

Missions

Day 1:

- Review the 6 Personal Perspectives and set a goal and action step to improve in each category.
- Log into KW Connect, KW Command, download the Command App and KW Consumer App.
- Complete the exercise on pg1.13 Identify your coach/mentor and several script and role play partners.
- Keep working on your Big Why statement.
- Complete your DAILY SUCCESS system and track your results using the Daily Success Tracker found here; ignitetrainingcorp.com

Day 2:

- Review the 6 Core Competencies of a Business
- Identify several script and role play partners and/or groups to practice scripts, presentations, and objection handlers following the activity on pgs 2.10 and 2.11
- Add yourself to Command as a "test contact" with an alternative email address.
- Don't forget to complete your DAILY SUCCESS SYSTEM and begin to track your results with the Daily Success Tracker.

Day 3:

- Review the 3 types of Real Estate Markets on pg. 3.3 and complete the Activity on pg. 3.5 to identify the characteristics of your market.
- Request a LORE report from your Market Center.
- Download the KW Command App and the KW Consumer App if you haven't already pg. 3.7.
- Complete and/or schedule the enrichments on pg. 3.9
- Don't forget to complete your DAILY SUCCESS SYSTEM and track your results.

Day 4:

- Revisit the exercise on pgs 4.10-4.12 and continue to work on your Value Proposition.
- Practice your Value Proposition and Elevator Pitch with your script and role play partners.
- Complete your DAILY SUCCESS SYSTEM and track your results using the Daily Success Tracker.

Day 5:

- Clear limiting beliefs around lead generation 5.3.
- Complete the Sphere of Influence exercise on pg. 5.9
- Complete the Memory Jogger under the Files section on the Cappers in Training Facebook Group.
- Time block your calendar for lead generation for the next 30 days.
- Identify at least one hobby, sports, or volunteer group to join.
- Keep up the great work with your DAILY SUCCESS SYSTEM and don't forget to report your results on the Daily Success Tracker.

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Day 6:

- Review the SmartPlans in Command and start adding your contacts to the appropriate campaigns. Also, set your test contact up on several SmartPlans.
- Watch this video on SmartPlans; <https://www.youtube.com/watch?v=3rH0-MYYkEM&t=23s>
- Keep up the good work with your DAILY SUCCESS SYSTEM!

Day 7:

- Identify several Open House opportunities using any of the methods discussed in class. (ie; fellow KW agent, out of area agent, FSBO.)
- Review the checklists on pgs. 7.9 and 7.10 and start to gather your open house supplies and materials.
- Complete the exercise on pg 7.13 prior to your open house event.
- Share and celebrate success! Post your upcoming open houses to our Cappers in Training FB group.
- Don't forget your DAILY SUCCESS SYSTEM and track your progress using the Daily Success Tracker.

Day 8:

- If you haven't already, begin to implement the 10-5-1 Social Media Engagement System.
- If you're new to social media, choose one platform to focus on. If you're experienced with social media, choose one new platform to join.
- Put your creativity to work and shoot a quick video to post to social media! Don't forget to share with the Cappers in Training FB group.
- Keep working on your DAILY SUCCESS system!
- Watch this video full of social media tips;
<https://www.youtube.com/watch?v=ieDWeQkPdIA&t=17s>

Day 9:

- Review the lead generation niches discussed in class and choose up to 3 to master. Meet with your coach, ask questions, or bring questions to class.
- Explore the Referral Platform in Command to connect with other agents throughout the country and beyond. Set a goal to expand your referral network and stick to it.
- Don't forget to complete your DAILY SUCCESS SYSTEM and to track your progress in the Daily Success Tracker.

Day 10:

- If you haven't already done so, complete your marketing profile in Command and connect all necessary apps.
- Go back through your database to ensure all contacts have SmartPlans assigned and are up and running.

- Watch the 66 Day Challenge 5.0 days 13-19 with Marty Miller for extra reinforcement on Show to use SmartPlans.
- Meet with your Productivity Coach to review your results from the first half of Ignite.
- Complete your DAILY SUCCESS SYSTEM and track your results using the Daily Success Tracker.

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Contracts:

- Create templates for your business by printing and filling the forms or create electronic templates in DocuSign to refer back to.
- Time block to review all common contracts and addenda word by word line by line. Ask questions!
- Schedule a contract class with your Market Center or local board.
- Remember to always have someone review your paperwork before you send it to your clients.

