2. WHO IS YOUR CHILDREN'S DENTIST?
3. WHO IS YOUR DOCTOR?
4. WHO IS YOUR SPOUSE'S/PARTNER'S DOCTOR?
5. WHO IS YOUR CHILDREN'S DOCTOR?
6. WHO IS YOUR DERMATOLOGIST?
7. WHO DOES YOUR TAXES?
8. WHO CUTS YOUR GRASS?
9. WHO DOES YOUR LANDSCAPING?
10. WHO DOES YOUR HOUSEHOLD REPAIRS?
11. WHO MAINTAINS YOUR SECURITY SYSTEM?
12. WHO SOLD YOU WINDOW COVERINGS?
13. WHO IS YOUR PAINTER?
14. WHO IS YOUR PLUMBER?
15. WHO IS YOUR ELECTRICIAN?
16. WHO TREATS YOUR HOME FOR PESTS?
17. WHO CLEANS YOUR CARPET?
18. WHO CLEANS YOUR WINDOWS?
19. WHO SERVICES YOUR A/C AND HEAT?
20. WHO ARE YOUR FORMER TEACHERS/COACHES?
21. WHO ARE YOUR FRATERNITY/SORORITY BROTHERS AND SISTERS?
22. WHO DID YOU GO TO HIGH SCHOOL WITH?
23. WHO IS YOUR TRAINER?
24. WHO ARE YOUR CHILDREN'S TEACHERS?
25. WHO ARE YOUR CHILDREN'S COACHES?

Who Do I Already Know continued

26. WHO ARE YOUR CHILDREN'S FRIENDS' PARENTS?
27. WHO DO YOU KNOW FROM YOUR CHILDREN'S SPORTING EVENTS?
28. WHO ARE YOUR CLOSE FRIENDS?
29. WHO ARE YOUR SPOUSE'S/PARTNER'S CLOSE FRIENDS?
30. WHO ARE YOUR PARENTS' CLOSE FRIENDS?
31. WHO ARE YOUR SPOUSES' CO-WORKERS?
32. WHO ATTENDED YOUR WEDDING?
33. WHO SOLD YOU YOUR CAR?
34. WHO IS THE SERVICE WRITER AT THE AUTO DEALERSHIP?
35. WHO DO YOU BUY GASOLINE FROM?
36. WHO DOES YOUR AUTO REPAIR?
37. WHO ARE THE MEMBERS OF YOUR FAMILY?
38. WHO ARE THE MEMBERS OF YOUR SPOUSE'S/PARTNER'S FAMILY?
39. WHO DOES YOUR MANICURES, PEDICURES, FACIALS?
40. WHO IS YOUR HAIR STYLIST?
41. WHO IS YOUR CHILDREN'S HAIR STYLIST?
42. WHO ARE YOUR BEST FRIENDS?
43. WHO ARE YOUR FAMILY MEMBERS' FRIENDS?
44. WHO ARE YOUR SPOUSE'S/PARTNER'S FAMILY MEMBERS?
45. WHO ARE YOUR "EXTENDED" FAMILY MEMBERS (GRANDPARENTS, COUSINS, NIECES, NEPHEWS)?
46. WHO SOLD YOU JEWELRY OR WEDDING RINGS?
47. WHO IS YOUR FLORIST?
48. WHO IS YOUR PHARMACIST?
49. WHO IS YOUR OPTOMETRIST?
50. WHO DO YOU GO TO FOR A MASSAGE?
51. WHO SOLD YOU FURNITURE?
52. WHO REPAIRS OR UPHOLSTERS YOUR FURNITURE?
53. WHO DO YOU BUY APPLIANCES FROM?
54. WHO DO YOU BUY COSMETICS FROM?
55. WHO DO YOU BUY NUTRITIONAL PRODUCTS FROM?

