

BUSINESS 氣 PLANNING

MY 2026 PLAN

Live Session Handout



Our Goal

Help you build a _____ business.

The Goal of Ninja Selling

Increase your income per hour so you can have a _____.

The Ninja 5-Step Business Planning Process:

1. Learn (What did I learn from last year?)
2. Set goals (What are my goals for this year?)
3. Activities (What are the activities I need to do to achieve my goals?)
4. Schedule (When am I going to do my activities?)
5. Action (How will I track my progress so I know when I've completed my activities?)

The Two Parts to this Business

1. _____
2. _____

The Trap of a Hot Market . . . and what happens in a Cooled-off Market

Hot Market: We are so busy _____ the business that we get out of the habit of _____ the business.

Cooled-off Market: We stress about not _____ the business, which leads to a vicious cycle of _____.

What is the Primary Driver of the Market? _____

- F _____
O _____
R _____
D _____

What happens every 2 years? (Source: US Census Bureau)

There is ALWAYS a market for housing!

- 7 million babies born
- 3 million marriages
- 1.5 million divorces
- 7 million turning 65+
- 4 million deaths
- 4 million net new jobs
- 50 million job switches

Step 1: REVIEW LAST YEAR

Pre-Business Planning Questionnaire

Please answer these questions for yourself. Money questions refer to 1099 take-home income.

1. Is there an amount of income that, if you don't earn next year, you will leave the business? If so, what is that amount? \$_____
2. Is there an amount of money that, if you don't earn next year, you will receive a lot of pressure from your spouse/partner (if applicable) to quit? If so, what is that amount? \$_____
3. If you were to rate your level of excitement about the real estate business right now on a scale of one to ten, with one being "I'm ready to quit" and ten being "I absolutely love it!!!!!" where would you rate yourself? ____
4. How much do you expect to make this year? \$_____
5. Is that amount satisfying for you? _____
6. Did that amount include savings, debt reduction, investment money, recreation, dreams and giving? ____ YES ____ SOME ____ NONE
7. Do you know how much it takes to pay your bills in your household every month? If so, what is that amount? \$_____
8. Is your basic retirement taken care of? (By taken care of, do you have a plan to create residual income equal to or greater than your monthly household living expenses plus taxes?—Relying on Social Security isn't enough.) ____ YES ____ NO
9. Did you do anything big and fun this year? ____ YES ____ NO
10. Did you plan to do something fun this year and didn't end up with enough money to do it? ____ YES ____ NO
11. Do you have any kind of a written life list? ____ YES ____ NO
12. Do you have trouble thinking of things to put on a life list? ____ YES ____ NO
13. Does your spouse/partner (if applicable) have a different idea of what items might be on a life list? ____ YES ____ NO
14. Did you know you have an existing business plan? (Whatever you are doing now is your business plan for this year and your results were created by that plan.)
15. Do you really want to change your income and/or your life or is it just a nice idea? ____ YES ____ NO

Pre-Flight Checklist (Check those that apply to you)

- I attend sales meetings on a regular basis.
- I am a consistent ambassador for our company.
- I have an abundance and growth mindset.
- I have personal notecards readily available that I like to use.
- I have a style of a prospect hot list that I like to use and I review it daily.
- I have a style of a prospect warm list that I like to use and I review it daily.
- I have an electronic method to communicate successfully with my customers (CRM).
- I start each day with my Ninja Five activities and time-block my week for Ninja activities Six through Nine.
- I have a FLOW calendar for three touches a month to my SOI/database.
- I have the “correct” number of people in my database to earn the income I want.
- I am willing to invest money in my relationships to grow my business. (At least \$2 per month per name.)
- I am willing to practice my Ninja skills and scripts to master them.
- I have completed the Ninja Installation.
- I intend to attend a Ninja Installation this year.
- I have an active life list.
- I know “WHY” I am in real estate.
- I have a written set of life goals.
- I have a written financial plan including a retirement Wake-Up Money plan.
- I am a learner. (I read or listen to books regularly.)
- I exercise consistently.
- I eat healthy.
- I have mentors/role models from whom I learn regularly.
- I have buyer’s packets readily available.
- I have seller’s packets readily available.
- I have relocation packages readily available.
- I have Buyer’s Interview sheets readily available.
- I have Pre-Listing Interview sheets readily available.

