



# 1 PAGE BUSINESS GENERATION PLAN

## *Instructions & Best Practices Guide*

### Overview

This guide will help you complete your 1-Page Business Generation Plan. The plan is designed to help you implement direct response marketing in your real estate business without needing years of marketing expertise.

**Your plan includes 9 key sections:**

#	Section	Purpose
1	Goal	Your specific, measurable annual target
2	My Target Market	Who you serve best
3	Message to Target Market	Your Problem-Solution-Result statements
4	My Lead Sources	Where your leads come from
5	Activities to Reach Lead Sources	What you do + how often
6	Lead Capture System	How you collect contact information
7	Lead Nurturing Systems	How you stay in touch until they're ready
8	World-Class Experience	How you wow clients during transactions
9	Referral Generation	How you turn clients into advocates

### Why Direct Response Marketing?

Think of your marketing plan as the architect's blueprint for getting and retaining customers. There are two main approaches to marketing:

**Branding/Mass Marketing:** The domain of large companies with enormous budgets. Billboards, TV ads, and bus benches that say "Call John Smith, Your Local Realtor." This requires massive, sustained spending to achieve any recognition.

**Direct Response Marketing:** Designed to evoke an immediate response and compel prospects to take specific action. This is what works for individual agents.



What makes direct response marketing effective:

1. It's trackable - you know exactly where leads come from
2. It's measurable - you can calculate your return on investment
3. It uses compelling headlines and copy that speak to pain points
4. It targets a specific audience (not everyone)
5. It makes a specific offer (free guide, home valuation, etc.)
6. It demands a response (clear call to action)
7. It includes multi-step follow-up for unconverted leads

## Section 1: Setting Your Goal

Your goal should be specific, measurable, and time-bound. Avoid vague goals like "sell more houses."

### Examples of Strong Goals:

- Close 24 transactions totaling \$8M in volume by December 31, 2026
- Generate \$180,000 in GCI from first-time homebuyers in 2026
- List 18 homes in the Riverside neighborhood this year

**Tip:** Work backwards from your income goal. If your average commission is \$7,500 and you want to earn \$150,000, you need 20 transactions.

## Section 2: Selecting Your Target Market

The biggest mistake agents make is trying to serve everyone. You can still help other clients, but your marketing should speak directly to your ideal customer.

### Questions to Define Your Target Market:

Question	Example Answer
Who is my ideal customer?	First-time buyers, ages 28-38, combined income \$100K-\$180K
What are their needs/desires?	Want to stop renting, build equity, need guidance through the process
Where do they spend time?	Instagram, YouTube, local Facebook groups, coffee shops
What are their pain points?	Overwhelmed by the process, worried about making mistakes



What influences their decisions?	Online reviews, referrals from friends, educational content
Where do they want to live?	Round Rock, Cedar Park, Pflugerville (within 30 min of Austin)
What's their budget?	\$350,000 - \$500,000

### Evaluate Your Target Market (Score 1-10):

1. **Personal Fulfillment:** How much do you enjoy working with them?
2. **Value:** How much do they value your expertise? How much can you help them?
3. **Profitability:** Does the math work? Is there enough volume at good price points?

**Tip:** If your total score is below 24, consider a different target market. You'll burn out serving people you don't enjoy, who don't value you, at price points that don't pay the bills.

## Section 3: Crafting Your Target Message

Your message should create empathy and show prospects you understand their problems. Use the Problem-Solution-Result framework:

### The P-S-R Framework:

**Problem:** What frustration or fear does your target market face? (1-2 sentences)

**Solution:** How do you solve it? What's your unique approach? (1-2 sentences)

**Result:** What outcome will they achieve? How will they feel? (1-2 sentences)

### Self-Focused vs. Empathy-Focused Messages:

Self-Focused (Weak)	Empathy-Focused (Strong)
"I sold 50 homes last year. Let me sell yours!"	"Tired of weekend showings with no offers? I specialize in pricing strategies that get homes sold in 14 days or less."
"#1 Agent in the Metro Area"	"First-time buyer? I'll guide you through every step so you never feel lost or pressured."
"Serving all your real estate needs since 2010"	"Ready to downsize? I help empty nesters find the perfect low-maintenance home so they can spend more time traveling and with grandchildren."



