

# IGNITE YOUR BUSINESS

TO BUILD CAREERS WORTH HAVING, BUSINESSES WORTH OWNING, LIVES WORTH LIVING, EXPERIENCES WORTH GIVING, AND LEGACIES WORTH LEAVING

## *IGNITE POWER SESSION #1*

### **Instructor Edition**

#### **In this chapter ...**

- Uncover Your Big Why and How to Achieve it
- Commit to Daily Lead Generation to Grow Your Business
- Use Influencing Sales Language to Win Clients
- Be Accountable to Your Big Why and Your Life





## Notices

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## Acknowledgments

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Keller Williams University acknowledges our KWRI leadership for endorsing and supporting this important program. In addition, we acknowledge the original contributors, Ignite Champions, and first adopters.

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*Mana Covey*, December 2015



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### **Instructor:**

*Timing: 3 hours*

***Purpose of this chapter:** This chapter puts participants in the proper mindset for sparking and growing their business to achieve success. You will cover why the learners (they will now be referred to as Cappers in Training!) are here, and what you expect from them in terms of mindset, goal setting, accountability and scripts.*

### **Chapter Overview:**

- 1. Discussion of Mission and their importance to setting them up for success each class*
- 2. Importance of mindset and The Six Personal Perspectives*
- 3. How accountability is critical and accountability tools*
- 4. The benefit and purpose of scripts*
- 5. Commitment to Ignite*

*Participants will make calls in class with prescribed scripts. Help them succeed by committing to hold them accountable to doing ALL activities in all Ignite sessions.*

# Welcome to Ignite!

You are embarking on a new, exciting, and challenging adventure, and leaving your former life behind. Get your heart and head in the right place as we begin this adventure.

## Get Your Head in the Game

Write your answers to and discuss the following questions as a class.

- Have you achieved your financial goals through your career so far? Why/Why not?

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- What is the one thing that makes one real estate sales representative more successful than others?

**Instructor:**

*The answer should be: Lead generate daily.*

- Why don't all sales representatives do this?

**Instructor:**

*It's hard; not disciplined; not skilled; don't believe it's important ...*

- How do you feel about that?

---

- Is your desire to succeed more powerful than your fear from doing the one thing that will make you successful?

**Instructor:**

*The answer should be: YES!!!*

*Great!*

*You're ready, you know what it takes, and you're powered  
by your conviction to succeed!*

**Instructor:**

*Allow students  
a few minutes*

*to write  
answers. Then  
ask the  
questions and  
wait for their  
answers.*

*This activity is  
important to  
gain the  
mindset  
necessary to  
move forward.*

# You're in Business!

## Instructor:

### Stress three

### concepts:

#### 1. They are in sales!

There's ONE Thing that can propel you forward in your career. What is it?

The secret is simple, and is not a secret at all. It is **lead generation** ... and you're going to learn this skill and do a lot of it in this course, so get used to this winning reality quickly.

#### 2. They are in the business of lead

You are in sales—yes, sales! Your livelihood is dependent on the number of homes you help others buy or sell. Gary Keller, cofounder of the company, says you're actually in two businesses—in this order:

#### generation!

1. **The business of lead generation**

#### 3. Mindset matters!

2. **The business of real estate**

## Mindset and Attitude Matters

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You may think that lead generation will be making phone calls that are bothering and annoying to people. We all feel that way, especially when we feel like we're being sold to. However, when you adopt an **attitude of contribution**, a significant shift in how people respond happens.

### Change your mindset to focus on being of service!

Adopting a mindset and a philosophy of contributing to the lives of other people allows you to be direct and to the point in your interactions with others. With a focus on contribution and being of service, you'll communicate more effectively with customers and win their hearts and minds effortlessly.

Energy, enthusiasm, and a deeply rooted belief in doing the best job possible for each and every customer attracts people to you. Take every opportunity to educate the people in your personal, professional, and social life about what you do and how you can help them. These reminders for people in your network can lead to many, many referrals for business.

*"You chose Keller Williams as the vehicle to reach your goals.  
Ignite helps you build the momentum to get you there fast."*

*John Davis, CEO, Keller Williams Realty*

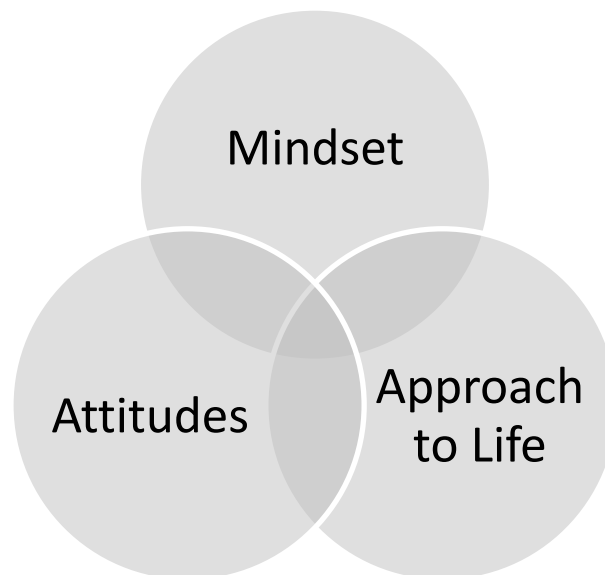


# The Six Personal Perspectives

The most successful at this business know it takes a certain **mindset** and **attitude** to keep at it every day and especially to excel! Fortunately, Keller Williams Realty has a foundational model for a successful mindset which came into existence when Gary Keller asked the question of hundreds of top sales representatives ...

*“What is it that differentiates those who achieve at the highest level from those who don’t seem to accomplish as much?”*

After thoroughly researching this question, Gary discovered that all high achievers have three basic attributes in common:



*Based on these three attributes, the Six Personal Perspectives came to be.*

**Instructor:**

**Ask:**

*Your Mission assignment was to watch the videos of the 6 Personal Perspectives. Which one resonated the most with you?*

**Tell:**

*The 6PP will be brought up again and again in Ignite because they are the foundation of the KW mindset. We'll go over them briefly here.*

*Read Gary's question that helped him derive the 6PP.*

## Step 1: Commit to Self-Mastery

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Self-mastery is ...

**the possession of great knowledge, skills, and habits that  
make You the master of You.**

When you commit to achieving self-mastery, you

1. know your goals
2. know your strengths and weaknesses
3. know how to work with both your strengths and weaknesses to seek and master the necessary knowledge, skills, and habits to reach your goals

**Instructor:**  
*Reinforce this  
concept.*

*Throughout Ignite, you will be acquiring the skills and developing habits to be successful—moving you toward self-mastery.*

## Step 2: Commit to the 80/20 Principle

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The idea that 20 percent of your actions lead to 80 percent of your results may be one of the most powerful principles you can apply to your life. It's about getting the most from your time and effort. It's about maximizing your results. It's about having focus.

**Instructor:**  
*Reinforce this  
concept.*

*In Ignite, we identify your 20 percent for you ... your money-making activity—lead generation!*

### Step 3: Move from “E” to “P”

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High achievers ...

are always looking for the purposeful way.  
By doing this, they break through the ceiling of their natural behavior.

You can attain a certain level of success utilizing your natural abilities, but expect to hit a ceiling at some point. Wouldn't you like to achieve even greater success and break through that ceiling? How about living a larger life? Or attaining your goals?

*Ignite is not only designed to help start your business, it is designed to help you grow your business. Ignite will help you move from Entrepreneurial to Purposeful with skill mastery.*

**Instructor:**  
*Reinforce this concept.*

### Step 4: Make Being “Learning Based” the Foundation of Your Action Plan

---

A learning-based individual is ...

an individual who has made the decision to use effective learning as the foundation piece for their action plan to develop their life.

Training and education are a big part of moving forward to attain your goals and succeed at a high level. Learning-based individuals commit to the process of acquiring skill-based habits.

*Ignite is just the start for you as a learning-based individual.  
Keller Williams Realty offers many learning opportunities for you.*

**Instructor:**  
*Reinforce this concept.*

## Step 5: Remove Your “Limiting Beliefs”

---

High achievers ...

remove beliefs from their thinking that hold them back.

In order to successfully develop at a higher level, you will need to clear your mind of **limiting beliefs** first. For example, are any of these thoughts in your head?

**Instructor:**

*Ask:*

*Do any of you have these thoughts?*

- “I have to be an expert and know everything before I can begin my business; I’m not valid yet.”
- “I can’t be successful yet, I will need to invest a lot of money to kick-start my real estate career.”
- “Because I’m in the business, the business will come to me naturally. I don’t need to devote three hours each day to lead generation.”

### Activity: Turn Limiting Beliefs into Unlimiting Beliefs

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**Instructor:**

*Allow students a few minutes to work on this activity on their own.*

*Then ask for their answers.*

How would you redirect these negative thoughts into positive ones—into **unlimiting beliefs**—that will fuel your success?

*“I need to be a professional, not an expert. Expertise will come from doing. This training will best prepare me for success in the real estate business and taking productive action will cause my success.”*

- *business and taking productive action will cause my success.”*

*“Kick-starting my career doesn’t take a lot of money. It does take leads,*

- *and leads don’t have to cost a lot.”*

*“To consistently have business, I will have to consistently go after it. I*

- *can’t afford to miss three hours of lead generation—it’s my future!”*

**Instructor:**

*Reinforce this concept.*

*Throughout Ignite, you will learn how to combat your limiting beliefs and turn them into action.*

## Step 6: Be Accountable

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Accountability is first and foremost “an attitude and an approach” to your entire life.