A Simple Overview of Last Year's Business

My database (CRM—Client Relationship Manager)

1. I have _____ households in my database.
2. I sent out _____ FLOW mailings last year to my database.
3. I have my database in a CRM that is working for me. ___ YES ___ NO
4. I can send an email to everyone right now. ___ YES ___ NO

My production (For the last 12 months)

1. My Gross Commission Income (GCI) for the last 12 months was \$_____.
2. I closed _____ transaction sides.
 _____ were listing sides (sellers)
 _____ were selling sides (buyers)
 _____ contracts cancelled (_____% of transaction sides)

Primary reasons for contract cancellation:

3. My average gross commission income per closing was \$_____.
4. I took _____ listings.
 _____ Listings that have sold so far. ____%
 _____ Listings that are still available ____%
 _____ Listings that expired or were withdrawn ____%
5. _____ of my seller consultations resulted in the seller listing with another agent.

Source of business

- | | | |
|--|-------|--------|
| 1. Clients and database (sphere of influence) | _____ | _____% |
| 2. Referrals from clients and database | _____ | _____% |
| 3. Active client referrals (referral during the transaction) | _____ | _____% |
| 4. Referrals received from or sent to REALTORS® | _____ | _____% |
| 5. Website | _____ | _____% |
| 6. Open houses and neighbors of open houses | _____ | _____% |
| 7. Sign calls | _____ | _____% |
| 8. Internet leads | _____ | _____% |
| 9. Company referrals (relocation, etc.) | _____ | _____% |
| 10. Other sources _____ | _____ | _____% |

Total: _____

Discretionary investments

(Where did I invest money to either grow my business or take care of my current clients?)

- | | Worth It? | |
|-----------|-----------|--------|
| 1. _____ | ___ Yes | ___ No |
| 2. _____ | ___ Yes | ___ No |
| 3. _____ | ___ Yes | ___ No |
| 4. _____ | ___ Yes | ___ No |
| 5. _____ | ___ Yes | ___ No |
| 6. _____ | ___ Yes | ___ No |
| 7. _____ | ___ Yes | ___ No |
| 8. _____ | ___ Yes | ___ No |
| 9. _____ | ___ Yes | ___ No |
| 10. _____ | ___ Yes | ___ No |

Hours worked

1. I estimate that I worked _____ hours per week this year.
2. I took _____ trips of three days or longer this year.
3. If you calculated your PIE time for the last year:
 - o My "P" Time (Productive Time) is worth \$_____ per hour.
 - o I need _____ hours of I time (FLOW time) to generate an hour of "P" Time.

Step 2: SET GOALS

1. My vision
2. My “WHYS”—life/passion list (reasons for living)
3. My financial goals (my passion must be funded)
4. My wealth goals—net worth (creating financial peace of mind)
5. My business goals

“Ninjas exist to help their clients go from the life they have to the life they dream about.”

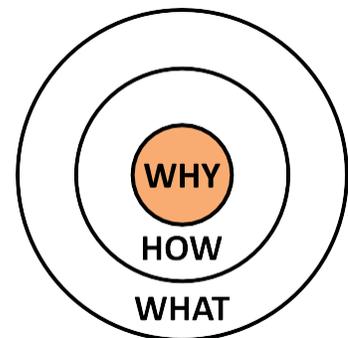
My magic wand

If I could wave a magic wand and have this next year be just the way I want it, here’s what it would be like:

Where I see my business in three years.

My “WHYS” (What’s most important to me in my life?)

1. _____
2. _____
3. _____



My personal mission statement (What I’m working to accomplish in my life.)

My Life List (Reasons for Living)

Family:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Occupation/Career:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Recreation/Dreams:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

To Have/Be/Give:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

ANNUAL FINANCIAL GOALS

YOUR PASSION HAS TO BE FUNDED. Decide what you want, not what you think you can have!

MINE TO KEEP =
 (Deposit in my "feel good" account) = \$_____

TYPICAL LIVING EXPENSES = \$_____

LARGE PURCHASES PLANNED = \$_____

RECREATION = \$_____

PERSONAL GROWTH = \$_____

FAMILY GROWTH = \$_____

DEBT REDUCTION = \$_____

RETIREMENT FUNDS = \$_____

CHARITY / GIVING = \$_____

INVESTMENTS = \$_____

SUBTOTAL (50%) = \$_____

TAXES (25%) = \$_____

BUSINESS EXPENSES (25%) = \$_____

TOTAL INCOME (RECEIVING) = \$_____
GOAL (A.K.A. GCI)

ANNUAL GOALS SUMMARY:

My Income (Receiving) Goal

Based on my financial goals worksheet, my receiving goal for this year is \$ _____ or more.

My Transaction Goal

Based on my financial goals and my average commission per transaction, my goal for this year is at least _____ transactions. (Receiving goal ÷ average commission)

My Conversations Goal

Based on my transaction goal and the average number of real estate conversations to generate a sale, my goal for this year is at least _____ real estate conversations each working day.