## Example Messages by Target Market:

### First-Time Buyers:

**PROBLEM:** "Overwhelmed by the home buying process? Worried about making a costly mistake on your biggest purchase?"

**SOLUTION:** "I guide first-time buyers through every step with my proven 'First Home Success' system."

**RESULT:** "You'll move into your dream home confidently, knowing you made the right decision."

### Downsizers/Empty Nesters:

**PROBLEM:** "Tired of maintaining a house that's too big? Feeling overwhelmed by decades of belongings?"

**SOLUTION:** "I specialize in helping empty nesters transition to right-sized living with my stress-free downsizing process."

**RESULT:** "You'll finally have the freedom to travel, relax, and enjoy this chapter of life."

### Investors:

**PROBLEM:** "Struggling to find deals that actually cash flow in today's market?"

**SOLUTION:** "I analyze 50+ properties weekly and only bring you investments that meet strict ROI criteria."

**RESULT:** "Build your portfolio with confidence, knowing every property is backed by real numbers."

## Section 4: Choosing Your Lead Sources

Lead sources are the channels where you find potential clients. The key is to focus on 3-5 sources that match your target market and strengths, rather than trying to do everything.

### Lead Source Categories:

Category	Examples	Best For
Sphere/Referrals	Past clients, sphere, vendor referrals, agent referrals	All agents; highest conversion rates
Online/Digital	Instagram, YouTube, Facebook, Google Ads, Zillow	Agents comfortable with content creation
In-Person	Open houses, networking groups, door knocking, events	Relationship builders, extroverts
Outbound	Expired listings, FSBOs, circle prospecting	Agents who enjoy phone work
Paid Advertising	Facebook ads, Google PPC, direct mail, radio	Agents with marketing budget



## Matching Lead Sources to Target Markets:

Target Market	Recommended Lead Sources
First-Time Buyers	Instagram, YouTube, first-time buyer workshops, lender referrals
Move-Up Buyers	Past client database, sphere referrals, open houses in target neighborhoods
Downsizers	Facebook, community events, estate attorney referrals, senior center workshops
Investors	LinkedIn, real estate investment groups, direct mail to landlords
Relocation	Corporate relocation companies, agent referral networks, Google ads
Luxury	Country club networking, charity events, referrals, targeted social media

**How Many Lead Sources?** Focus on 3-5 sources maximum. It's better to dominate a few channels than to be mediocre at many. Add new sources only after you've mastered your current ones.

## Section 5: Activities & Lead Measures

Activities are the specific actions you take to reach your lead sources. These are your "lead measures" - the inputs you control that predict success.

### Lead Source to Activity Mapping:

Lead Source	Activity	Suggested Frequency
Instagram	Post reels/stories with tips	3x per week
YouTube	Publish educational videos	1x per week
Open Houses	Host open houses	2-4x per month
Sphere	Phone calls to database	10-20 calls per week
Past Clients	Pop-bys, check-in calls	Touch each 4x per year
Lender Partners	Coffee meetings, co-marketing	2x per month



Workshops/Events	Host buyer seminars	1x per month
Facebook Groups	Engage, answer questions	Daily
Expired/FSBO	Prospecting calls	1-2 hours daily
Direct Mail	Send postcards/mailers	Monthly to farm area

**Tip:** Write your activities in specific, measurable terms. Instead of "do social media," write "post 5 Instagram reels per week." This makes accountability clear.

## Section 6: Lead Capture Systems

A lead is only valuable if you can follow up. Your capture system collects contact information so you can nurture prospects until they're ready to buy or sell.

