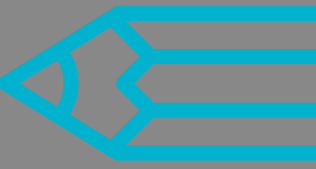


WORKBOOK



# THE SPRING DRIVE

SESSION 2

*B.*  
BILLION DOLLAR  
BROKER

ACCELERATOR







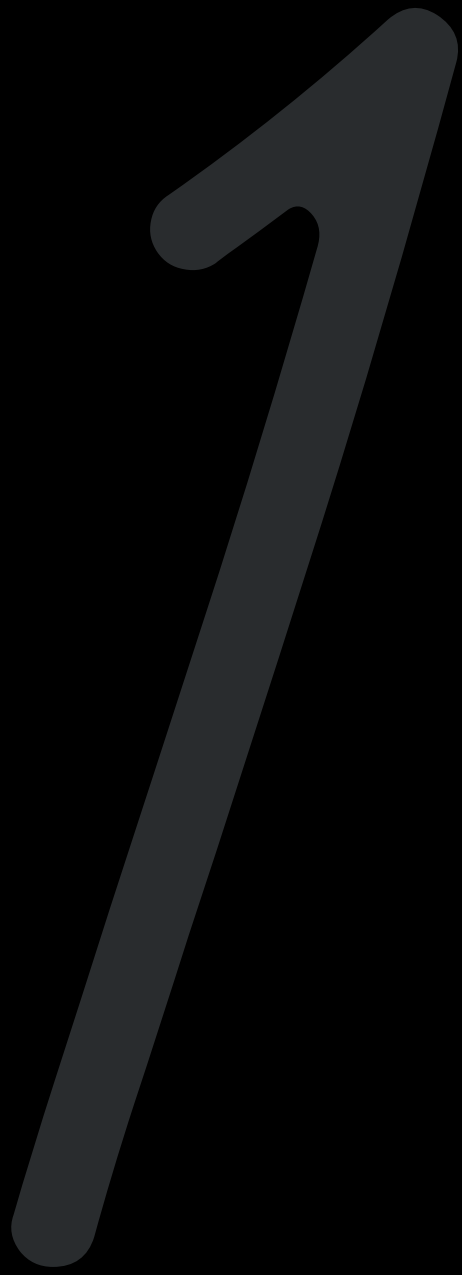
# The Spring Drive

## Session 2

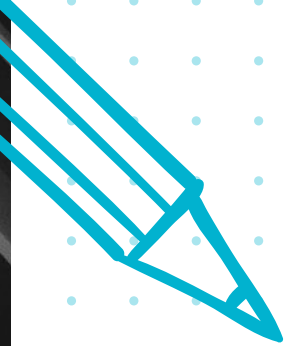
- Intro
- Market update
- Model
- Strategies
- Tactics
- Implementation plan

