

12 week year

THE WEEKLY ROUTINE



3. DON'T GO IT ALONE – PEER SUPPORT & THE WAM

You are 7 times more likely to be successful if you participate in some form of peer support. There was a study conducted with patients that had severe medical conditions that required lifestyle changes in order to live. What they found is that when patients attended group support sessions that their success rate was nearly 7 times higher. The groups not involved in peer support had a 10% success rate. Those participating in support had a 77% success rate. The lesson is clear, if you are facing change, don't go it alone.

A WAM (Weekly Accountability Meeting) is a critical element of your execution process. This is a short meeting (15 – 20 minutes) typically held on Monday morning with a small group of peers that have all agreed to support, challenge, and encourage one another.

Who will be on your support team:

WAM PARTNERS

1. _____
2. _____
3. _____

The WAM Agenda

1. Individual Report Out
 - Results: Actual to Goal
 - Weekly Execution Scores
 - What's working, where I'm struggling
 - Group feedback
2. Encourage & Close

**The most effective lead indicator available to you
is your _____!**

That's it, 3 simple steps that will take you approximately 20 minutes per week. Three steps that are easy to do, and even easier not to do. So make a commitment to incorporate the Weekly Routine. Will it be uncomfortable at times – yes. Will it be challenging at times – yes. That's what it takes to get better. But that's OK, you can handle it.

As you incorporate the Weekly Routine you will find yourself working with greater focus and getting results faster than ever before.

12 week year

Sample Plan: Business & Weight Loss

12 Week Goals

For the 12 Week Year ending 6.30.13 I will:

- Close \$105,000 in new business
- Lose 12 lbs

Goal: Close \$105,000 in new business

Tactics	Due	Begin in	End in	Completed
ID top in-profile opportunities (min of \$10K) likely to close w/in next 12 weeks	week 1			
Call a minimum of 5 prospect/wk & schedule a min of 3/wk	each wk	week 1	week 12	
Conduct a minimum of 2 initial appointments per week	each wk	week 1	week 12	
Follow up with prospects weekly to close	each wk	week 1	week 12	
Create sales tracking wall graph & update weekly	each wk	week 1	week 12	

Goal: Lose 12 lbs.

Tactics	Due	Begin in	End in	Completed
Limit calorie intake to 1,200 or less per day	each wk	week 1	week 12	
Do 20 minutes of cardio at least 3 times/week	each wk	week 1	week 12	
Drink at least 8 glasses of water each day	each wk	week 1	week 12	
Train with weights 3 times/week	each wk	week 1	week 12	
Join a health club	week 1			



Sample Plan: Getting Organized

12 Week Goals

Get my life and home organized over the next 12 weeks

Goal: Get my life and home organized over the next 12 weeks

Tactics	Due	Begin in	End in	Completed
Pick a day each week and plan the meals for the week	each wk	week 1	week 13	
At the start of each month check for birthdays & special occasions	each wk	week 1	week 13	
Organize one drawer in your house each week	each wk	week 1	week 13	
Pick one room to clean and organize each week	each wk	week 1	week 13	
Create a file system for the bills	week 3			
Decide on a day and time each week to do laundry	each wk	week 1	week 13	
Create or check your emergency kit	week 4			
Clean out your car & organize the trunk/stowage	week 6			

12 week year

Sample Plan: Health & Fitness

12 Week Goals

Improve my general health and fitness and lose 15 lbs.

Goal: Improve my general health and fitness and lose 15 lbs.

Tactics	Due	Begin in	End in	Completed
Get a complete physical and clearance to exercise from physician	week 1			
Select cardiovascular exercise - walking, jogging, bicycling, elliptical, etc.	week 1			
Do cardio exercise 4 times per week for a minimum of 20 minutes	each wk	week 2	week 13	
Select strength/resistance training exercises	week 1			
Do strength training 3 times per week	each wk	week 2	week 13	
Drink 6-8 glasses of water each day	each wk	week 1	week 13	
Keep a daily journal of food and drink consumer	each wk	week 1	week 13	
No fast food	each wk	week 1	week 13	
Do not eat after 8 pm	each wk	week 1	week 13	
Consume at least 3 helpings of fruits and vegetables each day	each wk	week 1	week 13	



