

NO BROKE MONTHS

YOUR ACTION PLAN FOR MORE
CONSISTENT BUSINESS

Key Takeaways from the Sales Meeting with Dan Rochon
[Watch the Full Meeting](#)

STEP 1

FIND YOUR SUPERPOWER



Start with what you naturally do well.

Ask yourself:

What am I really good at?

What do other people say I'm good at?

Think about what your family, friends, colleagues and clients would say are your strengths.

My top strengths:

STEP 2



FIND YOUR BEST WAY TO GENERATE BUSINESS

There are countless ways to find new business. The goal isn't to do all of them. It's to identify the methods that align with your strengths.

Consider:

- | | |
|--|---|
| ☐ Sphere of Influence | ☐ Door Knocking |
| ☐ Past Clients | ☐ Cold Calling |
| ☐ Open Houses | ☐ Social Media |
| ☐ Expired Listings | ☐ Video/YouTube |
| ☐ FSBOs | ☐ Online Marketing |

Now compare those opportunities with the strengths you identified.

Which 3 lead generation methods fit you best?

My primary lead generation will be:

STEP 3



PROTECT YOUR PROSPECTING TIME

Once you've chosen how you're going to find business, consistency becomes the priority.

Commit **1–3 hours a day, 5 days a week** to activities that generate future business.

Treat this time as an appointment with your business. Don't fill it with closings, inspections, walkthroughs or other appointments. Protect it.

My Daily Lead Generation Block:

Monday	_____	to	_____
Tuesday	_____	to	_____
Wednesday	_____	to	_____
Thursday	_____	to	_____
Friday	_____	to	_____

THE GOAL: MAKE THIS TIME NON-NEGOTIABLE.

STEP 4

KNOW WHAT MAKES YOU MONEY



When your day gets busy, come back to the activities that directly move your business forward.

THE 5 MONEY-MAKING ACTIVITIES



Generate Leads

Find new business.



Convert

Turn leads into opportunities to meet.



Go on Appointments

Meet with prospective clients with the goal of getting hired.



Negotiate

Develop and use the skills that move transactions forward.



Practice Your Scripts & Dialogues

Keep strengthening the conversations that help your business.

STEP 5

DIAGNOSE THE PROBLEM



You're putting in the time. But what if you still aren't getting the results you want?

Look at three things:

AM I SAYING IT OFTEN ENOUGH?

Consistency and repetition matter.

☐ Yes ☐ Needs Work

AM I SAYING IT TO THE RIGHT PEOPLE?

Make sure your efforts are reaching the right audience.

☐ Yes ☐ Needs Work

AM I SAYING THE RIGHT THING?

Evaluate your message, scripts and conversations.

☐ Yes ☐ Needs Work

If your lead generation isn't producing results, identify which of these three areas needs attention before abandoning your strategy.

STEP 6



WORK YOUR BUSINESS IN THE RIGHT ORDER

Your daily prospecting time can include both new opportunities and the relationships you've already built.

One approach:

1. Hot Leads

Start with the people closest to taking action.

2. Warm Leads

Follow up with people who may be moving toward a decision.

3. Your Sphere & Database

Stay connected to the people who already know you.

**DON'T RELY ENTIRELY ON ONE SIDE
OF YOUR BUSINESS.**

Continue looking for new business while nurturing the relationships already in your database.



CONSISTENCY > THE SECRET

There isn't a shortcut to consistent business.

Identify what works for you, protect the time to do it, focus on the activities that create business, and **then do it again tomorrow.**