Who Do I Already Know continued

56. WHO IS YOUR BUTCHER?
57. WHO DO YOU BUY SEAFOOD FROM?
58. WHO INSTALLED YOUR INTERNET?
59. WHO REPAIRS YOUR COMPUTER?
60. WHO DO YOU BUY YOUR ELECTRONICS FROM?
61. WHO SERVICES YOUR TV OR OTHER APPLIANCES?
62. WHO IS YOUR LIFE INSURANCE AGENT?
63. WHO IS YOUR AGENT FOR YOUR HOMEOWNER INSURANCE?
64. WHO IS YOUR AGENT FOR YOUR AUTO INSURANCE?
65. WHO IS YOUR AGENT FOR YOUR HEALTH INSURANCE?
66. WHO DO YOU BUY BUSINESS ATTIRE FROM?
67. WHO DO YOU GO TO FOR ALTERATIONS?
68. WHO IS YOUR TAX PREPARER/ACCOUNTANT/CPA?
69. WHO IS YOUR BANKER/LENDER?
70. WHO IS YOUR FAVORITE BANK TELLER?
71. WHO IS YOUR STOCK BROKER?
72. WHO IS YOUR VETERINARIAN?
73. WHO IS YOUR PET SITTER?
74. WHO GROOMS YOUR PET?
75. WHO DO YOU BUY GLASSES OR CONTACTS FROM?
76. WHO IS YOUR LAWYER?
77. WHO ARE YOUR FORMER CO-WORKERS?
78. WHO IS YOUR DIETITIAN?
79. WHO IS YOUR LOCAL PRINTER?
80. WHO LIVES ON EITHER SIDE OF YOU, AND ON YOUR WHOLE STREET?
81. WHO LIVES ACROSS THE STREET?
82. WHO WAS IN YOUR WEDDING?
83. WHO OFFICIATED YOUR WEDDING?
84. WHO WAS YOUR WEDDING PHOTOGRAPHER?
85. WHO WAS YOUR WEDDING COORDINATOR?
86. WHO DOES YOUR SNOW OR SAND REMOVAL?

Who Do I Already Know continued

87. WHO TRIMS YOUR TREES?
88. WHO DID YOU GO TO SCHOOL WITH?
89. WHO DOES YOUR DRY CLEANING?
90. WHO DO YOU BUY TIRES FROM?
91. WHO DELIVERS YOUR MAIL?
92. WHO IS YOUR UPS/FEDEX DELIVERY PERSON?
93. WHO DO YOU TRAVEL WITH?
94. WHO DO YOU GO TO THE THEATER WITH?
95. WHO ARE YOUR GOLF BUDDIES?
96. WHO DO YOU PLAY TENNIS WITH?
97. WHO DO YOU PLAY CARDS WITH?
98. WHO ARE YOUR HUNTING/FISHING FRIENDS?
99. WHO SOLD YOU YOUR HUNTING/FISHING LICENSE?
100. WHO ARE YOUR HOBBY FRIENDS?
101. WHO DO YOU KNOW FROM CHURCH?
102. WHO DO YOU PARTICIPATE WITH IN FANTASY SPORTS?
103. WHO OWNS YOUR FAVORITE RESTAURANT?
104. WHO IS YOUR FAVORITE SERVER?
105. WHO DO YOU KNOW IN GOVERNMENT OR POLITICS?
106. WHO DID YOU GO TO COLLEGE WITH?
107. WHO IS YOUR MINISTER/CLERGY?
108. WHO DO YOU KNOW FROM THE COUNTRY CLUB?
109. WHO DO YOU KNOW FROM THE FITNESS CENTER?
110. WHO DO YOU KNOW FROM DAY-CARE?
111. WHO DO YOU KNOW FROM YOUR LOCAL HOA?
112. WHO IS YOUR POLICE/FIRE CHIEF?
113. WHO HAVE YOU MET AT TRADE SHOWS?
114. WHO HAVE YOU MET ATTENDING CHARITY FUNCTIONS?
115. WHO DO YOU KNOW FROM ROTARY/KIWANIS/LIONS CLUBS?
116. WHO DO YOU KNOW FROM YOUR LOCAL CHAMBER OF COMMERCE MEETINGS?

