



2022 BUSINESS PLAN FOR SUCCESS

**LEAD GENERATION &
MARKETING PLANNING**

Associate Name _____ *Date:* _____

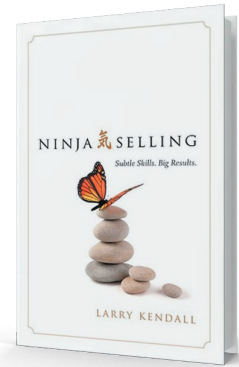
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Marketing and Lead Generation Planning

Agent Marketing Plan

Your marketing plan should increase brand awareness and generate leads. To do so, it must define the channels of communication you will use to reach specific audiences. Your audiences consist either of people you know or people you don't know, and your channels are meant to communicate either one-to-one (1:1) or one-to-many (1:M). And you need to determine the frequency of your contacts and interactions. We recommend you follow "The Ninja System", as outlined in *Ninja Selling* by Larry Kendall, to maintain consistent flow with your sphere of influence, which will keep you front and center as the trusted real estate advisor.



NINJA 気 SELLING BY LARRY KENDALL

When you consistently work the Ninja System, you will generally earn \$1,000 in gross commission income (GCI) for every household in your database. If that includes 200 households, and you work the system, you will earn \$200,000 in GCI per year.

[> CLICK TO PURCHASE](#)

Unique Selling Proposition (USP)

What differentiates you from everyone else? Consider the problem you address, the solution you offer and what benefit that solution provides. That is the formula for creating a USP. You may have more than one USP to address each of the types of prospects you solicit or even each side of a transaction.

Sample: Lead Source/Audience

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

Marketing Plan

Advertising to create/build awareness

- [24 Open Houses \(OH\) semi-monthly](#)
- [12 bulk mailers \(monthly\)](#)
- [Targeted FB videos \(monthly\)](#)

Follow-up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- [24 Open Houses \(OH\) semi-monthly](#)
- [MoxiEngage Neighborhood News](#)
- [MoxiEngage Email Campaigns](#)

Networking Plan

Socializing to foster referrals

- [Annual community event](#)
- [PTA/HOA board meetings](#)
- [Community bus accoc. meetings](#)

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

- [Annual community event booth](#)
- [Real Estate Reviews](#)
- [Items of Value \(Auto-Flow\)](#)

Transaction Goal

5

Prospecting Plan

Contacting a group of people in search of leads

- [OH neighbor invites \(semi-monthly\)](#)
- [Circle Prospecting \(3 days/week\)](#)
- [Geo-Farm Real Estate Reviews \(2x/week\)](#)
- [Live Prospect Interviews - FORD Questions \(50/week\)](#)

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Networking Plan

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Nurturing Plan

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