My 2026 Affirmation

Affirmations are positive statements that you repeat to yourself to challenge and overcome negative thoughts and self-doubt. By consistently practicing affirmations, you can rewire your subconscious mind. Affirmations need to be: 1) Positive; 2) First person; 3) Present tense.

Goal Contract

By _____ I will have earned a minimum of \$ _____.

I enjoy earning this amount as a result of giving the most efficient service of which I am capable, rendering the fullest possible quantity and the best possible quality of service in the capacity of:

This is an irrevocable contract that I make with myself.

Signed: _____

Witnessed: _____

MY NET WORTH GOAL WORKSHEET

Current Net Worth _____ (date: _____)

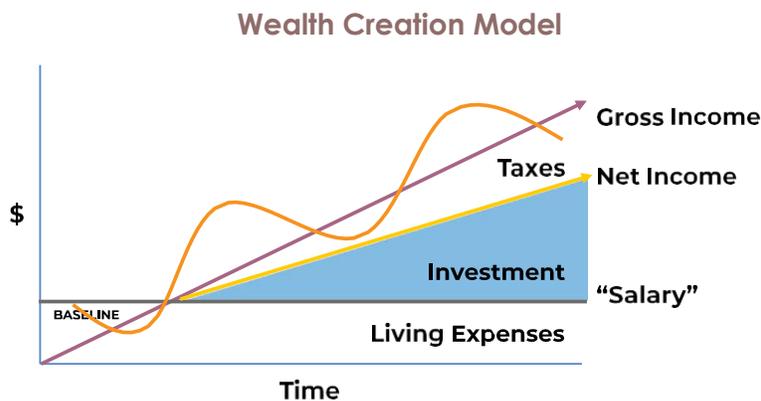
WHAT I OWN (A)		WHAT I OWE (B)	
\$ _____	Cash and Savings	\$ _____	Current Bills
\$ _____	Automobiles (Value)	\$ _____	Automobiles (Loans)
\$ _____	Retirement Plan	\$ _____	Credit Card Balance
\$ _____	Insurance (Cash Value)	\$ _____	Taxes Owed
\$ _____	Home Value	\$ _____	Home Loan(s)
\$ _____	2nd Home/Vacation Home	\$ _____	2nd Home Loan
\$ _____	Other Assets	\$ _____	Line of Credit
\$ _____	Stocks/Mutual Funds	\$ _____	Loans
\$ _____	Properties (Total Value)	\$ _____	Property Loans
\$ _____	Other Investments	\$ _____	Other Debts
\$ _____	TOTAL	\$ _____	TOTAL
\$ _____ NET WORTH (A TOTAL – B TOTAL)			

Net Worth Goal _____ (by date: _____)

WHAT I WILL OWN (A)		WHAT I WILL OWE (B)	
\$ _____	Cash and Savings	\$ _____	Current Bills
\$ _____	Automobiles (Value)	\$ _____	Automobiles (Loans)
\$ _____	Retirement Plan	\$ _____	Credit Card Balances
\$ _____	Insurance (Cash Balance)	\$ _____	Taxes Owed
\$ _____	Home Value	\$ _____	Home Loan
\$ _____	2nd Home/Vacation Home	\$ _____	2nd Home Loan
\$ _____	Other Assets	\$ _____	Line of Credit
\$ _____	Stocks/Mutual Funds	\$ _____	Loans
\$ _____	Properties (Total Value)	\$ _____	Property Loans
\$ _____	Other Investments	\$ _____	Other Debts
\$ _____	TOTAL	\$ _____	TOTAL
\$ _____ NET WORTH (A TOTAL – B TOTAL)			

My wealth creation model *(I enjoy financial peace of mind.)*

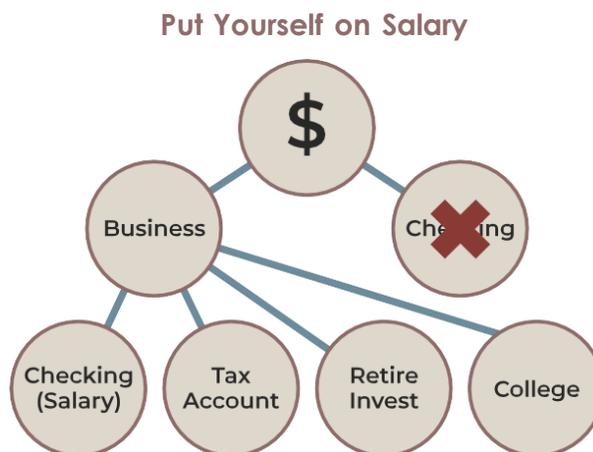
1. Is 80% of my net worth income-producing? What can I do to improve my percentage?
2. Americans over age 60:
 - o Approx 50% have zero save for retirement
 - o Approx 25% have less than \$5,000 in savings.
3. A suggestion for one of your “WHYS”? _____



Control your baseline. Put yourself on a salary. Invest your increased income.