### Lead Capture Methods:

Capture Method	How It Works	Best Paired With
Home Valuation Page	"What's your home worth?" landing page	Facebook ads, direct mail, sign calls
Buyer Guide Download	Free PDF in exchange for email	Instagram, YouTube, workshops
Property Search Registration	Forced sign-up to view listings	Paid ads (Google, Facebook)
Open House QR Code	Digital sign-in via phone	Open houses
Workshop Registration	Sign up page for events	Social media promotion, email
Appointment Scheduler	Booking tool	Website, email signature, content CTAs
Single Property Page	Dedicated page for one listing	Facebook ads, sign riders, flyers
DM Automation	Auto-reply with link when DMed keyword	Instagram, Facebook

**Important:** Match your capture method to your lead source. Forced registration works for paid ads (people expect it), but kills engagement on organic social media where people want instant value.



## Section 7: Lead Nurturing Systems

Most leads aren't ready to buy or sell immediately. Nurturing is how you stay top-of-mind until they are. The goal is to build trust and demonstrate expertise over time.

### Nurturing by Lead Temperature:

Lead Type	Timeline	Nurturing Approach
Hot Leads	Ready in 0-30 days	Daily/every other day contact; active showing schedule; immediate follow-up on all inquiries
Warm Leads	Ready in 1-6 months	Weekly touch points; property alerts; market updates; monthly phone calls
Cold Leads	6+ months out or unknown	Monthly email newsletter; quarterly phone calls; automated drip campaigns

### Recommended Nurturing Tools:

- **Welcome Email Sequence:** 8-part drip introducing yourself, your process, and providing value
- **Property E-Alerts:** Automated listings matching their criteria
- **Monthly Market Report:** Email with local stats and insights
- **Video Text Messages:** Personal, quick video check-ins
- **Birthday/Anniversary Cards:** Handwritten notes on special dates
- **Quarterly Phone Calls:** Personal check-ins with your database
- **Social Media Engagement:** Like, comment, and interact with their posts

### Sample 8-Part Welcome Email Sequence:

1. Day 1: Welcome + introduce yourself and your mission
2. Day 3: Valuable resource (buyer guide, market report)
3. Day 5: Client success story/testimonial
4. Day 8: Common mistakes to avoid
5. Day 12: Behind-the-scenes of your process
6. Day 16: FAQ answered
7. Day 21: Invitation to schedule a call
8. Day 28: "Still looking?" re-engagement



## Section 8: Delivering a World-Class Experience

By delivering exceptional service, you turn clients into raving fans who refer you again and again. This section outlines the touchpoints that create memorable experiences.

### Buyer Experience Touchpoints:

Milestone	World-Class Action
Initial Consultation	Welcome packet with process overview, timeline, and your contact info
Pre-Approval	Introduce to trusted lender; follow up to ensure smooth process
First Showing Day	Printed tour schedule, snacks/water in car, preview notes on each home
Offer Submitted	Video walkthrough of the offer; explanation of each term
Under Contract	"Under Contract" celebration post (with permission); timeline to closing
Inspection	Attend inspection; provide list of trusted contractors for repairs
Weekly Updates	Video update every week during escrow explaining next steps
Closing Day	Closing gift basket; professional photos at the new home
Move-In Week	"Welcome Home" gift; list of utility contacts; neighbor introductions
30 Days After Close	Follow-up call: "How's the house? Anything you need?"

### Seller Experience Touchpoints:

Milestone	World-Class Action
Listing Appointment	Pre-listing packet; CMA presentation; marketing plan preview
Signed Listing	Professional photography scheduling; staging consultation
Go Live	"Just Listed" marketing blitz; share listing link with seller for their network
Showings	Showing feedback within 24 hours; weekly activity report
Offer Received	Video explanation of each offer; side-by-side comparison



Under Contract	Celebrate! Clear timeline to closing; coordinate with their next home
Closing Day	Thank you gift; help with final utility transfers; moving resources

## Section 9: Generating Referrals

Referrals are the most profitable lead source, but they don't happen by accident. You need a deliberate system to ask for and generate referrals.