*Segment 1*

**INTRO**



# NOTES



**Leads are crap**

**High converting leads**

BILLION DOLLAR Business

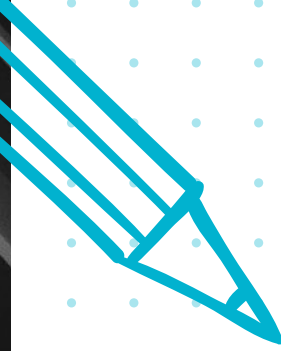
BILLION DOLLAR Business



# NOTES



# NOTES



*Segment 2*

**MARKET UPDATE**



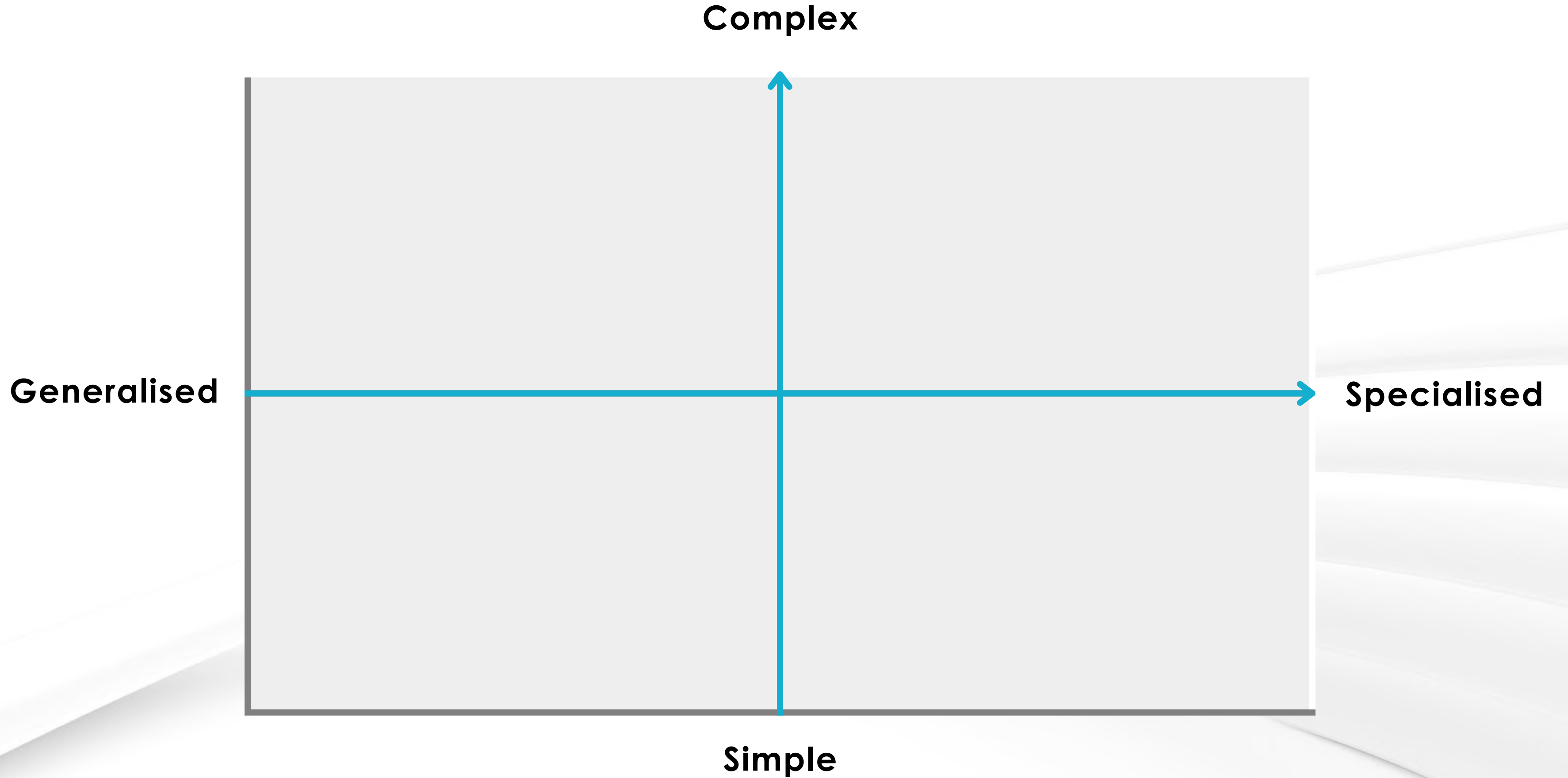
*Segment 3*

**THE MODEL**





# The Model



# Spring Campaign

What are your strengths?

Grid for writing answers to 'What are your strengths?'

How are you nurturing?

Grid for writing answers to 'How are you nurturing?'

What seasonal changes are you noticing?

Grid for writing answers to 'What seasonal changes are you noticing?'

What are the biggest opportunities right now?

Grid for writing answers to 'What are the biggest opportunities right now?'



# Choose your Growth Strategy

BILLION DOLLAR  
*Broker*



**High Net Worth**



**Specialist Complex Lending**



**Existing Clients**



**Referral Partners**



**Refinances**



**Property Investors**



# Spring into action

Project Name

Loans . . . . .

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Loans per week . . . . .

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Leads required per week . . . . .

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I need \_\_\_\_\_ per day . . . . .

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Best Case Outcome . . . . .

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## What are the steps?

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## What are the first actions?

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# Spring into action

Project Name

Loans . . . . .

Grid for notes under 'Loans'.

Loans per week . . . . .

Grid for notes under 'Loans per week'.

Leads required per week . . . . .

Grid for notes under 'Leads required per week'.

I need \_\_\_\_\_ per day . . . . .

Grid for notes under 'I need \_\_\_\_\_ per day'.

Best Case Outcome . . . . .