My three wealth creation systems

1. Follow the wealth creation model
2. If I am salaried, I save/invest half (1/2) of each pay raise.
If I have a dual income family, I live on one income and use the other income for investment and to pay taxes.
3. If I am a commissioned sales associate, I put myself on salary.



MY BUSINESS GOALS

Building a smart business

1. My business is sustainable.
 - o “Evergreen”—It prospers in all market cycles.
 - o I can make it a career and not burnout.
2. I have a high net income per hour so I can have a life.

The Ninja business strategy (*Only 6% of REALTORS® choose this path.*)

Survey of 13,249 households: “Did your REALTOR® contact you after closing?”

_____ % Never

_____ % Occasionally (once a year)

_____ % Regularly (once a month or more)

The power of my mindset

1. REALTOR® transaction mindset:

“They bought their house. They are good to go for the next seven to nine years.

Where’s my next deal?”

2. Ninja referral mindset:

“These people know at least four people who will be moving this year.

How do I access and earn their referrals?”

My swimming in abundance income calculator – example scenario on next page.

Mindset: There is always a market.

National Mobility Rate: 12-13%.

Assume at least 1 transaction per 10 households.

My Referral Goals:

_____ % of my business comes from referrals.

EXAMPLE – SWIMMING IN ABUNDANCE INCOME CALCULATOR

Mindset: There is always a market. National Mobility Rate: 12-13%

How many households are in your database?

100

1. (Past) Clients:

- How many are “clients” (they have closed a transaction with you)? 30
- Multiply your “clients” times 10% = 3 (potential “client” transactions)
- What percentage of these transactions do you expect to capture? 80%
- Number of potential transactions this year with clients =**

2

2. (Past) Client referrals:

- According to a Harris Interactive survey, your clients each know four people who moved last year. Assume they each know just one, how many potential client referrals are available to you? 30
- What percentage of these referrals do you expect to capture? 50%
- Number of potential transactions this year from client referrals =**

15

3. Friends:

- The remaining people (not including clients) in your database are considered “friends” or sphere of influence. How many friends do you have? 70
- Multiply your “friends” times 10% = 7 (potential “friends” transactions)
- What percentage of these transactions do you expect to capture? 50%
- Number of potential transactions this year with friends =**

4

4. Friend referrals:

- According to a Harris Interactive survey, your friends each know four people who moved last year. Assume they each know just one. How many potential friend referrals are available to you? 70
- What percentage of these referrals do you expect to capture? 25%
- Number of potential transactions this year from friend referrals =**

18

5. Active client referrals:

- Active Clients are people you will be doing a transaction with this year—selling their home or helping them buy one. How many active clients do you expect to work with this year? 15
- During the course of the transaction, each of them should refer you one person that wants to buy or sell.
- Number of potential transactions this year from active client referrals =**

15

6. Total potential transactions (1d + 2c + 3d + 4c + 5c) =

54

7. What is your average GCI (income) per transaction?

\$ 10,000

**8. Potential transactions (54) x Average Income (\$10,000) =
Potential Income =**

\$ 540,000

MY SWIMMING IN ABUNDANCE INCOME CALCULATOR

Mindset: There is always a market. National Mobility Rate: 12-13%

How many households are in your database?

1. (Past) Clients:

a. How many are "clients" (they have closed a transaction with you)? _____

b. Multiply your "clients" times 10% = _____ (potential "client" transactions)

c. What percentage of these transactions do you expect to capture? 80%

d. **Number of potential transactions this year with clients =**

2. (Past) Client referrals:

a. According to a Harris Interactive survey, your clients each know four people who moved last year. Assume they each know just one, how many potential client referrals are available to you? _____

b. What percentage of these referrals do you expect to capture? 50%

c. **Number of potential transactions this year from client referrals =**

3. Friends:

a. The remaining people (not including clients) in your database are considered "friends" or sphere of influence. How many friends do you have? _____

b. Multiply your "friends" times 10% = _____ (potential "friends" transactions)

c. What percentage of these transactions do you expect to capture? 50%

d. **Number of potential transactions this year with friends =**

4. Friend referrals:

a. According to a Harris Interactive survey, your friends each know four people who moved last year. Assume they each know just one. How many potential friend referrals are available to you? _____

b. What percentage of these referrals do you expect to capture? 25%

c. **Number of potential transactions this year from friend referrals =**

5. Active client referrals:

a. Active Clients are people you will be doing a transaction with this year—selling their home or helping them buy one. How many active clients do you expect to work with this year? _____

b. During the course of the transaction, each of them should refer you one person that wants to buy or sell.