### When to Ask for Referrals:

- **At Closing:** "Who do you know who's thinking about buying or selling?" (They're happy, you're top of mind)
- **After Good News:** Offer accepted, appraisal comes in, smooth inspection
- **During Check-In Calls:** "By the way, I'm never too busy for your referrals"
- **When They Compliment You:** "Thank you! Would you mind sharing that on Google/Zillow?"

### Referral Scripts:

#### Closing Day Script:

*"Congratulations again! I loved working with you. My business is built on referrals from happy clients like you. Who's the first person who comes to mind who might be thinking about buying or selling in the next year?"*

#### Check-In Call Script:

*"I'm glad everything's going well with the house! Hey, I've got room for a few more clients this quarter. If anyone in your world mentions real estate, I'd love an introduction. Who comes to mind?"*

### Referral Program Ideas:

- **Client Appreciation Events:** Annual party, holiday gathering, client movie night
- **Referral Gifts:** \$25-100 gift card when their referral closes
- **Pop-By Visits:** Quarterly small gifts (cookies, seasonal items)
- **Social Media Shoutouts:** Celebrate clients publicly (with permission)
- **Google Review Requests:** Send link right after closing

## Tracking Your Results

What gets measured gets improved. Track these metrics weekly to ensure your plan is working:

### Key Metrics to Track:

Metric	How to Track	What It Tells You
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Leads Generated	CRM, spreadsheet	Is your marketing working?
Lead Source	Ask every lead	Which channels are most effective?
Appointments Set	Calendar review	Are leads converting to conversations?
Contracts Signed	Transaction tracker	Are appointments converting to clients?
Closings	Transaction tracker	Revenue and goal progress
Cost Per Lead	Ad spend ÷ leads	Efficiency of paid marketing
Referrals Received	CRM tags	Client satisfaction and loyalty

### Expected Timeline:

- **Weeks 1-4:** Building systems, creating content, initial outreach
- **Months 2-3:** First leads coming in, nurturing begins
- **Months 3-6:** Appointments and contracts from your efforts
- **Months 6+:** Consistent closings, referrals starting to flow

**Be patient.** It typically takes 3-6 months of consistent activity before you see significant results. Most agents quit too soon.

## Budget Guidance

Your marketing budget should be 10-20% of your target GCI. Here's how to allocate it:

Category	% of Budget	Examples
Technology/CRM	15-20%	CRM subscription, website, email tools
Paid Advertising	30-40%	Facebook ads, Google ads, Zillow
Content Creation	15-20%	Photography, video editing, design
Client Appreciation	15-20%	Closing gifts, pop-bys, events
Professional Development	10-15%	Coaching, courses, conferences

**Example:** If your GCI goal is \$150,000, budget \$15,000-\$30,000 for marketing annually (\$1,250-\$2,500/month).



## Getting Started Checklist

Use this checklist to complete your Business Generation Plan:

- Write your specific, measurable annual goal
- Define your target market (be specific!)
- Score your target market: Fulfillment + Value + Profitability
- Write your Problem-Solution-Result message
- Choose 3-5 lead sources that match your target market
- List specific activities for each lead source with frequency
- Identify lead capture methods for each lead source
- Set up your lead nurturing systems (email drip, CRM, etc.)
- Document your client experience touchpoints
- Create your referral generation strategy
- Write your weekly accountability commitment
- Set up tracking (spreadsheet or Sisu)
- Schedule weekly review time on your calendar

## Glossary

Term	Definition
CRM	Customer Relationship Management - software to track leads and clients
Direct Response	Marketing designed to generate immediate, trackable action
Drip Campaign	Automated sequence of emails sent over time
E-Alerts	Automated emails when new listings match criteria
FSBO	For Sale By Owner - homeowner selling without an agent
GCI	Gross Commission Income - total commission before splits
Lag Measure	Result you're trying to achieve (closings, GCI)
Lead Measure	Activity that predicts success (calls made, posts created)
Pop-By	Stopping by a client's home with a small gift
Sphere	Your personal network (friends, family, acquaintances)
Target Market	Specific group of people your marketing focuses on