Day 11:

- Start to segment your database by tagging your contacts in Command.
- Set a goal to capture an additional piece of information from everyone in your database. ie; mailing address, DOB.
- Review the 6 Connecting Questions on pgs. 11.6 and 11.7. Begin to practice them with your script and role play partners.
- Review the 10 Closes on pg 11.9
- Revisit the exercise on pg. 11.11 and begin to track your conversion rates.
- Don't forget to complete your DAILY SUCCESS SYSTEM and Track your progress using the online Daily Success Tracker.

Day 12:

- Review the exercise on pg. 12.6 and Make an Offer For Immediate Response on social media.
- Review your contact goals and check on your progress in Command. If you are behind on your contact goals, work on a plan with your coach to get caught up.
- Stay on top of your DAILY SUCCESS SYSTEM!

Day 13:

- Create Opportunities in Command for any potential business. Begin to classify the buyers in your pipeline as A,B,C buyers. pg. 13.4
- Practice qualifying buyers with your script and role play partners using the Buyer Lead Sheet on pg. 13.6 and 13.7
- Practice qualifying sellers with your script and role play partners using the Pre-listing Questionnaire on pg. 13.9
- Don't forget to complete your DAILY SUCCESS SYSTEM!

Day 14:

- Review the Seven Step Buyer Service Cycle on pg. 14.3.
- Review the Seven Close to Appointment Tactics on pg. 14.5
- Start editing and personalizing the Guide to Buying a Home in Command/Designs.
- Review and begin to practice the 10 Step Buyer Consultation scripts in the Files section of the Cappers in Training FB group and watch;
<https://www.youtube.com/watch?v=dVavtW7z1N8>
- Complete your DAILY SUCCESS SYSTEM and don't forget to track your progress using the Daily Success Tracker.

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Day 15:

- Review the 3L's Model on pg. 15.3
- Review the Seven Step Seller Service Cycle on pg. 15.5
- Begin editing and personalizing your pre-listing packet in Command/Designs. Please note it is labeled as Listing Presentation in the Designs library.
- Review and continue to practice the 8 Step Listing Presentation scripts in the Files Section of the Cappers in Training FB group.
- Watch this video;
https://www.youtube.com/results?search_query=jackie+ellis+8+step+listing
- Don't forget your DAILY SUCCESS SYSTEM and report your progress using the Daily Success Tracker.

Day 16:

- Review the exercise on pg. 16.5 Success with Clients.
 - Create free profiles on Zillow, Realtor.com, and Trulia to and start asking for reviews and testimonials.
 - Review your 14 Point Marketing Plan for Listings and add social media steps. Integrate this information into your pre-listing packet that you prepared in session #15.
 - If you haven't already, begin to gather supplies like For Sale signs and Lock Boxes.
- Don't forget your DAILY SUCCESS SYSTEM and to track your results on the Daily Success Tracker.

Day 17:

- Review the Offer Process on pg. 17.3
- Review checklists for Preparing an Offer, Writing an Offer, and Presenting an Offer. Ask clarifying questions!
- Review Executive Seller Summary on pg. 17.13
- Complete Your Daily Success System! Work with your Productivity Coach to get caught up or double down on your goals.

Day 18:

- Review the terms of an offer. pg. 18.3
- Review Prepare, Present, and Position.
- Review negotiation tips on pg. 18.9
- You're almost at the finish line. Check in on your goals and work with your coach to get caught up or increase your goals.

Day 19:

- Review Buyer and Seller Timelines on pgs. 19.3 and 19.4
- Review the checklist on pg. 19.6
- Discuss with your coach options to self manage your contract to close procedures or to hire a transaction coordinator.
- Don't let your foot off the gas now- DAILY SUCCESS SYSTEM!

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Day 20:

- Set an appointment to review your goals in Command with your coach.
- Continue to work on your mindset and revisit your Big Why.
- Set an appointment to meet with an accountant to discuss incorporating and the proper flow of money.
- Design Your Future by completing the exercise on pg. 20.14 and setting up your calendar for success!!!
- The DAILY SUCCESS SYSTEM does not go away after Ignite!
- Share and celebrate success and your wins in Ignite.