Who Do I Already Know continued

117. WHO DO YOU BUY CAMPING EQUIPMENT FROM?
118. WHO IS YOUR HOUSEKEEPER?
119. WHO DELIVERS YOUR WATER?
120. WHO ARE YOUR PREVIOUS NEIGHBORS?
121. WHO ARE YOUR MILITARY COHORTS?
122. WHO ARE RETIRED CO-WORKERS?
123. WHO IS THE MOST ENTHUSIASTIC PERSON YOU KNOW?
124. WHO IS THE MOST INFLUENTIAL PERSON YOU KNOW?
125. WHO IS THE WEALTHIEST PERSON YOU KNOW?
126. WHO DO YOU KNOW THAT IS AN ARCHITECT?
127. WHO DO YOU KNOW THAT IS A BAKER?
128. WHO DO YOU KNOW THAT IS AN ENTERTAINER?
129. WHO DO YOU KNOW IN HUMAN RESOURCES?
130. WHO DO YOU BUY OFFICE SUPPLIES FROM?
131. WHO IS ON YOUR HOLIDAY CARD LIST?
132. WHO'S HOLIDAY CARD LIST ARE YOU ON?
133. WHO ARE YOU CONNECTED WITH THROUGH SOCIAL NETWORKS?
134. WHO DID YOU MEET ON A PLANE?
135. WHO IS THE MOST SUCCESSFUL LEADER YOU KNOW?
136. WHO DO YOU KNOW THAT SEEMS TO KNOW EVERYONE?
137. WHO DO YOU KNOW THAT'S HIGHLY INVOLVED IN THE COMMUNITY?
138. WHO'S THE BEST SALESPERSON YOU KNOW?
139. WHO SELLS PAMPERED CHEF, SCENTSY OR MARY KAY?
140. WHO DO YOU SEE IN YOUR OFFICE BUILDING?
141. WHO IS YOUR LANDLORD?
142. WHO BUILT YOUR HOUSE?
143. WHO WOULD YOU CALL TO FIX A ROOF LEAK?
144. WHO DO YOU KNOW FROM INDUSTRY OR TRADE GROUPS?
145. WHO DO YOU KNOW IN LAW ENFORCEMENT?
146. WHO HAVE YOU MET AT A PARTY RECENTLY?

Who Do I Already Know continued

147. WHO CAN YOU MEET BY FREQUENTING NEW BUSINESSES?
148. WHO DO YOU KNOW THAT IS A GOLF OR TENNIS PRO?
149. WHO DO YOU KNOW THAT IS A NOTARY PUBLIC?
150. WHO DO YOU KNOW THAT IS AN OFFICE MANAGER?
151. WHO IS AT THE LOCAL PROPERTY TAX OFFICE?
152. WHO ARE THE BUSINESS OWNERS WHERE YOU SHOP?
153. WHO DO YOU KNOW IN CLUBS YOU ARE A MEMBER OF?
154. WHO DO YOU KNOW ON THE GOLF COURSE WHO PLAYS?
155. WHO CLEANS YOUR OR OTHER'S POOL?
156. WHO DO YOU KNOW IN LOCAL PHILANTHROPIES?
157. WHO IS IN THE LOCAL SCHOOL ADMINISTRATION?

Once you have your list, now find their contact information. Try to get as much of their contact information as you can. Some you may just have an email address, and others all of their information.

You can search in the following place to find home addresses, cell phone numbers and email addresses:

- CAD in Texas, or your state's property appraiser or tax site
- Facebook
- LinkedIn
- Business Cards
- Address lists from HOAs or Organizations
- Classroom lists sent home by teachers
- Anywho or Whitepages online