**PRODUCTION LAUNCH**

**Proven Formula to Create Results in 90 Days**

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**014 The Mike Ferry The 90-Day Production Plan**

Congratulations on making the decision to go all in on you to accomplish your real estate goals!

The purpose of the 90-day production plan is to help any agent just getting started or struggling in their business to get up and running quickly and achieve the results they want. As well as anyone looking to kick start their business to the next level.

The 90-day plan is a proven system of activities that will get you results if you do the work.

Before starting the 90-day plan it is important to set specific goals and targets. Decide on the activities you are willing to do for the results you are looking for. Decide what you want to accomplish within 90 days. Then ask yourself the question – Am I willing to commit to a full 90 days of intense work to hit my goals? Discuss this with your Coach/Mentor before getting started.

We have a 2-part Business Planning Workshop to follow as a guide to help with goal setting, the types of sources to go after, where to achieve the highest return, lead generation strategies, to creating a full custom business plan that will help with this process.

This will be difficult. This will challenge you. This push in growth will help you establish the skills and routine necessary that will continue forward the rest of your career.

Get started – follow the plan exactly as laid out. If you mess up or stop. Start over from the beginning. There is a specific formula to allow you to create MOMENTUM that will launch you forward. Commit and follow the 90-day plan exactly.

Looking forward to working with you every step along the way!

# Your First 30 Days

1. Download the scripts from the CoFounders website. These can be found under cofoundersgroup.com >> Members Access >> Onboarding Launch >> Step 5. These will get you started in the foundation and outline to navigate all conversations and presentations.
   * Initial Script to pull for a Foundation:
   * [Expired Script](https://cofoundersgroup.com/wp-content/uploads/2023/12/Expired-Script.docx)
   * [Database Script](https://cofoundersgroup.com/wp-content/uploads/2023/12/Database-Script.docx)
2. Download the Script Mastery from Step 5. cofoundersgroup.com >> Members Access >> Onboarding Launch >> Step 5. This will give you a simple process to follow daily in your practice to memorize and internalize your core scripts.
   * [Script Mastery](https://cofoundersgroup.com/wp-content/uploads/2023/12/Script-Master_Updated.pdf)
3. Attend the Breakfast Club daily (Monday-Friday) starting tomorrow. Our sales gym will start to condition you on the conversations you will be experiencing right now, in the current market and times of the year. The purpose of the Breakfast Club isn’t to role play the scripts. It’s to master the conversation and practice the opener, to handling objections multiple times, to closing on the appointment. Once you are ready to participate, this is where you will see massive progress in your results. If you’re brand new to this, just listen in to start.
4. Begin collecting or updating your database. All Past Clients, Centers of Influence, and leads. Start calling a minimum of 5 per day today asking them if them or someone they know is looking to buy or sell and take advantage of the market. If you haven’t talked to them in a long time, use this simple script … “Hi, \_\_\_\_\_ I owe you an apology … I haven’t talked to you in a long time, and I wanted to give you an update with what’s going on in the real estate market.” Keep it simple. The objective is to get your contacts up to 20 per day ASAP.
5. Spend a minimum of one hour per day, 5 days a week, practicing and role- playing your scripts. This includes your prospecting scripts, lead follow up scripts, listing presentation scripts, and buyer presentation scripts. You have to internalize and become a master at presenting, knowing what to say, and how to handle every objection. Here’s the great thing, there are only so many objections, so you learn what to say, and you will be prepared in every scenario you will come across!
6. By the beginning of the second week, start role-playing the Expired and Just Listed/Just Sold scripts. By week 2, we want you to make a minimum of ten Expired/FSBO/Just Listed/Just Sold contacts per day. This is part of your commitment on week 2 to doing more prospecting … at minimum, 2 hours a day, 5 days a week. We know this is hard, it will take massive action and changes to create the results you want. Most are on average prospecting 3 hours per day to achieve high production results or to kick start their business.
7. Starting NOW – Every appointment for a buyer or seller that you go on, or to preview a home, we want you to look up 5 surrounding Expireds and FSBO’s nearby and stop by to door knock those houses. You are already out, this will get you maximizing all of your time spent traveling to appointments and touring properties.
8. Starting NOW – If you are not on a listing or buyer presentation in the afternoon, we want you to practice your Listing Presentation every day. You must become a master presenter.
9. By the end of your second week – Create your 90-day work schedule. Your daily schedule should include:
   * 1 hour of script practice
   * 2-3 hours of prospecting (database/expireds/FSBO/circle prospecting)
   * 1-2 hours of presentation practice or door knocking
10. On week three start reviewing the For Sale By Owners (FSBO)scripts.
11. **Your goal in the first 30 days is to go on 4 appointments and get 2 contracts signed.** You can do this if you follow the plan. Remember, if you miss a day, you have to go back and start over on Day One.