*An accountable person says, “Everything in my life is a result of my choices and actions. I own my life.”*

Accountability is also a tool for continually changing the results in your life in those areas that matter most—your 20 percent. A person who is accountable in their 20 percent says, “I own my life, and in certain areas, I want to continually improve my results. I will be purposeful, and I will be learning based to continue improving.”

**Instructor:**

*Reinforce this concept.*

*Ignite will provide you with tools to develop and cultivate your accountability to be successful.*

**Tell:**

*Remember, you can reach the highest level of achievement in business and life by adopting these Six Personal Perspectives.*

### *Career Growth Initiative and the Four Conversations Accountability Meetings*

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Keller Williams and your Market Centre have a culture of accountability and have made available to you a set of tools to help you be accountable to your goals. Participate in your Market Centre’s ongoing Four Conversations Accountability Meetings where you will examine your goals and results in collaboration with others to make strategic adjustments that help you achieve your goals.

### *For Further Study*

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If you haven’t already, view the Six Personal Perspectives videos on KWConnect.com. Ask your Team Leader when the class will be offered in your Market Centre and sign up for it.

*Bring up the power of CGI and the Four Conversations Accountability Meetings.*

# Getting the Most Out of this Experience

**Instructor:**

*Explain the*

*word “Capper”* You have begun an exciting journey toward sparking your business and attaining your dreams. You are not simply a student or a learner in Ignite, you are a **Capper in Training**—prepared to do what it takes to be successful in your real estate career.

*Training.*

*Ask: Who wants* What kind of Capper in Training will you be in Ignite?

*to be a*

*Capper!?!*

*Allow time for*

*Cappers in*

*Training to*

*review the table*

*and choose the*

*type of student*

*they will be in*

*Ignite.*

*Hopefully they*

*all choose*

*“Explorer”!*

The Prisoner	The Vacationer	The Explorer
<i>Has to be there, doesn't want to be there, and doesn't know why they're there.</i>	<i>A day in training is better than a day on the job.</i>	<i>Excited and curious about the new knowledge, skills, and tools they will discover in class.</i>
Doesn't engage	Spends as much time chatting as listening	Listens attentively, then participates fully in discussions and exercises
Spends class time catching up on their emails	There to have fun—distracts the class with irrelevant comments	Asks meaningful questions and contributes compelling aha's
Escapes by spending time in the hall on their phone	Returns late from break and lunch	Arrives to class on time and returns promptly from breaks
Holds on to limiting beliefs	Not purposeful in their learning goals	Adopts a posture of acceptance
Multi-tasks on their computer by working on side projects	OMG! Spends the day on their smartphone, texting and checking Facebook	Takes notes in their manual for future reference
Picks fights with trainer or other participants if they don't agree	Isn't paying attention	Respects the different learning styles and opinions of others

*Hopefully you picked “The Explorer!”*

Several things are going to make this course a huge victory for you ...

1. **Action Reveal** – report out on your **Mission** for each Power Session
2. **Expectations for each Power Session** – for both you and the Ignite Faculty.
3. **Ground Rules** – for everyone to follow and respect

# 1. Action Reveal

You were give a Mission to complete before this class and likewise, every Ignite Power Session will have a **Mission** that you complete before class. It's essential that you complete all the steps in the Mission so you are set up for success.

How many steps did you complete?

## Welcome to Ignite!

Your participation in Ignite will determine your success!

Your **Mission** is to complete this list of activities *prior to attending your first day of Ignite*. Ask your Team Leader, MCA, Agent Services Coordinator, or Tech Coordinator if you have questions or need help.

Set Yourself Up for Ignite in Four Steps

Mission 1

DONE ✓	<b>1. Gather your supplies</b> <input type="checkbox"/> KW user account and password (important for logging into KWConnect to get all your class materials, view videos, access the myTracker accountability tool, and so much more) <i>- ask who at your MC can help with this</i> <input type="checkbox"/> Calendar (whatever you use for a calendar—smartphone, laptop/tablet, or book-type) <input type="checkbox"/> Notecards, business cards, and stamps (to be used for writing notes)												
DONE ✓	<b>2. Check out Ignite online on KWConnect.com – requires your KW login and password</b> Go to <a href="http://KWConnect.com">KWConnect.com</a> , key in your new KW login and password, and select Ignite from the KWU Courses list. From here, explore all the options—including the Ignite myTracker—and download your course manual for <b>Power Session 1</b> (if instructed by Ignite faculty). Everything you need for Ignite (Missions, Course Manuals, Videos, Resources) is located here.												
DONE ✓	<b>3. Watch and Read – click on arrows to access content KWConnect.com</b> <input type="checkbox"/> Watch: <i>Welcome to Ignite with Gary Keller</i> (1:24 mins) <input type="checkbox"/> Read: <i>Create your @KW.com Gmail account</i> <input type="checkbox"/> Watch: <i>Six Personal Perspectives</i> (6 videos)												
DONE ✓	<b>4. Get to know your Market Center – find out when the following occur and attend</b> <table style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td><input type="checkbox"/> Market Center Orientation</td> <td>Date:</td> </tr> <tr> <td><input type="checkbox"/> Technology Orientation</td> <td>Date:</td> </tr> <tr> <td><input type="checkbox"/> Productivity Coaching Orientation</td> <td>Date:</td> </tr> <tr> <td><input type="checkbox"/> Ignite Calendar of Power Sessions</td> <td>Start Date:</td> </tr> <tr> <td><input type="checkbox"/> Career Growth Initiative (CGI) Orientation</td> <td>Date:</td> </tr> <tr> <td><input type="checkbox"/> Weekly CGI Calls and Huddles</td> <td>Date/Time:</td> </tr> </tbody> </table>	<input type="checkbox"/> Market Center Orientation	Date:	<input type="checkbox"/> Technology Orientation	Date:	<input type="checkbox"/> Productivity Coaching Orientation	Date:	<input type="checkbox"/> Ignite Calendar of Power Sessions	Start Date:	<input type="checkbox"/> Career Growth Initiative (CGI) Orientation	Date:	<input type="checkbox"/> Weekly CGI Calls and Huddles	Date/Time:
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<input type="checkbox"/> Weekly CGI Calls and Huddles	Date/Time:												

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**Instructor:**

*Hold them accountable to each Mission every day! Remind them there is a Mission for each class and they are to be completed during their “Mission days”, Tuesdays and Thursdays.*

*Ask for aha’s from the videos.*

*Ask specific questions (see PowerPoint) about the videos they watched (45 mins total)*

*Important! Did they get their email set up? Remind them it’s hard to move forward without their KW login and password.*

**Instructor:***Review*

*expectations and explain to participants that they are now Cappers in Training!*

*Ignite has been designed with their success in mind, which means there will be a lot of*

*“DOING,” not just listening and learning.*

*Doing is where the learning happens!*

*Remember there are*

*expectations for you too! Be sure to abide by these. Your students expect it!*

## 2. Expectations for this Power Session

### Capper in Training

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As a student of Ignite, you are expected to complete the following:

- Declare your personal **Big Why**.
- Set your **monetary goal in the Career Growth Initiative (CGI) Calculator**.
- **Be accountable** to your Big Why and monetary goal.
- Use **influencing sales language** (for three business calls today).

### Ignite Faculty

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In order to maximize your learning, your Ignite Faculty is committed to:

- Devote the majority of time on **activities** in class.
- Ensure Cappers in Training complete their pre-class **Mission, Daily 10/4**, and track their numbers in myTracker.
- During the **phone call** activity either:
  - Make calls yourself (model the behavior)
  - Support and encourage the Cappers as they make calls
- Ask questions that generate reflection and thought, and ask for **aha's**.
- Have in-class videos queued up and ready to play.

**Instructor:**

*Remind them this is their new job and they should expect to work ON their business every day – even one weekend day!*

*Continue to stress how important it is for them to complete their Missions for each class as well as participate in activities in class.*

*Suggest they work in buddy pairs or groups at the Market Centre to complete their Mission work.*



### 3. Ground Rules Throughout Ignite

1. Arrive to class on time and return promptly from breaks.
2. Be fully present. Turn your laptops, tablets, and phones to vibrate or off.
3. How you participate in here is how you participate everywhere. \*
4. Respect the different learning styles and opinions of others.
5. Help each other learn because none of us is as smart as all of us working together.
6. Consider everything we discuss confidential.
7. Commit to implementing at least one thing you learn.
8. Have fun!

\* This ground rule comes from the KW MAPS BOLD program.

**Instructor:**  
*Review these  
Ground Rules  
with the class.  
Remind  
participants that  
their time is  
valuable and to  
take advantage  
of this time to  
improve their  
business by  
implementing  
what they've  
learned.*

**Instructor:**

*Hammer home these answers to help them truly grasp that they're in sales, and they've got to go out and get customers!*

# Make It Happen – Four Skills

Questions ...

What is your job? **Instructor: Sales; Lead Generation**

Who is your customer? **Instructor: Every one and no one (if you don't lead generate!)**

What is your product? **Instructor: Your knowledge, expertise, and ability to deliver a stellar experience, every time!**

Today, you'll learn four new skills essential to gaining a strong customer base and having success in real estate sales.

**Instructor:**

*This list sets the participants up for what's to come in this session. No teaching occurs here.*

1. **Skill #1:** Know Your Big Why and Monetary Goal
2. **Skill #2:** Commitment to Daily Lead Generation
3. **Skill #3:** Use Influencing Sales Language
4. **Skill #4:** Be Accountable to Your Big Why and Monetary Goal

*Let's get started!*

# Skill #1 – Know Your Big Why and Monetary Goals

What drives you is not only your mindset and attitude but what you're **passionate** about.