c. **Number of potential transactions this year from active client referrals =**

6. Total potential transactions (1d + 2c + 3d + 4c + 5c) =

7. What is your average income per transaction?

\$

8. Potential transactions (#6) x Average Income (#7) =
Potential Income =

\$

MY DATABASE / SPHERE OF INFLUENCE:

- o My database is the central nervous system of my business.

- o I need a database to do seven of the nine Ninja Nine Success Habits.

- o Calculate the Potential Income per Household in your database:
 1. Total Potential Income (#8 on previous page) = \$_____
 2. Number of Households in Database = _____
 3. (1 divided by 2) – Each household in my database is worth approximately \$_____

- o **DATABASE GOAL:** Based on my financial goals (from my financial goals worksheet), I need _____ households in my database to achieve my goals.
(Take Annual Income Goal divided by Potential Income per Household from above.)

- o I currently have _____ households in my database.
 - o My database is too small to achieve my goals, and I need to increase my database by _____ households this year. My plan is to add _____ households per week until my database is the right size.

 - **OR** -

 - o My database is big enough so I'm good to go. I will focus on enhancing the quality of my relationships with my database through FLOW.

- o Based on my financial goals and my average commission per transaction, my goal for this year is at least _____ transactions. (Financial Goal ÷ Average Commission)

- o According to a study by Efficiency by Design, 60% of REALTORS® do not have a database. The 40% who do have a database earn 100%+ more income.

- o Three requirements for my database:
 1. Mobile-friendly
 2. Calendar
 3. Simple and easy to use

- o My database is NOT a project to finish! It IS a living record of my relationships and my future income. It requires my weekly attention with Ninja Success Habit Nine.

- o Qualifying my database:
 - A—Advocates (proactively refer me)
 - B—Fans (refer me when asked)
 - C—Friend/client (know, like, and trust me and will do business with me)
 - D—Relationship I would like to build
 - R—REALTORS®
- o My database goals and action plan: Here’s what I need to do and how/when I’m going to do it.

Goal	How/When
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Summary of my business goals:

- 1. Income goal: \$ _____ from bottom of p. 11
- 2. Net worth goal: \$ _____ from bottom of p. 14
- 3. Transactions goal: _____ from middle of p. 12
- 4. Referral goal: _____% from bottom of p. 16
- 5. Database goal: _____ from middle of p. 20

Step 3: PLAN YOUR ACTIVITIES

Focus on productive activities and production takes care of itself!

“Stop actually thinking about winning and losing and instead focus on those daily activities that cause success.”

—Nick Saban, Head Football Coach, University of Alabama

o My Ninja Nine Success Habits

Five daily habits:

- **Success Habit One:** My gratitudes and affirmations.
- **Success Habit Two:** Show up! Time-block my day/week. Stay on my agenda. Stop opening my devices first thing in the morning.
- **Success Habit Three:** Write two personal notes.
- **Success Habit Four:** Focus on my hot list. (ready to buy/sell in 90 days or less)
 - a. Two questions:
 - i. Who is ready to write a contract?
 - ii. What is their next step in the process?
- **Success Habit Five:** Focus on my warm list. (ready to buy/sell in the next year)

o My most important hour of the day? My first hour.

- When I start my day with the Ninja Five, I have a great day.
- When I do it consistently, my great days turn into great weeks.
- My great weeks turn into great months.
- My great months turn into my best year so far!

o How do I create a warm list? Use this simple template.

Twenty percent (20%) of your database should be on your warm list

o What drives the real estate market?

- Life changes
- Listen for changes (pain and pleasure) in their FORD
 - Family
 - Occupation
 - Recreation
 - Dreams

These People Probably Want to Buy or Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that question, write the number of the question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers—and the start of a business plan for yourself.