# Your Second 30 Days

1. Keep practicing the scripts for at least one hour per day. Focus this week on the Expired and FSBO scripts for 30 minutes and the other 3 minutes on Objection Handling. You will now want to find 2 to 3 role-play partners, if you haven’t already done so.
2. Continue prospecting for 2-3 hours every day.
3. Continue practicing your listing presentation every afternoon if not out on an appointment. Get your skills dialed in!
4. Continue door knocking 5 properties every time you go out to meet a clint or preview a home. Have your scripts available in your car. You’re taking advantage of the time you are spending already.
5. It is important to understand the MINDSET, ATTITUDE, and EXPECTATIONS necessary through this process and journey. You have to stay positive and stick to the plan that’s proven to give results. What’s typical is week one you’ll be frustrated, its hard work and you’ll want to quite. Week 2 you’ll be frustrated, it will be hard and you’ll want to quit. By week three you’ll start getting results and wonder why you haven’t been doing this all along!!
6. Starting week 5 of your 90-day plan, add 30 minutes daily for lead follow up. Create a plan to keep your hot leads on you at all times and constantly call them. We practice Follow Up Fridays every week on the Breakfast Club to practice the follow up conversation.
7. Continue building your database at all times. Your warm leads need to be added to the database. Your closed transactions need to be added to the database. Your core communities you work should be added to the database. Your job is to call all of them 4 times a year, send them something 4 times a year, and have them on a custom market update monthly … reminding them that you’re the right person for them to refer their friends to.
   * + Here is a simple system to follow:
     + If you have a 300 person database
     + There are 20 working days in a month x 3 months
     + Divide 300 people by 60 days = 5 per day
     + Your job is to call 5 per day to contact every one in every 4 month cycle
8. You should be working towards 3 hours a day of prospecting at this point. Depending on the size of your database this makeup of 20+ contacts per day should roughly be:
   * + 5-10 from Expireds / FSBO’s
     + 5-10 contacts out of your database
     + 5-10 contacts from Just Listed/Just Sold
9. It’s critical to start tracking all of your productive activities daily. If you can’t measure it, you can’t manage it. This will help you hold yourself accountable to your goals to hit the daily metrics needed. But more importantly will help you to measure where you are getting the highest return and where your biggest weaknesses are so we can work on building around those. Track these metrics daily on our Daily Tracking Sheet:
   * Time spent prospecting
   * Contacts made
   * Appointments set
   * Appointments attended
   * Contracts signed
   * Objections you receive
   * [Daily Tracking Sheet](https://cofoundersgroup.com/wp-content/uploads/2023/12/Daily-Tracking-Sheet.docx)
10. Follow your schedule as closely as possible. Check with your Coach/Mentor to see where your weak spots are to make necessary adjustments now.
11. Starting today, at the end of each day, answer these 3 questions:
    * What did I do well?
    * What do I need to improve?
    * What’s the most important thing I learned this week?
12. **Your goal the second 30 days is to go on 6 listing or buyer appointments and get 3 contracts signed.**

# Your Third 30 Days

1. Your 1 hour of role-play each day is critical to master the skills necessary to be a great agent. Don’t allow yourself to stop doing this.
2. Check to make sure your schedule reflects the goals you’ve set and that you want to attain. Try to keep everything on a personal level out your schedule during the course of the workday.
3. Expand your methods of prospecting to now making a minimum of 30 contacts per day. Focus on quality contacts over just making quantity.
4. Track your numbers daily. Look for 2 good accountability partners who are also willing to work and check on each other at least once a day to make sure you’re on track and hitting your metrics.
5. **The goal the third 30 days is to go on 2 appointments per week, 8 for the month, and get 4 contracts signed.**

Now that you’ve completed the first 90 days of your plan and your new production levels… meet with your Coach/mentor and write out a plan to continue this for the next 9 months.

# ACTION STEPS TO MAKE THIS PROGRAM EFFECTIVE

1. Find 2 to 3 good accountability partners and 2 to 3 good strong role-play partners. Share your plan with them. Sahe your plan with your coach/mentor. Share your plan with your spouse. The higher the level of commitment and accountability, the easier it will be to reach your goal.
2. Keep your schedule simple, keep it visible, and check off the production activities as you do them.
3. Track all of your prospecting efforts daily. The accumulation of this will tell you exactly what you need to do.
4. Don’t allow rejection, frustration or worry to take you off your track … it’s part of the process.
5. Remember … it’s a 12-month cycle to really improve and increase the quality of your production and this is just the first 90 days.

The plan works 100% of the time if you work, Thousands of agents have seen this success. Don’t allow yourself to make excuses and just do it!