- What stirs your soul?
- Why are you in this business?
- What do you hope to achieve for yourself and your family?

The answers to these questions are the basis for your **Big Why**. And to fuel that Big Why will take money—an income goal.

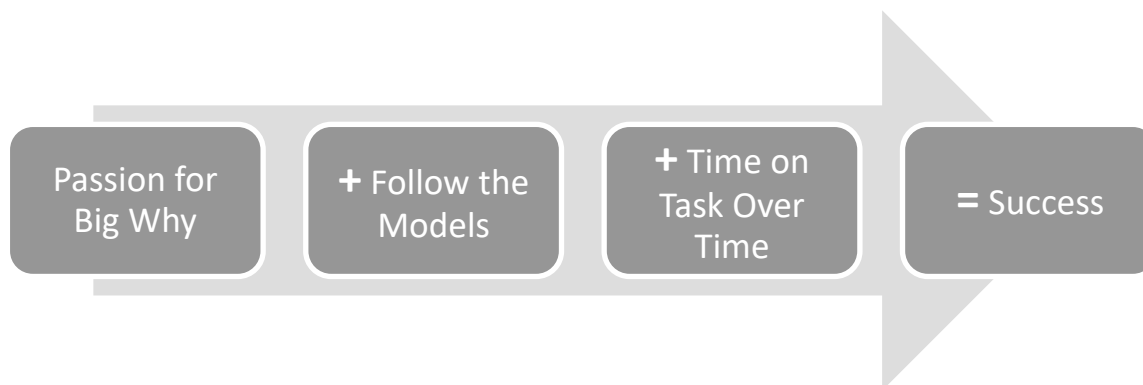
*To achieve success, you need motivation and inspiration for doing it—your Big Why.*

**Instructor:**  
*Tell: This is your reality check! Let's get to the bottom of the reason you're in the business. It's time to be brutally honest with yourself about what drives you.*

## Passion for Your Big Why

Anyone can achieve the goals set in this course, but not everyone will. The journey requires discipline and a commitment to follow models, systems, and a schedule every day. It requires passion toward something bigger than the task at hand—your Big Why.

First, have a Big Why built around your passion, then follow the models you'll learn in this course, keep doing it, and you will achieve grand success!



Top sales representatives can all articulate their Big Why and you will be able to as well. A Big Why is what keeps them going when they're tired, bored, or disappointed. It's the spark that ignites their way every day. Your Big Why might be ...

**Instructor:**

*Review these suggestions.*

*Tell what*

*YOUR own Big Why is.*

- To have your financial success tied directly to your efforts instead of a salary controlled by the opinions of a boss.
- To build your own business.
- To achieve a bigger life through your business.

## Big Future

---

**Instructor:**

*Help your participants visualize their future.*

*Tell:*

*Visualization will help get you closer to where you want to be in life.*

*Ask a volunteer to read aloud the bullets.*

*Explain what it takes to be Rookie of the Year.*

Write down the date twelve months from now: \_\_\_\_\_. Now imagine this date is today.

- Your business is thriving and your life is everything you've dreamed of.
- Your customers rave about the experience and value you provide and think of you when they have a real estate need.
- Your family and friends are so proud of your success and are consistently referring business your way.
- You are helping others live their dream of owning a home because you are focused on helping them get what they desire.
- You are building the foundation and momentum for your entire career, and gaining relationships and experiences and the income you desire.
- You are the top sales representative in your Market Centre, or Rookie of the Year if you're new.
- You're poised to hire a part-time assistant to handle your 80 percent while you take care of the 20 percent that grows your business.
- You are on the path to ...

*"Build a career worth having, a business worth owning, and a life worth living.*

Gary Keller, cofounder and chairman of the board, Keller Williams Realty

# Your Turn – Big Why

## Skill Mastery Activity: Big Why (Part 1)

Write your answers to these questions.

- What is/was your driving motivation—the *why*, or goal, for a career in real estate?

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- What will achieving your goal mean for you?

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- In what ways will your life change?

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- What doors will open for you?

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**Instructor:**

*Share your own Big Why with a brief story about what it was like starting YOUR business.*

*Allow quiet time for participants to write their answers on this and the next page.*

**Time: 5 minutes**

**Instructor:**

*Share Gary's mantra: "Think Big, Act Bold, Live Large."*

*Encourage students to take time to think about the one thing that keeps them motivated to do this business.*

*Remind them that a Big Why can be huge, global—curing AIDS or cancer—and it can also be selfish—a Tuscan villa or a car.*

*If it's a monetary goal, probe what the money can provide for them (beyond the basic living expenses).*

**Skill Mastery Activity: Big Why (Part 2)**

From your answers on the previous page, write one statement that summarizes your **Big Why**.

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Using the camera on your phone, take a picture of your Big Why and make it your new background, so you will see it and be reminded of it every time you use your phone.

Write your answers to these questions.

- What could get in the way of achieving your Big Why?

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- How can you prevent that?

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**Time: 15 minutes**

Aha's from Activity

**Instructor:**

*Debrief activity by asking for volunteers to share their Big Whys and aha's.*

- *Ask how they will feel when they achieve that Big Why.*

- *Tell: Is it peace? Joy? Go to that place. How dare you not make your lead generation calls and give up on that dream!*

# Your Monetary Goal

## Career Growth Initiative (CGI)

Your Market Centre provides a CGI Calculator to enter your goals and monitor your progress toward those goals. Your Market Centre leadership will provide ongoing accountability meetings around your goals through the Four Conversations.

*Note: Learn more about CGI, the Four Conversations, and all the tools available to assist you in meeting and exceeding your goals by visiting [KWConnect.com](http://KWConnect.com) and searching for “CGI.”*

*First, you must have a goal!*

## What Is Your Annual Monetary Goal?

Now that you know your Big Why, what does it take to fund your life and your Big Why?

Write your Annual Monetary Goal down here.

\$

## Commission (GCI) Example

Now that you have written down your monetary goal, let’s look at what it takes to achieve this amount by calculating the average commission on each house bought or sold.

Average Sales Price	\$200,000
Average Commission Rate* (to you)	3%
Average Commission (Net GCI)	<b>\$6,000</b>

*\* Note: A rate of .03 may be high or low, depending on your market, and depends on what you are able to negotiate.*

*Note: This commission amount (\$6,000) will be used for all examples in Ignite.*

**Instructor:**  
*Explain that Net GCI is net of Market Centre split but before expenses and taxes.*

## Your Turn – Know Your Commission

### Instructor:

*Ask: What's the average sales price in our town/city/community? What's the average sales price in your own neighbourhood?*

### Your Commission

Calculate an average commission in *your* market. (You'll use this number in later calculations.)

Average Sales Price	\$
Average Commission Rate (to you)	%
Average Commission (GCI)	\$

### Factor in Market Centre Fees

Example:

*Explain how Cap and Royalty are calculated and "capped" and what they means to their bottom line. Remind them that once they cap, all the GCI earned goes to them. That's why we're calling them "Cappers in Training"!*

■ **Cap:** GCI x 30%, capped at **\$20,000** (Market Centre Caps vary)

■ **Royalty:** GCI x 6%, capped at **\$3,000**

○ Total = **\$23,000**

our Market Centre:

■ **Cap:** GCI x 30%, capped at \$\_\_\_\_\_

■ **Royalty:** GCI x 6%, capped at **\$3,000**

○ Total = \$\_\_\_\_\_ (You'll use this number in later calculations.)



## How Many Transactions to Reach Your Monetary Goal

Example: \$100,000 Annual Income Goal

<b>A</b>	<b>Annual NET GCI Goal</b>	\$100,000
<b>B</b>	<b>Market Center Cap</b>	\$23,000
<b>C</b>	<b>GCI (A+B)</b>	\$123,000
<b>D</b>	<b>Average Commission per Transaction</b>	\$6,000
<b>E</b>	<b>Annual Transaction Goal (C/D)</b>	21

### Instructor:

*Explain the chart calculations.*

*Tell: If your goal is to have an income of \$100,000, you'll want to figure out how many transactions you need to obtain this goal. Start by adding all your Market Centre fees in, and knowing your average commission per transaction.*

*Box A = goal income, Box B = Market Centre fees, Box C = total transaction volume, Box D = average commission, and Box E = your transaction goal to reach \$100,000.*

*In this example, with an average house price of \$200,000, you will need 21 transactions to reach \$100,000.*

**Instructor:**

*Have students complete this on their own. Help them as needed. Debrief this activity by addressing the number of transactions they arrived at. Ask: That seems easy, right?*

*Tell: The question is, where will that business come from?*

*Be sure they enter the number of transactions they must get each month into their calendars. Ask for results and aha's.*

## Your Turn –How Many Transactions Will It Take?

### Skill Mastery Activity: Transactions

1. In the blanks, calculate the number of transactions to attain YOUR personal income goal.

<b>(A)</b>	<b>Annual NET GCI Goal</b>	
<b>(B)</b>	<b>Market Center Cap</b>	
<b>(C)</b>	<b>GCI (A+B)</b>	
<b>(D)</b>	<b>Average Commission per Transaction</b>	
<b>(E)</b>	<b>Annual Transaction Goal (C/D)</b>	

2. Calculate how many transactions you'll need each month: \_\_\_\_\_

Write this number down in your calendar at the top of every month. Do it now as a visual reminder.