The clients/friends with the most numbers beside their name have the highest “move score”. They have the most changes going on in their lives. Approximately **20%** of your database should be on your warm list. Start contacting your customers using the FORD system of questions. When they respond to your FORD questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children aged ten and under? (Give Your Kids a Chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below or above their means”?
6. Have lived in their same house for eight years or longer?
7. Have had their employer/company expand in the past year?
8. Have had their employer/company downsize in the past year?
9. Have received a substantial inheritance?
10. Own a building lot?
11. Are getting married or are recently married?
12. Are getting divorced or are recently divorced?
13. Are getting divorced and married?
14. Have a dream for “Wake-up Money” investment property?
15. Are commuting over _____ hours a week?
16. Have a dream to live “anywhere”?

Ninja social media principles

- o Pull more than push
- o Look for pain/pleasure (create value)
- o Respond offline if possible
- o Add to your warm list

- o Real estate review results (typically resulting in a referral):
 - _____% Face-to-face or virtual
 - _____% Phone call—Mail—Phone call
 - _____% Mail only
 - _____% Email
- o My real estate review template
 - General market information (state/city)
 - Their neighborhood
 - o Homes sold the last 12 months
 - o Homes currently for sale
 - Information on their home
 - o Public records
 - o Zestimate (accuracy is + or - 10%, _____% of the time)
 - Tools: RPR (REALTORS® Property Resource®) and Focus 1st
 - o *www.narrpr.com*
 - o *www.Focus1st.com*
- **Success Habit Eight.** 50 live interviews (Ask FORD questions and listen for change.)
 - o “The conversation is the relationship.”
 - o FORD is free!
 - o Your calendar drives your calls.
 - Birthdays
 - Anniversaries of purchases
 - Wedding anniversaries
 - Weekly client service calls
 - Real estate review appointment calls
 - Follow-up calls
- **Success Habit Nine.** Update my database and look for property matches.
- o Ninja Nine is a trend bender

FLOW fixes everything

- o Two kinds of FLOW
 - Live FLOW—Face-to-face, voice-to-voice, 50/week
 - Auto-FLOW—three items of value per month
- o My auto-FLOW system
 - Auto-FLOW—Three items of value every month
 - The best auto-FLOW is:
 - o _____
 - o _____ + _____
 - o _____
 - Auto-FLOW art examples:
 - o Gift certificates
 - o Notepads
 - o Invitations to events
 - o Calendars
 - o Ice cream coupons for kids
 - o Tickets
 - o “Feel good” postcards
 - Auto-FLOW science examples:
 - o Market statistics
 - o Neighborhood statistics
 - o Just sold cards
 - o Just listed cards
 - o How to invest in real estate
 - o Interest rate information
 - o Annual real estate review
 - Auto-FLOW keeps you visible when you are busy or on vacation.

CBT Resource: “In-Flow Marketing Workbook”

My “8-in-8” system

- o The “8-in-8” system is great for:
 - Building new relationships
 - Re-branding yourself (if you are new to real estate or new to a company)
 - Rejuvenating a stale database
- o Summary of my business generating activities
 - My Ninja Nine (daily and weekly)
 - My auto-FLOW (three per month)
 - “8-in-8” to build relationships, rebrand, or rejuvenate a stale database
 - My Ninja Business Tracker
 - My Ninja Scorecard

Ninja Scorecard

Name: _____

Week of: _____

"We become what we do repeatedly. Excellence, therefore, is not an act. It is a habit."

DAILY/WEEKLY PRACTICES	POINTS	YOUR SCORE
Write out my affirmations daily M T W Th F Sa Su 2 points per day	0-14	
Write two personal notes per day M T W Th F Sa Su 2 points per day	0-14	
Attend sales meeting Take aways:	5	
Database and auto-FLOW running Three FLOW items per month	5	
Attend tour meeting/tour Best value:	5	
Review hot and warm lists daily 2 points per day	0-14	
Call all buyers/sellers/referral sources weekly	5	
Interview 50 people per week (ask FORD questions) *Contact in any form, but a conversation must take place	15	
Add names to database 1 point per address		
Attend a Ninja skills group session 5 points per session	5	
Open houses 5 points per open house		
Floor duty 5 points per shift		
Two live real estate reviews weekly 1 = 5 points, 2 = 10 points, 3+ 5 bonus points		
Weekly activities: Activities to produce flow, educate, enhance business		
1.	5	
2.	5	
3.	5	
TOTAL SCORE:		

GOAL IS 100+ POINTS PER WORKING WEEK!

What is ONE recurring daily/weekly activity that YOU will start in 2026?

Step 4: SCHEDULE YOUR SUCCESS

- o Schedule time for your Ninja Nine activities
- o Time block your day/week (schedule your to do list)

My Ninja daily routine.

