SESSION

1

BREAKTHROUGH BY DESIGN

SESSION TOPICS:

1.1 The Four Sections of This Program
1.2 Your BreakThrough
1.3 About Your Coach Tom
1.4 Tools You Will Receive
1.5 Shattering Your Glass Ceiling
1.6 Secret Weapons of Success
1.7 Actions to Grow Your Business
1.8 Planning

OUTCOMES:

- Understand Tom’s Mission with BreakThrough By Design
- Shatter that Glass Ceiling
- Learn How to Get the Most Out of this Program
- Gain Tools for Success

“A BreakThrough is growing to the next level!”
1.1 THE FOUR SECTIONS OF THIS PROGRAM

SESSIONS 1-2:
Setting you up for success and planning your BreakThrough.

SESSIONS 3-7
Five weeks to work on marketing and lead generation to create more success.

SESSIONS 8-9
Get a clear picture of the newest tools that work with buyers and sellers today!

SESSION 10
Going beyond the BreakThrough!

1.2 YOUR BREAKTHROUGH

I’M GOING TO CREATE A BREAKTHROUGH IN:

1. Confidence in Myself
2. Improving My Selling Skills
3. Scheduling the Number of Appointments I Want
4. Becoming Organized and Finish More Projects
5. Income Earned
1.3 ABOUT YOUR COACH TOM

HERE’S WHAT TOM WILL DO FOR YOU:

1. Add __________________________ of business.
2. __________________________ on your leads.
3. Using the __________________________ for success.
4. Improving your __________________________.
5. Getting ____________________________.
6. Improve your ____________________________.

Tom’s Definition of Mental Toughness:
“The ability to do my work with inspired action regardless of what is going on around me.”

1.4 TOOLS YOU WILL RECEIVE

- Member Section of TomFerry.com - Additional resources for you are housed here
"If you want to create a BreakThrough, you have to follow through, when you would normally quit!"

1.5 SHATTERING YOUR GLASS CEILING

WHAT HAS STOPPED ME?
(CIRCLE BELOW)

- Not enough time
- Lack the financial resources
- Not sure what to do/need more information
- Fear of looking bad/getting rejected
- Not being organized
- Haven’t set goals and committed to them

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
1.6 SECRET WEAPONS OF SUCCESS

1. Your attitude shows up between ________________ and ________________.

2. Rate your ________________ on a scale between 1-10.

3. The importance of a powerful _________________________________.

4. Write the two disciplines Tom wants you to take on:
   a. _____________________________________________________________________
   b. _____________________________________________________________________

Write what you want to earn in the next 12 months: $ ________________

Now double that number: $ ________________

Affirmation:
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
What cycle of the business are you in?

______________________________
______________________________
______________________________
______________________________
______________________________
______________________________
______________________________
______________________________

"Growth comes from consistent, systematic, relevant lead generation and great conversion.”
WHO DO I CONNECT WITH DURING THE HOUR OF POWER?

1. People you know
2. Past leads
3. Past database
4. Drip campaigns
5. People on Landvoice

THE HOUR OF POWER

THAT’S A ONE HOUR SCHEDULED BLOCK OF TIME WHERE YOU ARE TALKING TO PEOPLE!

NO EXCUSES!

SCHEDULE THAT HOUR OF POWER AND MAKE THE CALLS!
### WHERE HAS YOUR BUSINESS COME FROM?

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>LAST YEAR’S TRANSACTIONS</th>
<th>GOAL FOR THIS YEAR’S TRANSACTIONS</th>
<th>ENHANCEMENTS NECESSARY THIS YEAR?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SELLERS</td>
<td>BUYERS</td>
<td>SELLERS</td>
</tr>
<tr>
<td>Center of Influence/Past Clients/Their Referrals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expireds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Sale by Owners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geographical Farming</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just Listed/Just Sold/Market Updates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notice of Defaults/Short Sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Owner Occupied</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Houses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion/Seminars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Referrals from Agents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relocation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REOs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign Calls</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Website/Blog</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook/Twitter/LinkedIn</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zillow/Realtor.com/Trulia/etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUBTOTALS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*NOTE: TRANSFER ENHANCEMENTS NECESSARY TO SYSTEMS AND MARKETING CALENDAR*
ACTION STEPS

☐ Congratulate yourself for starting this program

☐ Choose to be at Level 10 every day
   (Remember no one here wears shoes!)

☐ Schedule an Hour of Power every work day

☐ Complete the “Where Has My Business Come From” form

☐ Write your daily grateful list and work on your affirmation in your Journal

IDEA!

HAVE YOU READ TOM’S BOOK
LIFE! BY DESIGN YET?
TO PURCHASE CALL 888.866.3377

Also, make sure you receive our company emails... you don’t want to miss any updates!