**Time: 5 minutes**

Aha's from Activity

- \_\_\_\_\_
- \_\_\_\_\_

# Skill #2 – Commitment to Daily Lead Generation

Great! You’ve got a Big Why and a monetary goal. So, how do you get from here to there? **Lead Generation!**

## Journey to Your Monetary Goal

### If Real Estate Was a Factory

If you ran a factory, you would know how long it takes to make a widget, right?

2 Hours	2 Hours	2 Hours	2 Hours	= 8 Hours
Step 1	Step 2	Step 3	Step 4	

You would also know that if you didn’t do step 1, at the end of the day, you would have no widgets!

### Real Estate Is No Different ...

Time	Time	Time	Time	Time	= 90 Days
Lead Gen	Appointments	Agreements	Contracts	Close	

*For every day you don’t lead generate, 90 days later you can expect no money! You don’t want this to happen.*

**Instructor:**  
Review the importance of doing what needs to be done in the order it needs to be done. Provide estimates on times based on your own business.

Emphasize this statement  
←!

## Discuss the following questions as a class

---

- How long (on average) does it take to get a buyer or seller to sign a contract for a sale or listing?

**Instructor:**

*1–60 days (or more), depending on how much time you put into lead generation every day and how many appointments you go on and close.*

- How long does it take for a transaction to close and for you to get paid?

**Instructor:**

*30–60 days, depending on your market.*

- How quickly do you want to get paid? Or, how long can you go without a payday?

- What will it take for you to get paid so you can begin to fund your Big Why?

**Instructor:**

*Lead generate every day, build your database of contacts, communicate with people about real estate daily, commit to go on a lot of appointments, and practice scripts to get better*

# Lead Generation Funnel

Your lead generation funnel must be filled with **leads**—people who have a real estate need now or in the near future. LOTS of leads!

The countdown to your payday starts when a lead becomes an **appointment** with a buyer or seller, then an **agreement** to work exclusively with you. Next comes a **contract**, and negotiation of an offer on their behalf. Finally, you service the entire transaction through to a successful **date of completion** and receive your commission—it's payday!



**Instructor:**  
*Explain the  
Lead  
Generation  
Funnel and  
how each  
Ignite Action  
Block will  
advance them  
to payday!*

*Ignite's focus is on prospecting for leads!*

*Emphasize  
this statement  
←!*

## Calling Every Session

Every Ignite Power Session, we will—together—make phone calls for business. We will help each other, support each other, and cheer each other's success. Your Ignite Faculty will ask for and post your results for the entire class to celebrate.

This means you'll need names and contact information every day for calling in class. You may be thinking, "What if I run out of people to call?" We will explore ways of finding more contacts as we progress through Ignite.

Remember, **calling for leads is the single most important step in building your business**. You would be cheating yourself and your family if you were not prepared to make calls every class.

### *The Simple Formula*

---

Why can some sales representatives make 100 calls a day and others fear the phone? Because successful sales representatives follow a simple formula:

1. Leverage powerful scripts.
2. Build the relationship.
3. Ask for the business.
4. Ask for referrals.
5. Come from contribution.

It comes back to your mindset—one of helping people and being positive. Focus on your goals, avoid attachment to the outcome, and you will succeed.

**Instructor:**  
*Review and  
emphasize  
these.*

# Four Powerful Habits

The success of your business depends on you having productive, business-building habits, performed every day. It is essential that you get into these habits right away—especially the following Four Powerful Habits. These are the four things all successful sales representatives do every day throughout their careers!

*“The quality is in the quantity!”*

## Four Powerful Habits and Activities

Four Habits	Four Activities Daily 10/4
1. Grow and Manage Your Database	■ Add <b>10 new contacts</b> into your contact database <i>every day</i> .
2. Prospect	■ Speak with <b>10 people in your database</b> <i>every day</i> .
3. Follow Up	■ Write <b>10 notes</b> to people you know or have recently connected with <i>every day</i> .
4. Know Your Market	■ Preview <b>10 homes</b> for sale every day and visit ten in person every week.

**Instructor:**  
*Tell: As you continue to make calls and lead generate, you'll begin to gain traction. And you will find the work easier because you will have built the habits that will bring you the wealth, freedom, and success you desire.*

## The Daily 10/4

The Daily 10/4 is the Ignite model that reinforces the Four Powerful Habits. It's a simple tracking method for you to follow and it's easy to remember!

Just remember ...

1. **“Daily”** – every day, at least 6 days a week to begin
2. **10** – ten of each
3. **4** – four activities

**Instructor:**

*Tell: You will be committing to completing the Daily 10/4 every day, beginning today! The Daily 10/4 sets minimum goals for each day. Countless others will attest that accomplishing this daily challenge will put you in easy reach of your goals and get you into the four habits quickly.*

### *How to Complete the Daily 10/4*

---

1. **Grow and Manage Your Database – Add 10 people to your database with complete contact information.**

Every day, add ten new people to your database—this means adding their name, address, phone number, cell phone, and more contact information if you can get it. These can be people you know or have just met, or people you know peripherally—that is, you know of them through someone else. Just make sure that by the end of the day you have added ten complete records to your database. Keep in mind ... the size of your database will determine the size of your income!

2. **Prospect – Connect with 10 people in your database.**

Every day, connect with at least ten people from your database. The purpose for the call or conversation is threefold:

1. let them know about your business,
2. ask for their business, and
3. ask for referral business.

3. **Follow Up – Write 10 notes.**

Every day, send a handwritten note or letter with a business card to at least ten people you know or have recently connected with. Begin with those you've called—this is the follow-up to the call. You can also write notes to people you meet; like the mechanic that changes your oil or the barista that makes your coffee in the morning. This habit alone will differentiate you from others in a big way and enhance your prospecting.

4. **Know Your Market – Preview 10 homes per week.**

Every week\*, preview at least ten homes in your market. Explore different neighbourhoods and price ranges. Seeing the property up close is a lot different than viewing it online. Know what your clients will see online and then know the truth by visiting properties. This is a valuable step that should not be skipped. You'll soon find that you know more about the market than most!

**Instructor:** \* *Think of this as two per day, or ten per week.*

*Help students grasp this with an example.*

**Tell:**

*You already have people in your phone. Add them to your database, call them, tell them about your business, and ask for a referral. Then write a thank-you note for helping you grow your business. So, the first three habits can be achieved with the same ten people.*



# Success Tracking

You've learned from the Six Personal Perspectives the benefit of accountability. What better way to be accountable to your success than to track your activities and share it with others!

Throughout Ignite, you will be tracking and reporting on your activities—the Daily 10/4. Tracking your activities will move you toward developing solid habits.

## myTracker Online Tracking System

Your Ignite Faculty, or another person in your Market Centre, will enter your name into the online tracking system called myTracker and then you'll be able to use myTracker.

Access myTracker from Ignite online on [KWConnect.com](http://KWConnect.com) on your computer, laptop, or smartphone, or by keying in **Daily104.com**.

Track your progress using the online myTracker system each day. Your results will then be rolled up by class and presented during each Power Session by your Ignite Faculty.

myTracker is meant to be fun and motivating. Your Ignite Faculty, your fellow Cappers in Training, and myTracker will keep you focused and on task to develop your success habits.

**Instructor:**  
*Use myTracker!*  
*Display leader boards from myTracker on the screen in your classroom.*  
*Be sure to create classes and add students prior to or immediately after the start of Ignite so results can be measured and tracked.*

*Instructions on how you create classes and add students to myTracker are on the Ignite on KWConnect under the Instructor Resources button, and by going to daily104.com.*

# Try It Now!

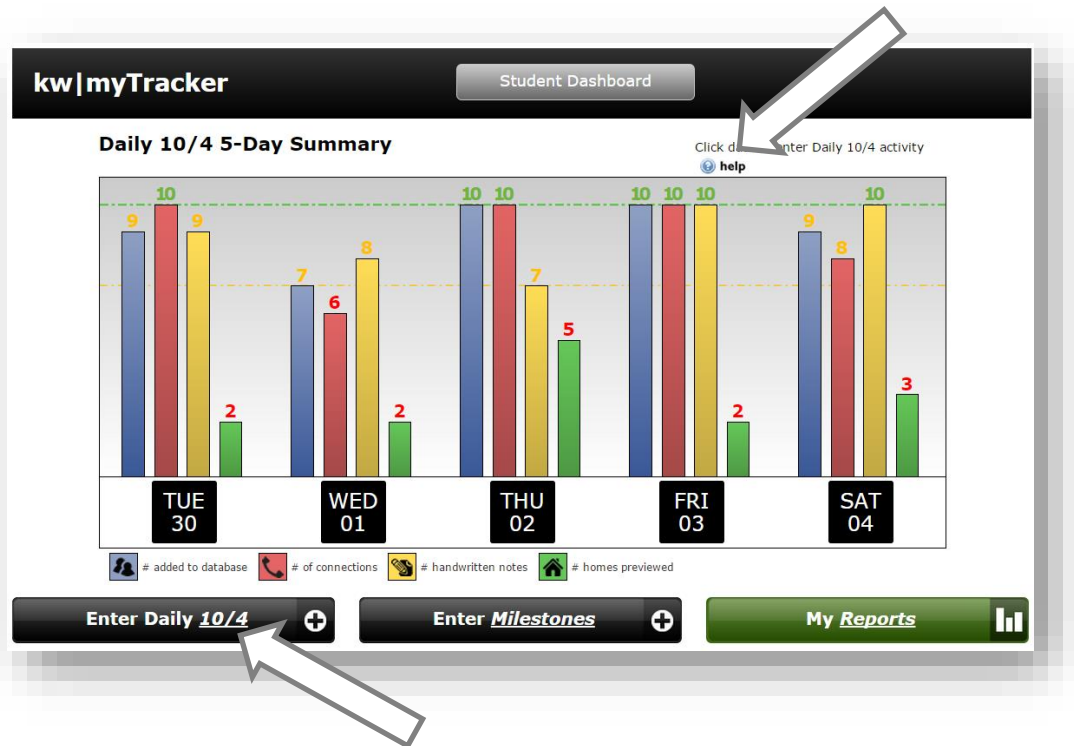
Get on myTracker now!