Grid for notes under 'Best Case Outcome'.

## What are the steps?

Grid for notes under 'What are the steps?' - Column 1.

Grid for notes under 'What are the steps?' - Column 2.

Grid for notes under 'What are the steps?' - Column 3.

Grid for notes under 'What are the steps?' - Column 1.

Grid for notes under 'What are the steps?' - Column 2.

Grid for notes under 'What are the steps?' - Column 3.

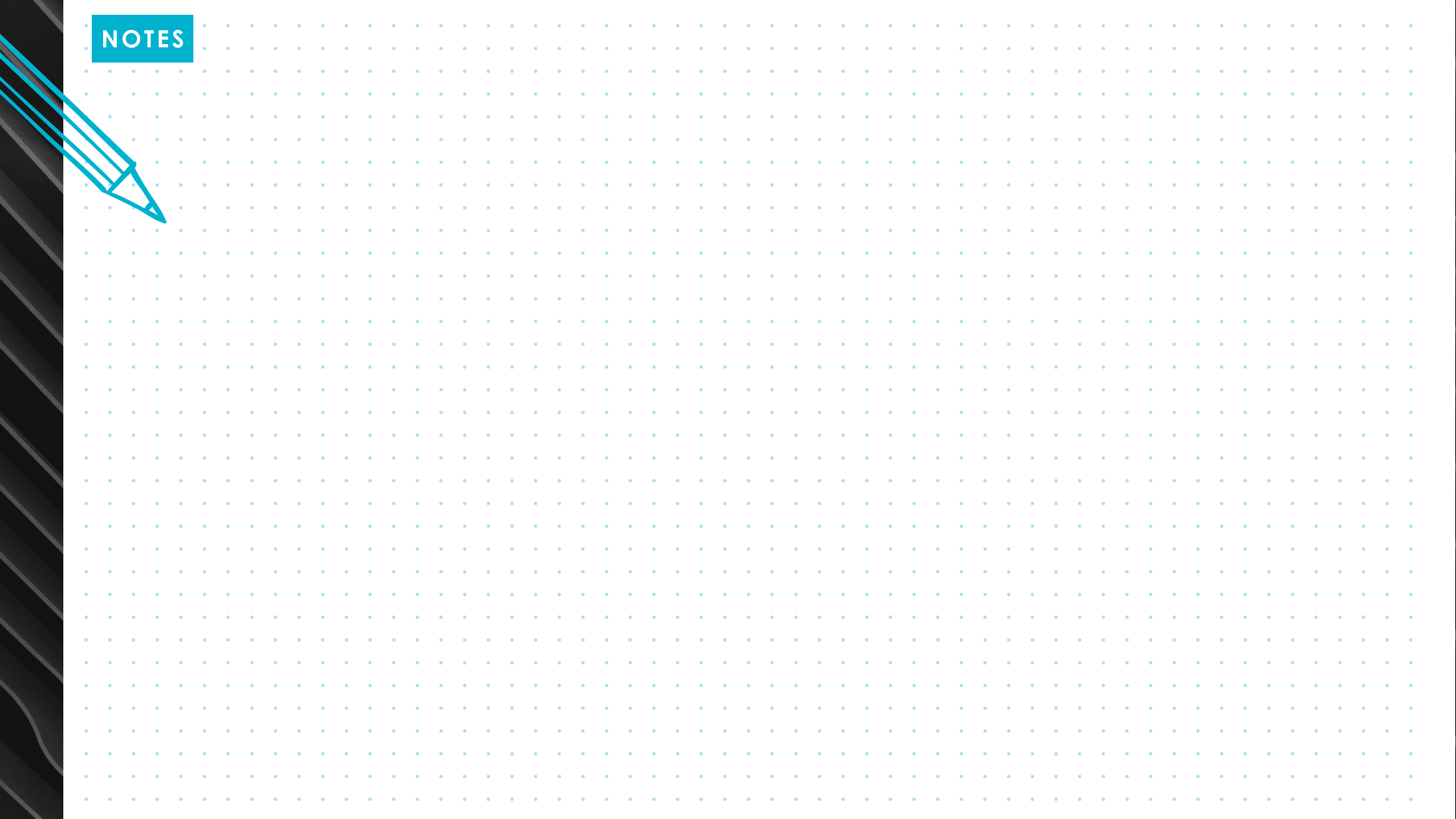
## What are the first actions?