Bill Preston's Goals and Plan

12 Week Goals

For the 12 Week Year ending 12.31 I will:

- Raise \$5M in investor money for the Trust Deed business
- Secure \$1M in investor money for Real Estate
- Contract 8 properties

Goal: Raise \$5M in investor money for the Trust Deed business

Tactics	Due	Begin in	End in	Completed
Update post card and print	week 3			week 3
Update investor mailing list	week 2			week 3
Send post card to targeted investor list	week 5			
Contact current investors and gain individual commitment	each wk	week 1	week 12	
Follow up with call to post card list - 10/wk	each wk	week 4	week 12	

Goal: Secure \$1M in investor money for Real Estate

Tactics	Due	Begin in	End in	Completed
Blog 3x/wk	each wk	week 1	week 12	
Contact 2 investors/wk	each wk	week 1	week 12	
Ask for referrals in each investor meeting	each wk	week 1	week 12	
Solicit testimonial letters from current/past investors	each wk	week 1	week 12	

Goal: Contract 8 properties

Tactics	Due	Begin in	End in	Completed
Contact real estate agents weekly	each wk	week 1	week 12	
Drive targeted neighborhoods each week	each wk	week 1	week 12	
Review Craig's list daily	each wk	week 1	week 12	
Review list of foreclosures daily	each wk	week 1	week 12	
Make a minimum of 1 offer/wk	each wk	week 1	week 12	
Attend Robyn Thompson Millionaire Mastermind Convention	week 4			



Susan Preston's Goals and Plan

12 Week Goals

For the Period ending 3/30/13 I will:

- Achieve 62,000 production credits
- Acquire \$1M under mgt
- Weigh 130 lbs

Goal: Achieve \$62,000 production credits

Tactics	Due	Begin in	End in	Completed
Schedule and conduct 2 three-hour prospecting blocks each week	each wk	week 1	week 12	
Schedule 10 appointments/wk	each wk	week 1	week 12	
Conduct 2 client reviews every week	each wk	week 1	week 12	
Develop a prompter list	week 5			
Develop list of 8-10 COI's	week 2			week 1
Meet with a minimum of 1 COI/wk - get 3 referrals	each wk	week 1	week 12	
Ask for referrals at all opens, presents, closes	each wk	week 1	week 12	
Conduct 8 appointments/wk - 5 new	each wk	week 1	week 13	
Update pipeline with all opens, meetings, and closes	each wk	week 1	week 13	

Goal: Acquire \$1M under mgt

Tactics	Due	Begin in	End in	Completed
Segment current client base and ID investment prospects	week 1			week 1
Meet with a minimum of 1 investment prospect weekly	each wk	week 1	week 12	
Meet with Top 25 investment clients - 2 per week	each wk	week 1	week 12	

Goal: Personal Commitments

Tactics	Due	Begin in	End in	Completed
Work out 4 times/wk	each wk	week 1	week 12	
Date night 1/wk	each wk	week 1	week 12	
Read Bible daily	each wk	week 1	week 12	



Tom Preston's Goals and Plan

Goal
Achieve 60 new Car apps
Achieve 30 new Homes

Goal: Achieve 60 new Car apps

Tactics	Due	Begin in	End in	Completed
Establish a list of clients w/o Auto	week 1			week 1
Order leads each month	week 2			week 2
Conduct staff training on asking for referrals	week 3			week 3
Track referrals weekly and review in staff meeting	each wk	week 1	week 12	
Call all Auto renewals weekly	each wk	week 1	week 12	
Contact 50 clients/wk off list	each wk	week 2	week 12	

Goal: Achieve 30 new Homes

Tactics	Due	Begin in	End in	Completed
Pull list of all clients w/o Home	week 1			week 1
Order leads each month	week 1			week 1
Contact 2 new mortgage brokers/wk	each wk	week 1	week 12	
Contact 1 mortgage broker/day (existing relationship)	each wk	week 1	week 12	
Contact 50 clients from list each week	each wk	week 1	week 12	