## Instructor:

*You will have already set each student up in myTracker so they can access it easily and enter their activity. Have myTracker up on the front screen (if you have a projector and computer) and using the Instructor Dashboard, show the leader board results of the entire class.*

- Using your smartphone, tablet, or laptop, go to Daily104.com ([www.Daily104.com](http://www.Daily104.com)). You will be asked to log in with your new KW login if you're not already logged in.

You'll find instructions to use myTracker on the screen. (see arrow)



- Click on **Enter Daily 10/4** in the lower left corner and enter your activities for the day.

The screenshot shows the 'Enter Daily 10/4' form for 07/18/2015. It has a 'Change Date' button. Below are four rows, each with a task, a progress bar, and a star icon. The tasks are: 1. Add 10 to database, 2. Make 10 connections, 3. Write 10 notes, and 4. Preview 10 homes/week. At the bottom is a 'Save' button and a link to 'Enter Milestones'.

# Skill #3 – Use Influencing Sales Language

*“Did you find everything you were looking for?”*

*“Go ahead, look around, and please let me know if I can help you.”*

*“I see you admiring that large-screen TV. Are you looking to have one in your home for the big game this weekend?”*

**Instructor:**  
*Read these 3 phrases out loud.*

Recognize any of these phrases? Of course ... they are well-known and commonly used phrases in sales and service industries. Since you are now in a sales industry, your success is dependent on your use of real estate sales language.

Since we are **first** in the business of lead generation, what are we really saying about our job? (fill in the blanks)

*Talking to people* \_\_\_\_\_ about their *Real Estate* \_\_\_\_\_ needs, and the needs of *people they know* \_\_\_\_\_.

**Instructor:**  
*Have them fill in the blanks.*

There are two ways of doing this:

1. **Entrepreneurial (E):** Just chat up whoever happens to cross your path. And if real estate comes up, great, and if it doesn't, oh well ... I'm sure to get a deal one of these days.
2. **Purposeful (P):** Know exactly who you want to talk to, block time to communicate with them, and be prepared to have great conversations that lead to you providing value in exchange for them helping you grow your business.

Which are you willing to bet your livelihood and the well-being of your family on? E - entrepreneurial, or P - purposeful?

**Instructor:**  
*Ask this question.*

# Scripts Are Cool!

1. Purpose of Scripts
2. Benefits of Scripts
3. Learning Scripts
4. Calling with Scripts

## Instructor:

*Ask: If we were plumbers and we showed up to work without a wrench, how is your day going to go? What is your customer going to think? Are they going to pay you? Scripts are your “tools”!*

*Remind them this is the only way they move from E to P.*

## Instructor:

### Tell:

*The challenge with learning scripts is that it requires us to change some of our beliefs, actions, and most significantly, our words. We have to remember that growth comes from challenge. Think E to P! We have to change what we say and what we do in order to change the results we get.*

## 1. Purpose of Scripts

### Scripts

**A great script is 100 percent customer oriented and benefits the customer throughout the entire conversation.**

Have you ever listened to someone talk for a period of time and realized afterward that you have no idea what they were saying? It happens more than we might care to admit. Moreover, how often do we think we're being clear in our communication only to find that the other person didn't get it?

Communication isn't about what you think you're saying—it's about what they actually hear. Scripts allow you to have a rehearsed response that delivers a powerful message in a way that they will best understand, or ask a powerful question in a way that they will be able to quickly share the information you need to better serve them.

*Scripts are one way to move you from E to P.  
All top sales representatives use scripts and practice them daily!*

# Get Comfortable with Scripts

## Video

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### Activity: Watch a Master Speak on Scripts

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- Watch **“How to Use Scripts”** featuring KW Mega Agent and script master Jeff Glover.
- What are your aha’s?

**Time: 5 minutes**

---

**Instructor:**  
*Find this video online on Ignite on KWConnect, under Instructor Resources for this Power Session. Play the video and ask for aha’s.*

### Ignite Script Book

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The Ignite Script Book contains all the scripts found in the Powers Session in one convenient location. You will find the Ignite Scripts Book located on the Ignite page on [KWConnect.com](http://KWConnect.com).

## 2. Benefits of Scripts

**Instructor:**

*Ask: What are other benefits?*

- Scripts give us the confidence to do our job.
- They allow us to stay focused and in the present moment.
- They provide consistency in what we say and do.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Mindset for Scripts

---

**Instructor:**

*Discuss these 3 questions and ask for aha's after.*

1. What are your limiting beliefs around scripts?
  - \_\_\_\_\_
  - \_\_\_\_\_
2. What are **3 negative consequences** for failing to learn scripts? (for example, a lack of income to pay bills, having to drive the old car or no vacation for the family)
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
3. Affirm your mindset with:

**“Because of scripts, I sell more houses and earn more income.”**

### 3. Learning Scripts

In order to **internalize** scripts so they become our own and sound natural and friendly, we begin by **memorizing** them. Both take time ... and practice!



**MEMORIZE**



**INTERNALIZE**

#### Practice Makes Perfect

Like with any new skill, it takes practice to learn and perfect it. Top sales representatives know the value of scripts and continue to practice them daily so they are sharp and always ready with the exact right words to say, or the perfect question to ask.

Wrap your mind around learning scripts by saying, **“Learning scripts will make great things happen in my life.”**

Choose ways to incorporate practice into your daily routine:

1. Arrange with a partner to spend 15 minutes each day reciting scripts to each other.
2. Record yourself saying your scripts on your phone and play them back while driving, speaking along with the recording. Do this daily.
3. What are some other fun ideas? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Instructor:**  
*Ask for additional ideas for practice: hold a script-off, or call people randomly to recite a script.*

## Memorize in 6 Steps

---

Isn't it interesting that after many years, you can still recite the ABCs and simple nursery rhymes? How do you think you learned those? By simple repetition! You will learn scripts the same way.

1. **READ**: the **first sentence of the script** out loud five times.

When you read your script out loud, you're engaging your eyes, your voice, and your entire body, not just your eyes.

2. **REPEAT**: the same sentence five times with a huge smile on your face.

You will notice a difference in your tonality when you say it with a smile. Try standing in front of a mirror; watch your body language as you repeat your script.

3. **READ**: the **second line of the script** out loud ten times while smiling.

4. **SAY**: Now for the hard part. Put your script down. **From memory, recite the first two sentences** out loud ten times with a big smile. If you make a mistake, start over from the beginning.

5. **SAY**: **Continue adding one sentence at a time**, repeating ten times. Any time you make a mistake, go back to the beginning.

6. **SAY ENTIRE SCRIPT**: as fast as you can, five times in a row. Your chances of stumbling when reading the scripts at a normal pace after you've practiced and chanted them is very small.

Doing this 6-step process is the way scripts become natural to you. Instead of having to think about what to say next, you'll be able to listen to how your customer is responding.

How long will it take to memorize and internalize? The truth is it doesn't matter because as you keep using the scripts, you become better at them. Don't rush. Be patient. Expect good results and they will come to you. Keep smiling, practicing, and rehearsing ... and you will achieve success internalizing the scripts.



# Your Turn – Get Comfortable with Scripts

## Skill Mastery Activity: Script Practice

Everyone will take turns practicing scripts. On the following two pages, you will find four scripts to use for calling people you know.

On your own ...

1. Choose one script that best suits your status.
  - New to Real Estate script
  - New to Keller Williams script
  - Remind Them You're in Real Estate script
  - New to the Area script

2. Stand up!

3. Follow the **Memorize in 6 Steps** process on the previous page.

With a partner ...

4. Take turns with a partner saying your entire script as conversational as possible, then switch roles with your partner.

**Time: 15 minutes**

Aha's from Activity

**Instructor:**

- \_\_\_\_\_ *Debrief activity by asking for results*
- \_\_\_\_\_ *and aha's.*

**Instructor:**

*Each person will practice the script that best applies to them by following the steps in Memorize in 6 Steps.*

*Then, divide the class into pairs. They will say their scripts to their partner as*

*conversational as possible.*

*Then they will switch and Person #2 will go.*



## 1. New to Real Estate

---

Hello, this is \_\_\_\_\_.! Do you have a moment? I'd like to share the exciting news that I have become a sales representative with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

*Continue with Rest of Script.*



## 2. New to Keller Williams

---

Hello, this is \_\_\_\_\_.! Do you have a moment?

I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who moved! I've moved my real estate business over to Keller Williams Realty and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

*Continue with Rest of Script.*



## Rest of Script

---

First, I'd like to share my real estate app with you. You can see what's going on anywhere; from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighbourhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

### 3. Remind Them You're in Real Estate

Hello, this is \_\_\_\_! Do you have a moment?

