HomeBenefitIQ
Success Blueprint

“If you don’t know where you’re going, you’ll likely wind up somewhere else.”
~Yogi Berra

WHERE ARE YOU COMING FROM?
Creating a solid plan must start with understanding what results you’ve had in the past. What worked and what didn’t?

WHERE ARE YOU GOING?
The next step is to build a concise vision of where you’re going. Where do you see yourself and your business in the future?

HOW WILL YOU GET THERE?
Finally, you must define and master the exact activities you will be using to achieve your vision.
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NAME: ___________________________________________ YEAR: ___________________

Whether you want to work smarter and not harder and maintain your current production levels, become a top producer in your organization or reach the top 100 list of top producers in your industry, it all starts with a goal and a plan.

Before we begin…it’s important to establish your baseline. Please answer the following 3 questions (and be honest)…

- How many transactions did I close over the past 12 months? ______________________
- What was my average commission per transaction (gross)? ______________________
- How much money did I earn in the past 12 months (gross)? ______________________

Now we can begin with the…

7 Steps to HomeBenefitIQ Success

1. **Identify Your Goal.** Have a heart-to-heart with yourself about how realistic it is, given your motivation and life situations. (Think you can earn over a million dollars per year - or go from closing 15 transactions to closing 40 - working a 20-hour work week? Reconsider your goal.)

   Establish where you want to be…it’s important to know where it is you are going. Please answer the following questions (and be reasonable) and remember…“Know what you want. Clarity is power. Vague goals promote vague results.”

   - How much money do I want to earn over the next 12 months (gross)? ______________________
   - How many transactions will it take (use your ave. commission from above to calculate)? ______
   - When I achieve my goal, what will that mean to me, my family and friends? ______________________
   - What are the top 3 distractions I need to eliminate to help me achieve my goal?
     1. __________________________________________________
     2. __________________________________________________
     3. __________________________________________________

2. **Make a Plan.** Plot your strategy and identify the immediate steps you’ll cover along the way. Also, don’t be shy about seeking guidance from your coach or a trusted advisor.

   **TIP:** A good place to start your plan is with the HomeBenefitIQ Quick Start Checklist.
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Your plan should be divided into **TWO** parts. They are:

**Part 1** – Decide who you want to work with!

A. Identify your ideal client.
B. Identify where your ideal client spends the majority of their time (i.e., at work, at play, in a particular neighborhood, with a certain association, etc.).
C. Use your HomeBenefitIQ Program as the way to get in front of more of these people in a professional, efficient and economical manner.

**Part 2** – Identify what you must, and will, do in the first 90-days to get moving on the right track!

**TIP:** The HomeBenefitIQ Valuator can help estimate your numbers ([www.hbiqvaluator.com](http://www.hbiqvaluator.com)).

A. Total # of employees/members I will have in my program: ________________________________
B. Average size of employer/association I’ll set up: ________________________________
C. Total # of employers/associations this will require: ________________________________
D. # of proposals/presentations I’ll need to make: ________________________________
E. # of hours per week spent to achieve my goal: ________________________________
F. What is the #1 distraction I must eliminate immediately to help me achieve my goal? _________________________________________________________________
G. What would my HBIQ coach say about my 90-day plan? _________________________________________________________________

3. **Tell the World.** Make your goal public. Write it, tweet it, share it with your coach, your colleagues, fellow HBIQ subscribers ([www.benefitiq.ning.com](http://www.benefitiq.ning.com)) and your family/friends.

4. **Track Your Progress.** Keep a journal or a daily/weekly written calendar of effort. If you're missing the mark, having a record to look back on can help you figure out why. Use the **HBIQ Scorecard**.

5. **Be Present.** If you focus on the process, the positive outcomes will happen.

6. **Put in the Effort.** Get out there and do the work. Stick to the plan and success will follow. Block out the time. **TIP:** Download the **HomeBenefitIQ Time Blocking Tips**.

7. **Utilize your HBIQ Success Coach and our proven scripts.** Attend ALL of your bi-monthly coaching calls. Block out the time to prospect daily. **TIP:** Download the **HomeBenefitIQ Three Scripts** and the **HomeBenefitIQ Three Conversations**.

**Continue working the cycle until you've set up your desired number of companies.** Make sure you're servicing your companies on a regular basis, setting aside a few days a month to do PR for yourself and your HBIQ program. Get in front of the employees on a regular basis and they'll be sure to turn to you first for ALL their real estate needs.

**Good luck and have fun!** Revel in the thought that you're doing something innovative, valuable and creating long-term success for yourself and your family!