- o Show up!
- o Work “on” my business in the morning (time block for my Ninja Nine)
- o Work “in” my business in the afternoon (showing, listing, selling, negotiating)

PIE Time

- o “P” = Productive Time (Three ingredients: You, client, contract)
- o “I” = Indirectly Productive Time (Ninja Nine and FLOW activities create “P” Time)
- o “E” = Everything else (meetings, email, recreation, sleep, etc.)
- o The value of “P” Time for many top producing Ninjas is \$_____ per hour.

How do I create more “P” Time?

- o Schedule more “I” Time (Ninja Nine time)
- o “P” and “I” Time generally require a real estate license
- o “E” Time can be accomplished by an assistant
- o For the next 30 days, track your PIE Time.

NINJA 気 SELLING



COLDWELL BANKER
TOMLINSON

The Perfect Ninja Week

	MON	TUE	WED	THU	FRI	SAT/SUN
7:00 AM	Exercise	Exercise	Exercise	Exercise	Exercise	
7:30 AM						
8:00 AM	Get ready for day	Get ready for day	Get ready for day	Get ready for day	Get ready for day	
8:30 AM	Write affirmations	Write affirmations	Write affirmations	Write affirmations	Write affirmations	
9:00 AM - 11:00 AM	Write 2 personal notes Make 13 FORD calls, listen for change. Look for ways to add value. Gather data for 2 real estate reviews. Call and set appointments to present each. Call all clients under contract. Review Hot & Warm Lists for property matches on new listings. Make appts.	Sales Meeting & Tour	Write 2 personal notes Make 13 FORD calls, listen for change. Look for ways to add value. Pick Open House for the weekend. Gather neighborhood data, call seller to make sure house is "parade ready." Review Hot & Warm Lists for property matches on new listings.	Write 2 personal notes Make 13 FORD calls, listen for change. Look for ways to add value. Review Hot & Warm Lists for property matches on new listings. Call and schedule 2 lunches for next week.	Write 2 personal notes Make 13 FORD calls, listen for change. Look for ways to add value. Review Hot & Warm Lists for property matches on new listings. Contact each of your sellers with update on new neighborhood listings. Call, DON'T text or email.	
11:00 AM						
11:30 AM						
12:00 PM		Lunch with an A-list.		Lunch with an A-list.		
12:30 PM						
1:00 PM						Open House
1:30 PM						
2:00 PM						
2:30 PM						
3:00 PM						
3:30 PM			Present Real Estate Review	Present Real Estate Review		
4:00 PM						

23.75 hours left to work "in" your business, working a 40 hour week INCLUDING your Open House

Step 5: TAKE ACTION!

“Life happens at the level of movement, not words.”

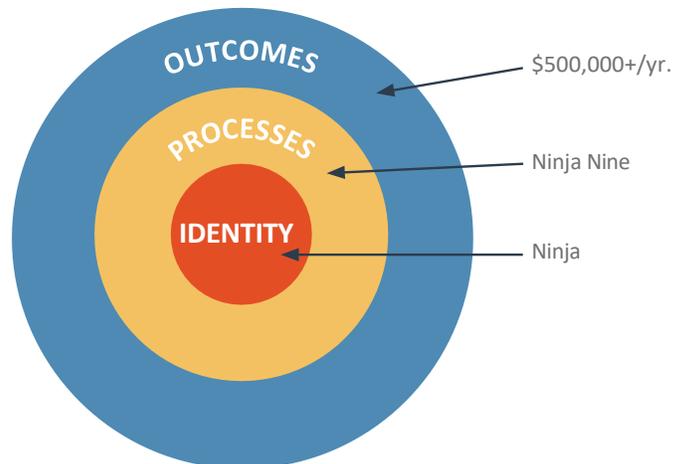
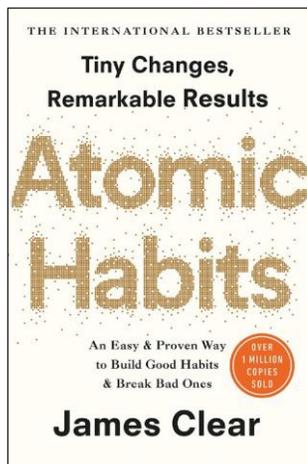
The power of my habits.

“People do not decide their futures. They decide their habits and their habits decide their futures.”

—F.M. Alexander

- o My habits decide my future. My Ninja Nine are my success habits.
 - “The ultimate form of intrinsic motivation is when a habit becomes a part of your identity.”
 - o “I’m a person who _____ XYZ.”
 - o Instead of, “I’m a person who _____ XYZ.”