It's been awhile and I'd like to apologize for not staying in touch. I've been busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help \_\_\_\_ (#) families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

*Continue with Rest of Script.*



### 4. New to the Area

Hello, this is \_\_\_\_! Do you have a moment?

I'd like to share some exciting news with you. I have moved to \_\_\_\_ (*new town*) and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in \_\_\_\_ (*new town*). May I count on you?

*Continue with Rest of Script.*



### Rest of Script

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighbourhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

# Calling with Scripts

## Get Referrals and Share Your App

Begin by saying an affirming message out loud to yourself:

**“I always come from contribution. People will welcome my call.”**

Get your phone and your list of contacts and call people you know. You will use the script you just practiced to offer your KW Mobile App and ask for referrals.

- Goal #1: Call until you make contact with at least **three people** and recite your script.
- Goal #2: Get at least **one referral!**
- Goal #3: Get at least **one person** to download your KW Mobile Search App.

Record Results			
Name	Phone Number	App √	Referral Name
1.			
2.			
3.			

Time: 15-20 minutes

***Congratulations!***

***You just did the most dollar-productive activity you can do in real estate!***

Aha's from Activity

- \_\_\_\_\_
- \_\_\_\_\_

**Instructor:**  
*Model the behavior – make calls at the same time. Also, walk the room, listen in, and offer support and help. Recognize successes!*

**Instructor:**  
*Emphasize this →*

**Instructor:**  
*Debrief the activity by asking for results and aha's.*

## Your Turn – Personal Notes

Daily 10/4 – Handwritten Notes

**Instructor:**

*Model the behavior! You and the participants write notes to the three people called. Congratulate them for making progress on their Daily 10/4 already!*

Part of your Daily 10/4 is writing handwritten notes to those you've connected with. This will differentiate you from other sales representatives in a big way. After all, when was the last time you received a handwritten note? What effect did it have?

1. Write a note to each of the people you called to thank them for their time.

Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams, and I'm available to you at any time to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

2. Enclose a business card in each note, stamp, and mail from your Market Centre.

**Time: 5 minutes**

# Skill #4 – Be Accountable to Your Big Why and Monetary Goals

## Accountability Feedback Loop

Earlier in the Six Personal Perspectives, we learned that accountability is a tool for continually changing the results in your life in those areas that matter most—your 20 percent. You also have the Career Growth Initiative and the Four Conversations to assist you with accountability.

Goal achievement is a direct result of accountability. To support your goal setting, we recommend you:

1. **Follow an Action Plan.** During this course, you will have an action plan that outlines the specific actions you will take to achieve your goals. You will also create a calendar that helps you time block the specific activities you will do to achieve your goals.
2. **Work with your Market Centre leadership** to help you measure, evaluate, and make adjustments to your Action Plan.

## Develop a Prioritized Plan of Action

To-do lists unfortunately are not planned, focused, action lists. Rather, they are a catch-all for unresolved issues and not related to outcomes. Instead, move from **E to P** (**entrepreneurial** to **purposeful**) with an Action Plan. Properly prioritize and plan your time, so you focus on the things that matter—your dollar-productive activities—and avoid squandering your time on low-value activities.

### **Instructor:**

*Tell: By writing everything on your Action Plan, you empty your mind of these stressful reminders and make sure that you prioritize these actions coherently and consistently. This helps you improve your concentration, because you don't have these distractions buzzing around your mind.*

*Keep your Action Plan on your computer, tablet, or phone to easily check, update, and maintain.*

## Action Plan

---

### 1. **Make a List**

First, make a list of all the things in your world that require action or resolution—everything that's incomplete and needs action, whether it's urgent or not, big or small, personal or professional.

### 2. **Prune**

Now, carefully consider each item. Is it dollar productive and part of your 20 percent? Does it have real relevance to you? If unimportant or not of relevance, delete it.

### 3. **Prioritize**

For the remaining items on your list, determine two things: their importance and their urgency. This will help you organize and prioritize the list.

- **Important** activities have an outcome that leads to us achieving our goals, whether these are professional or personal. These are your 20 percent items, the ones that are dollar productive.
- **Urgent** activities demand immediate attention because the consequences of not dealing with them are immediate.

## The ONE Thing

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The Keller Williams method to prioritize comes from a book written by Gary Keller, *The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results*.

The book poses a question to ask yourself over and over ...

*What is the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?*



Ask yourself this question every time you need to focus on the **ONE Thing** that will propel your business forward. It will always be a dollar-productive activity!



## Activity: Rate the Task

Here are some task examples. How would you rate each item's importance and urgency?

Activity	Important? 20%	Urgent?
Return a call to a person inquiring about a listing	✓	✓
Schedule a training class on contracts	✓	
Daily 10/4	✓	✓
Order new business cards		
Put marketing materials together for meeting with a seller next week	✓	
Update my Facebook		
Pick up dry cleaning before they close		✓
Lead generate	✓	✓

**Instructor:**  
*Allow students to quickly fill in this chart, then ask what conclusions they came to and why.*

Rank tasks according to the following:

### 1. **Important** and **Urgent**

These are the activities that help you achieve your personal and professional goals. There are two types: unforeseen/unexpected tasks, and tasks you've left until the last minute.

### 2. **Important** but Not Urgent

These are also the activities that help you achieve your personal and professional goals. Make sure you have plenty of time to do these things properly, so that they do not become urgent.

### 3. Not Important but **Urgent**

These are things that prevent you from achieving your goals. Ask yourself whether you can reschedule or delegate them.

### 4. Not Important and Not Urgent

These activities are just a distraction. You can simply ignore or cancel many of them.

**Instructor:**  
*Tell: If you don't hold your lead generation sacred, you will make your need for leads URGENT!*

# Your Turn – Prioritize Your Activities

## Skill Mastery Activity: Accountability

### Instructor:

*Check that participants enter these activities in their calendar!*

Start your Action Plan.

1. List 10 tasks you need to complete. Lead generation is already listed for you!
2. Rate each on importance and urgency.
3. Prioritize the tasks.
4. Schedule on your calendar based on priority.

Task	Important?	Urgent?	Priority
1. <i>Lead generate</i>	√	√	1
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

**Time: 5 minutes**

### Instructor:

*Debrief activity by asking for volunteers to share ahas.*

Aha's from Activity

- \_\_\_\_\_
- \_\_\_\_\_

# Live By a Calendar

Now you are able to schedule tasks and activities on your calendar based on your prioritized Action Plan. Review your Action Plan and calendar every week. Delete items you've completed and add any new actions that have come your way.

This approach helps you maintain focus on daily jobs and long-term goals at the same time. This reduces stress, puts you in control, and gives you a real sense of achievement.

## Truth

**Successful sales representatives plan their days and stick to their plan.**

In Ignite, you'll get into the habit of planning for the critical tasks each day, and you'll schedule activities that **generate revenue first**, and schedule those that **maintain your business second**.

## Time Blocking

Time blocking is a tool for organizing your day and focusing on the dollar-productive activities that matter most. Remember that first you are in the business of lead generation!

### TIME BLOCK FOR LEAD GENERATION

Write down exactly the days of the week and the hours you will do your lead generation.

In your calendar, time block for lead generation every day for up to one month. (For the duration of Ignite—you'll continue lead generating for the rest of your career!)

Time block for home previewing—10 homes every week.

### Instructor:

*Define time blocking and its importance. "If you erase, you must replace!"*

## Protect Your Time!

1. **Block your calendar** for the same time period—before noon—every single day, week after week. The morning is generally the best time for lead generation, as it ensures you do not get caught up in other activities and lose the day.
2. **No skipping.** If you erase, you must replace! If any event stops you from accomplishing your lead generation at your set time, that commitment does not simply disappear. It's up to you to make up the lost opportunity in another time slot.
3. **Allow no interruptions** unless it is a REAL emergency, like a family crisis. It's easier than you think to waste precious time on unrelated phone calls, water-cooler chat, or putting out fires that can wait until later.

During Ignite, your week will look like the following for Monday, Wednesday, and Friday:

### During Ignite

Monday, Wednesday, Friday

	ACTIVITY	COMPLETED
6:00	<i>Wake, Personal Time with Family/Workout</i>	
7:00		
8:00	<i>In the Market Centre: Respond to emails/calls, Role Play Scripts, Follow-up on Leads, Organize Database</i>	
9:00	<i>Attend Ignite Power Session, Lead Generation</i>	
10:00		
11:00		
12:00	<i>Lunch/Break</i>	
1:00	<i>Attend Appointments, Attend other Market Centre Training (Contracts, Tech, etc.)</i>	
2:00		
3:00	<i>Complete Daily 10/4 Assignment, Enter Activities in myTracker</i>	
4:00	<i>Respond to emails/calls, Follow-up on Leads</i>	
5:00	<i>Preview and Visit Properties</i>	
6:00	<i>Home – Family Time</i>	
7:00		
8:00		
9:00	<i>Review calendar for tomorrow, and make any final preparations</i>	

And for Tuesday, Thursday, and Saturday during Ignite, follow this schedule. Sunday is your day off.

