



# Program Overview

A G E N T

<b>Month 1</b> <i>Bolster Your BOTTOM LINE: Start Blitzin'!</i>	<b>Month 2</b> <i>Tactically Produce More NET INCOME</i>	<b>Month 3</b> <i>Enhance Profits With Business Connections</i>
<p><b>WEEK 1: Laying the foundation with Pop-Bys</b>            This week is critical for your production to TAKE-OFF. The most impactful form of communication is the face-to-face experience. This week you will strategically execute a Pop-By Blitz to the key relationships in your database. We have already identified these people for you and are recommending specific Pop-By gifts – taglines included. All you need to do is Pop-By!</p>	<p><b>WEEK 5: Finding a diamond in the rough (Introduce Home Marketing Plan)</b>            It is time to cultivate, capture and cash-in on old leads. The best lead you have may be the one written on the napkin lost on your desk or the yesterday lead who was not motivated, but is today! To get a RIGHT NOW commission check, just follow the path clearly laid out for you. Leave no stone unturned. You will be shocked to find how many of these opportunities have been under your nose all along.</p>	<p><b>WEEK 9: Building your business equity</b>            The most neglected vein of referrals lies in the business community. Well, neglect it no more! When you follow the simple steps created, you will tap into this often-ignored source of referrals. During this week, you'll discover the hidden sources of wealth and referrals.</p>
<p><b>WEEK 2: Raising the roof with CALLS!</b>            To make the largest impact in the shortest amount of time for your business, leverage the use of your phone. For the next five days we have laid out the who, what, where, when and how to dial for dollars with your clients. We have engineered results-driven dialogues specifically designed for today's market.</p>	<p><b>WEEK 6: Moving buyers off the fence</b>            The quickest way to generate a commission check in today's market is to successfully handle your pool of buyers. Don't be afraid to give your buyers a NUDGE. During the following days, you will perform a series of outcome-oriented activities to move the fence sitters into escrow. If executed properly, this week can be the most profitable part of your Blitz!</p>	<p><b>WEEK 10: Constructing strong business relationships</b>            A solid, influential business relationship offers ten times more referral potential than a typical relationship. Don't underestimate the importance of this week. The work you perform will have a residual effect for the rest of the year. We have constructed dialogues for you to use to land that whale of a businessperson. Remember, it's just lunch.</p>
<p><b>WEEK 3: Take note!</b>            The activities in week 3 will magnify the benefits of weeks 1 and 2. Nothing you do will cost less or have a bigger impact than these hand-written personal notes. We have already put a checklist together outlining who needs to receive a note from you. Sample messages for your notes are available at Blitz Central during this week. When you carefully implement this step-by-step game plan, be prepared to expect referrals. Oh, by the way...please make a note of that!</p>	<p><b>WEEK 7: Engineering an opportunity with sellers</b>            Nothing is more emotionally draining than a demanding, frustrated seller. Fret no more; help is on the way. The following days will allow you to cash-in on your skill set. Don't miss a day this week. We have provided you with a workable plan that will make your sellers smile and your pocketbook swell. One small detail – you must meticulously follow the instructions of the week. If you stay the course, you will soon see commission checks.</p>	<p><b>WEEK 11: Mixing with your Business Network</b>            Are you ready to mix it up a bit? This week will establish you as a leader and the go-to person in your business network. Blitz Central will provide all the instructions you need to orchestrate a professional Business Mixer.</p>
<p><b>WEEK 4: Let's do lunch</b>            This may possibly be the most enjoyable week of the Blitz. We have designed a week for you to put a bite into your business. Each day you will go grab breakfast, coffee or lunch with someone we have carefully selected from your database. No two days will be the same. You may gain a few pounds this week, but you will also gain some referrals!</p>	<p><b>WEEK 8: Carpe diem!</b>            Opportunity knocks but once! If you were not home to answer the door, it's time for you get out there and chase it down. Weeks 5 through 7 give you a number of activities to seize a RIGHT NOW commission check. This week has been constructed as a SAFETY NET to catch any missed opportunities that were not followed up on. A majority of the time, leads need 2-6 calls, notes or Pop-Bys to make a decision. Repetition is the mother of EARNING!</p>	<p><b>WEEK 12: Congratulations!</b>  <b>You've executed your BLUEPRINT for BUSINESS SUCCESS!</b>            You probably won't want the Blitz to end, but you'll need to take some time to recharge your batteries. You've stayed the course, followed the plan and arrived on schedule. Congratulations, you have successfully completed the BLITZ. You are a BLITZER!</p>