Identity Based Habits



- The more I repeat a behavior, the more I reinforce the identity associated with that behavior. I change bit by bit, day by day, habit by habit.
- Voting: I “vote” my identity.
 - o Every action I take is a vote for the type of person I wish to become.
 - o It works the opposite way too. Every time I choose a bad habit, it’s a vote for that identity.
- My identity as a Ninja:
 - o I will do my Ninja Nine Habits consistently when I see myself as a Ninja. (Having a high income per hour and a magnificent life.)
 - o My Ninja Nine habits are a vote for my Ninja identity.

- Choose my peer group wisely:
 - o *“As much as 80% of your success can be attributed to your reference group.”*
—Dr. David McClelland, Harvard University
 - o Study the success habits of five top producers (role models or mentors)
 - o *“One of the most effective things you can do to build better habits is to join a culture where your desired behavior and identity is the norm.”*—James Clear
 - o Tribe Dynamics: *“Nothing sustains motivation better than belonging to the right tribe.”*—James Clear

Business plan summary:

- o My vision, “WHYS” and life list
- o My income and net worth goals
- o My business goals—transactions and referral %
- o My database (CRM)
- o My FLOW and auto-FLOW systems
- o My Ninja Nine, Business Tracker, and Scorecard
- o My PIE time analysis

Divide my annual goals into monthly and quarterly goals. Celebrate when I achieve them!

What Do I Want In My Life?

My 2026 Goals

Ninja Business Mission statement:

"I exist to help my clients go from the life they have to the life they dream about."

My Personal Mission statement: _____.

My WHYs for 2026:

1. _____

2. _____

3. _____

My top three life list goals:

1. _____

2. _____

3. _____

My short-term goals (next 12 months) – "My passion has to be funded!"

		Quarter 1	Quarter 2	Quarter 3	Quarter 4
Income goal:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Listing goal:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sales goal:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Transaction goal:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

My current net worth is: \$ _____ My net worth goal is: \$ _____

My current database is: _____ My database goal is: _____

To grow my database, I add _____ households per week.

I can easily send an email to everyone in my database. Yes No

My long-term goals (beyond 12 months):

My legacy goal (100-year goal):

How Do I Achieve What I Want In My Life?

Activities to achieve my goals:

Ninja Nine: Daily activities:

1. Start each day with gratitudes, affirmations, positive reading, review of my life list
2. Show up! Time-block my day and week. Schedule my “to do” list.
3. Write two personal notes.
4. Focus on my hot list (Who’s ready? Next step?)
5. Focus on my warm list

Ninja Nine: Weekly activities:

6. Make my client service calls. (Time-block a time for this.)
7. Have two live real estate reviews this week.
8. Have 50 live FORD Interviews this week.
9. Update my database and look for property matches. (Time-block a time for this.)

FLOW and auto-FLOW:

1. Auto-FLOW (three items of value monthly) Review my FLOW calendar.
2. FLOW. In addition to Ninja Nine, I have special FLOW events scheduled. Review calendar.

Quarterly activities:

Quarter One	Quarter Two
Quarter Three	Quarter Four

Mastery

“

MASTERY in one's career and consciousness growth simply requires that we constantly produce results beyond and out of the ordinary.

Mastery is a product of consistently going beyond our limits.

For most people, it starts with technical excellence in a chosen field and a commitment to that excellence. If you are willing to commit yourself to excellence, to surround yourself with things that represent this and miracles, your life will change. (When we speak of miracles, we speak of events or experiences in the real world which are beyond the ordinary.)

It's remarkable how much mediocrity we live with, surrounding ourselves with daily reminders that the average is the acceptable.

Our world suffers from terminal normality. Take a moment to assess all the things around you that promote your being "average".

These are the things that keep you powerless to go beyond a "limit" you arbitrarily set for yourself. The first step to mastery is the removal of everything in your environment that represents mediocrity, removing those things that are limiting. One way is to surround yourself with friends who ask more of you than you do. Didn't some of your best teachers, coaches, parents, etc.?

Another step on the path to mastery is the removal of resentment toward masters. Develop compassion for yourself so that you can be in the presence of masters and grow from the experience.

Rather than comparing yourself and resenting people who have mastery, remain open and receptive; let the experience be like the planting of a seed within you that, with nourishment, will grow into your own individual mastery.

You see, we are all ordinary. But a master, rather than condemning himself for his "ordinariness", will embrace it and use it as a foundation for building the extraordinary. Rather than using it as an excuse for inactivity, he will use it as a vehicle for correcting, which is essential

in the process of attaining mastery. You must be able to correct yourself without invalidating or condemning yourself, to accept results and improve upon them. Correct, don't protect. Correction is essential to power and mastery.

”

Stewart Emery