## During Ignite

### Tuesday, Thursday

	ACTIVITY	COMPLETED
6:00	<i>Wake, Personal Time with Family/Workout</i>	
7:00		
8:00	<i>In the Market Centre:, Respond to emails/calls, Role Play Scripts, Follow-up on Leads, Organize Database</i>	
9:00	<i>Complete Daily 10/4, Mission for next class, Lead Generation</i>	
10:00		
11:00		
12:00	<i>Lunch/Break</i>	
1:00	<i>Attend Appointments, Attend other Market Centre Training (Contracts, Tech, etc.), Lead Generation</i>	
2:00		
3:00		
4:00	<i>Respond to emails/calls, Follow-up on Leads</i>	
5:00	<i>Preview and Visit Properties</i>	
6:00	<i>Home – Family Time</i>	
7:00		
8:00		
9:00	<i>Review calendar for tomorrow, and make any final preparations</i>	

### Saturday

	ACTIVITY	COMPLETED
6:00	<i>Wake, Personal Time with Family/Workout</i>	
7:00		
8:00		
9:00		
10:00		
11:00	<i>Visit/Host Open House, Preview Homes, Daily 10/4, Lead Generation, Lead Follow-up, Database Organization, Door-knocking</i>	
12:00		
1:00		
2:00		
3:00		
	<i>Personal/Family Time</i>	

## Your Ignite 4-Week Calendar

		Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
3 hours per day	Week 1	<b>Mission 1</b> <b>1. Ignite Your Business</b>	<b>Mission 2</b> Daily 10/4	<b>2. Build Your Business</b>	<b>Mission 3</b> Daily 10/4	<b>3. Find Your Business</b>	<b>Mission 4</b> Daily 10/4
	Week 2	<b>4. Win the Seller</b>	<b>Mission 5</b> Daily 10/4	<b>5. Price to Sell</b>	<b>Mission 6</b> Daily 10/4	<b>6. Sell Your Listing</b>	<b>Mission 7</b> Daily 10/4
	Week 3	<b>7. Win the Buyer</b>	<b>Mission 8</b> Daily 10/4	<b>8. Find and Show Homes</b>	<b>Mission 9</b> Daily 10/4	<b>9. Make and Receive Offers</b>	<b>Mission 10</b> Daily 10/4
	Week 4	<b>10. Negotiate the Deal</b>	<b>Mission 11</b> Daily 10/4	<b>11. Close the Deal</b>	<b>Mission 12</b> Daily 10/4	<b>12. Ignition – Blast Off!</b>	Keep It Going!

Your Market Centres may offer supplementary courses such as Contracts and Technology-related sessions. Be sure to schedule any additional classes in your calendar.

# Your Turn – Live By Your Calendar

## Time Block Your Weeks NOW!

---

- Get out your smartphone, laptop, tablet, or day planner right now and schedule recurring calendar items for the next 4 weeks. Set start notifications for yourself and don't let anything hold you back!
- Schedule the following recurring
  - Daily 10/4 (Mon–Sat)
  - Missions (T, Th, Sat)
  - Preview / Visit Properties (Mon–Sat)
  - Ignite Power Sessions (M, W, F)

**Instructor:**  
*Have them schedule recurring activities in their calendars NOW!*

*Some activities will occur every day, but at different times.*

**Time: 5 minutes**

---

## Post Ignite

After Ignite, you'll maintain a similar calendar. Instead of attending Ignite, you'll be lead generating during that time.

### Monday - Friday

	ACTIVITY	COMPLETED
6:00	<i>Wake, Personal Time with Family/Workout</i>	
7:00		
8:00	<i>In the Market Centre: Respond to emails/calls, Role Play Scripts, Follow-up on Leads, Organize Database</i>	
9:00	<i>Lead Generation</i>	
10:00		
11:00		
12:00	<i>Lunch/Break</i>	
1:00	<i>Attend Appointments, Attend other Market Centre Training (Contracts, Tech, etc.)</i>	
2:00		
3:00		
4:00	<i>Respond to emails/calls, Follow-up on Leads</i>	
5:00	<i>Preview and Visit Properties</i>	
6:00	<i>Home – Family Time</i>	
7:00		
8:00		
9:00	<i>Review calendar for tomorrow, and make any final preparations</i>	

### Saturday

	ACTIVITY	COMPLETED
6:00	<i>Wake, Personal Time with Family/Workout</i>	
7:00		
8:00		
9:00		
10:00		
11:00	<i>Visit/Host Open House, Preview Homes, Daily 10/4, Lead Generation, Lead Follow-up, Database Organization, Door-knocking</i>	
12:00		
1:00		
2:00		
3:00		



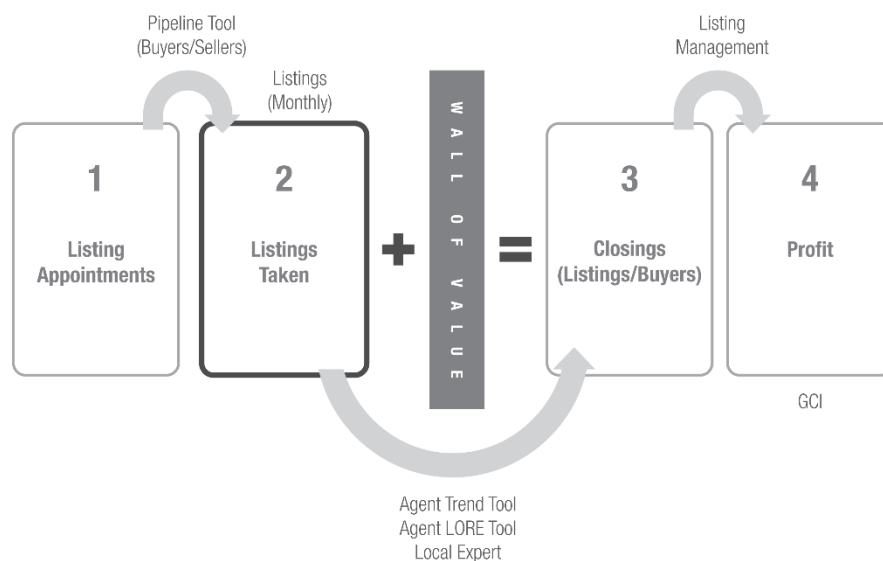
# Who Will Hold You Accountable?

The highest of high achievers have coaches who hold them accountable. Michael Jordan, Mia Hamm, Joe Montana, and Mary Lou Retton have all attributed much of their success to their coaches who held them accountable. Who will do that for you? You have options:

1. Market Centre's Four Conversations Accountability Meetings.
2. Coaching or Mentoring Program
3. Partners in Success
4. Personal Accountability – make no mistake, you cannot do this alone. Yet you can commit to being accountable to someone else.

## 1. Market Centre's Four Conversations Accountability Meetings

In speaking about accountability, the Career Growth Initiative (CGI) brings laser focus to the activities that lead to results in your business.



**Instructor:**  
**Tell:**  
*Accountability will enable you to obtain your goals. Having an accountability plan will reduce worry, help focus on what's important, which helps give you a higher level of attentiveness.*

**Instructor:**  
*Explain that the CGI is a series of conversations they will have with their Market Centre leadership. If they have not started these conversations, refer them to their MC leadership to schedule the CGI conversations.*

## Career Growth Initiative

---

Built on the proven principles of the Growth Initiative, the CGI is fueled by the transformational power of strategic evidence-based business conversations. These conversations unlimit your potential and empower you to be purposeful about the critical levers that lead to profitability in your business.

CGI is more than just four conversations. Supported by a synergistic system of tools, these conversations enable you to plan for profitability through growth in market share, stay on track to achieve your goals, communicate your value and validity, and ultimately thrive by identifying the day on which your business becomes profitable.

Talk to your Market Centre leadership team to get on the path to GCI and to build a business that funds your life. Also, check out the Career Growth Initiative page on KWConnect.com.

## 2. Coaching or Mentoring Program

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**Instructor:**  
*This is a sample of some of the KW MAPS Coaching programs.*

KW has coaching and mentoring programs available for you. Ask your Ignite Faculty or your Team Leader about the options for you.

- KW MAPS coaching group programs: [mapscoaching.kw.com/group](https://mapscoaching.kw.com/group). Here are some example courses:
  - Language of Sales
  - 90 Listings in 90 Days
  - Dominate Your Market
  - Farming Can Make You Millions
- Market Centre Productivity Coach
- \_\_\_\_\_
- \_\_\_\_\_

### 3. Partners in Success

**Instructor:**

*Review rules.*

One of the great benefits of having an accountability partner is that it increases your productivity and keeps you on track and in check with your goals.

## RULES FOR ACCOUNTABILITY PARTNERS

Provide a safe place to share.

Set frequency of checking in with each other.

Create a commitment and stick to it.

Follow through with action items.

Dig deep to find out why you do the things you do.

Allow to give and take feedback.

Listen and pay attention while the other person shares

Respect each other and the process.

Have each other's best interest in mind.

**Instructor:**

*Tell: Pick a team of 3-4 people in class who won't accept any excuses, people who will challenge you.*

*Select a team of 3-4 people from your fellow Cappers in Training*

Set regular meetings. Before each Ignite class is a great idea.

*For the accountability process to succeed, you must respect your partners and be prepared to listen to, and act on, their feedback.*

My Partners in Success			
Phone Numbers			
Email Addresses			
Next meeting			

## Be Open to Accountability

Answer the following questions whenever you meet with your Partner in Success.

Question	Answer
What's your Big Why?	
What opportunities for change or improvement surfaced?	
What will you do differently next week?	
How will you reward yourself when you've accomplished?	

### 4. Personal Accountability

#### PERSONAL ACCOUNTABILITY

Being willing to answer—to be accountable—for the outcomes resulting from your choices, behaviors, and actions.

Personal accountability means that you are **willing** to **personally** ...