Grid for notes under 'What are the first actions?' - Column 1.

Grid for notes under 'What are the first actions?' - Column 2.

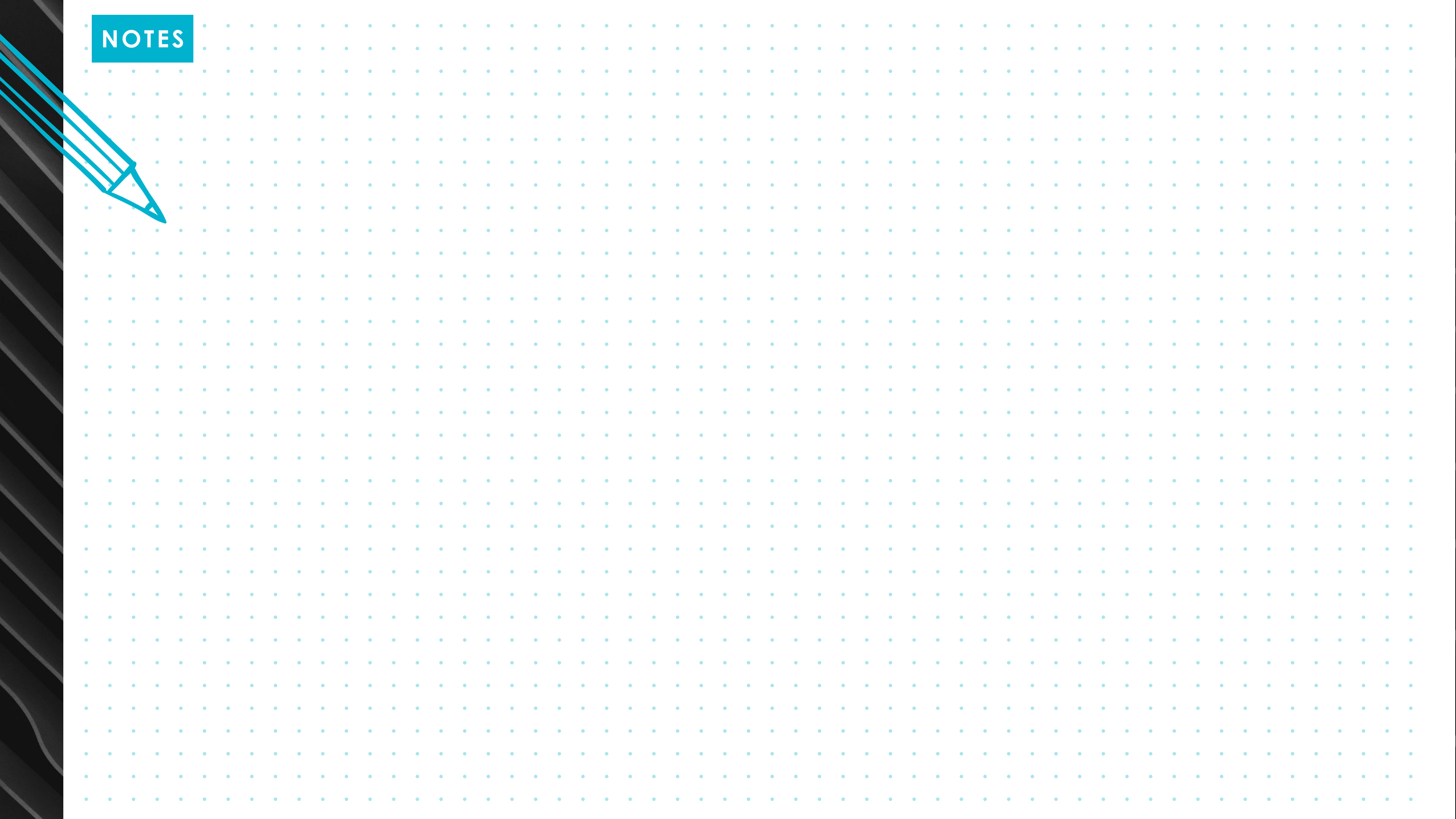
Grid for notes under 'What are the first actions?' - Column 3.

NOTES





NOTES



*Segment 4*

# NEXT STEPS AND ACTION





# Actions

- Choose Your Growth Strategy
- Complete your Action Plan
- Diarise Your Calls
- Measure





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