- Understand and accept the task.
- Take action to achieve results.
- Answer for the results obtained, regardless of the outcome.
- To accept blame if things go wrong and make corrections or improvements to avoid mistakes in the future.

#### Instructor:

Question: What are some benefits of being accountable?

*You achieve your Big Goals and long-term success.*

*Keeps you focused on what's important.*

*Builds trust, because people know that they can depend on you.*

# Agreement of Expectations

Congratulations on embarking on your Ignite journey!

Choose to be as successful as possible and commit to the following covenants.

Please read and initial each one and give the signed agreement to your Ignite Faculty (or designate).

- I commit to attending all Ignite sessions.
- I commit to adding to my database 200 (or more!) names and contact information as quickly as possible within 30 days of this dated agreement.
- I commit to lead generating (speaking with people about real estate) every day.
- I commit to making business calls during Ignite classes.
- I commit to completing my Mission for each Power Session of Ignite.
- I commit to being prepared for my customers by memorizing and using scripts/sales language.
- I commit to working on my Six Personal Perspectives.
- I commit to following a time-blocked calendar of activities throughout Ignite.
- I understand that I am developing success habits, and by agreeing to this covenant, I agree to take control of my own business success.
- I have discussed the commitment of this covenant with those in my life who will be affected and they understand and have agreed to support me.

<i>Capper in Training Signature</i>	<i>Date</i>	<i>Print Name</i>
<i>Team Leader (or Designate) Signature</i>	<i>Date</i>	<i>MCA's Signature</i> <i>Date</i>
<i>Market Centre</i>		

*“If it is to be, it is up to me!” – William H. Johnsen*

**Instructor:**

*On these two pages your Cappers in Training are committing to true accountability by signing two commitment agreements.*

*Explain the purpose of the agreements:*

- 1. To clearly outline what is expected of them during Ignite*
- 2. To make a commitment to their own success!*
- 3. To obtain buy-in from their family*

*Ask them to take some time to read the following two pages – there's one for the Capper in Training (Agreement of Expectation), and one for their significant other (Family/Significant Other Agreement.)*

*Ask them to complete and hand in the Agreement of Expectation. You will turn these over to the Market Centre Team Leader and MCA for signatures and filing.*

*Explain to the Cappers in Training they may take the Significant Other Agreement home to review and have signed. Ask them to return the completed agreement to you.*

*Throughout Ignite, as needed to inspire action, you may pull this agreement out and remind the Cappers in Training what they committed to.*

# Family/Significant Other Agreement

Your loved one has chosen to build a business in real estate. This can provide your family an opportunity to build wealth and live the life you want to live. As with building any business, it will take commitment, time, and effort. Above all, it will also take your support.

As your loved one begins this new endeavor, please take a moment to consider the statements below and discuss how you will support one another in this exciting time.

Family Member:

- I understand the time and activity commitment that Ignite and a real estate business requires.
- I understand that in starting a real estate business workdays may extend into evenings and weekends.
- I understand the commitment and give my complete support. This may mean that I am doing more for a while—caring for children, making meals, cleaning, etc.

Capper in Training:

- I understand that my family is supporting me so that I can succeed and I commit to do the activities required to be successful.
- I commit to communicating my schedule to my family to better plan our time together.

<i>Family Member Signature</i>	<i>Date</i>
<i>Capper in Training Signature</i>	<i>Date</i>

*“Act as if what you do makes a difference. It does.” – William James*





# Putting It All Together

## Action Plan

Action	Completed / Due Date
Polish up your Big Why statement and post where you can see it while you make your calls, or put it on your smartphone as your background.	
Complete your Daily 10/4 activities.	
Start tracking your activities daily in myTracker.	
Create your time blocked calendar.	
Schedule a regular accountability time with your Partner in Success.	
Schedule time daily for script practice with a partner.	
Practice the Power Statements and Questions, as well as your introductory scripts.	
Prepare for the next class. Download the pre-work Mission and complete it.	
Complete any Mission that was unfinished before this session.	
Discuss with your family the obligations you've committed to for the next several months.	









***Bring your phone, laptop/tablet, and database to every class.***

# Prepare for Your Next Class

**Instructor:**  
*Ensure that  
 participants  
 know how to  
 access their  
 next Mission!*

You will need to prepare for your next class. This will include your next Mission to be completed prior to the next scheduled Ignite Power Session.

Download your **Mission** for the next class from Ignite on KWConnect.

IGNITE		Mission 2	
Complete this Mission prior to attending Ignite Power Session 2			
DONE ✓	<b>1. Tell the world who you are – with your KW presence</b> KW White Pages is your online contact information.		
<input type="checkbox"/>	Read and complete: <i>KW White Pages: Fill Out Your Associate Profile</i>		
DONE ✓	<b>2. Communicate easily with customers – with your automated marketing</b> Learn about and activate your KW eEdge web presence and database.		
<input type="checkbox"/>	Read and complete: <i>Activate Your eEdge Account</i>		
<input type="checkbox"/>	Read and complete: <i>Fill Out Your eEdge Profile Information</i>		
<input type="checkbox"/>	Read: <i>Create a Contact in eEdge</i>		
<input type="checkbox"/>	Add yourself to your eEdge database as instructed by the article		
<input type="checkbox"/>	Read and complete: <i>WolfNet IDX Setup</i>		
DONE ✓	<b>3. Give customers a cool, easy way to find homes – set up your KW Mobile Search App</b> Learn about and activate your KW Mobile Search App for yourself and your customers.		
<input type="checkbox"/>	Read and complete: <i>Download Your KW Mobile Search App</i>		
<input type="checkbox"/>	Read and complete: <i>Share Your KW Mobile Search App</i>		
DONE ✓	<b>4. Follow up – with previous Power Session</b>		
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session		
DONE ✓	<b>5. Grow Your Database – with your current contacts</b>		
<input type="checkbox"/>	Bring your contact list and your laptop/tablet with you to the next Ignite class		
<small>*Access videos from <a href="http://KWConnect.com">KWConnect.com</a>. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email <a href="mailto:support@kw.com">support@kw.com</a>.</small>			
			
<small>© 2017 Keller Williams Realty, Inc. Ignite v4.15C</small>			

# Recall and Remember

What are the four skills you learned today?

1. Mindset
2. Goal Setting
3. Accountability
4. Scripts

What are the the Six Personal Perspectives?

1. Step 1: Commit to Self-Mastery
2. Step 2: Commit to the 80/20 Principle
3. Step 3: Move from "E" to "P"
4. Step 4: Make Being "Learning Based" the Foundation of Your Action Plan
5. Step 5: Remove Your "Limiting Beliefs"
6. Step 6: Be Accountable

What are the Daily 10/4?

1. Add 10 to database every day
2. Call 10 contacts in your database every day
3. Write 10 notes every day
4. Preview 10 homes/week

What is the ONE Thing Focusing question?

What's the **ONE Thing** I can do such that by doing it everything else will be easier or unnecessary?

How many leads will you have in your KW eEdge database by the end of Ignite? 200

Why are scripts important to you? Because they are known "words that work!"

Why would you NOT want to use them?

**Instructor:**

*Allow time for Cappers in Training to complete this Recall sheet. Ask for their answers before supplying the correct ones.*

# From Aha's to Achievement

## Instructor:

*Cover all 5 questions!*

## AHA's

### Instructor:

*Have participants fill in their aha's individually, or brainstorm as a group*

*What are your aha's?*

## BEHAVIORS

### Instructor:

*Ask: How will you translate your aha's into concrete changes in your behaviors? Example: Aha—I need to practice my scripts.*

**Behavior Change—find a script partner and schedule time.**

*What behaviors do you intend to change?*

## TOOLS

### Instructor:

*Tell: List out the tools you will use to achieve real behavior change. Example: Accountability tool, Time-blocking on calendar.*

*What tools will you use?*

## ACCOUNTABILITY

### Instructor:

*Tell: Evaluate what kind of accountability will sustain your behavior change. Is this an accountability partner? Mentor? myTracker? Be realistic. The best accountability system is the*

*What does accountability for this look like?*

**ONE you will use.**

## ACHIEVEMENT

### Instructor:

*Tell: Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?*

*What will you achieve?*

# Enhance Your Learning

## Watch on KWConnect

The Six Personal Perspectives (series of videos)

## Use Tools from your Ignite Toolkit

Ignite Training Calendar

Agreement of Expectations

Family/Significant Other Agreement

myTracker—Track Your Daily 10/4 Activities and Milestones

Additional Tools: (in the Toolkit on Ignite course page on KWConnect)

- Understand Scripts
- Construction of Scripts
- How to Be More Accountable
- Power Statements and Questions

## Connect on Social Media

Keller Williams Realty Facebook Page -

<https://www.facebook.com/KellerWilliamsRealty>

KW Blog - <http://blog.kw.com>

Inman - <http://www.inman.com>

Your Market Centre Facebook Page

## Read

*The ONE Thing* by Gary Keller

### **Instructor:**

*Explain the importance of these resources to “enhance” their learning. The videos, tools, and books mentioned are for serious learners! Remind them to download and USE the items in the Toolkit – there are LOTS of goodies in there!*

*Point out how important these can be to their success.*



## Ignite Correction/Suggestion Log

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Your Name: \_\_\_\_\_ Market Centre: \_\_\_\_\_ Date: \_\_\_\_\_

Page #	Change

Scan and email any course corrections or changes to [kwuhelp@kw.com](mailto:kwuhelp@kw.com).

Or mail to:

Keller Williams University  
 1221 South MoPac Expressway, Suite 400  
 Austin, Texas 78746