



Oct. 10 – Nov. 18

# Program Overview

LENDER

## Weekly Activity Summaries

### **WEEK 1: Shifting Gears within your Database**

What a great feeling – hitting the open road, shifting gears, picking up a little speed and getting some road behind you. You'll experience that rewarding feeling this week, but this time it will be accompanied by dollar signs. You have been working hard building a powerhouse database, closing loans and building relationships with potential referral sources. Now it's time to up-shift and reevaluate each and every relationship and opportunity. Over the next five days, you'll follow a sequence of steps so you can capitalize on often overlooked chances and earn a commission check for today and tomorrow.

### **WEEK 2: Getting into the WINNER'S CIRCLE**

Did you realize that lenders who get into the winner's circle are several laps ahead in the race before the new year begins? Now we'll let you in on their secret – establishing your production goals and budgeting for business and marketing expenses in 2012 will give you the focus needed to become a moneymaking machine. This week we have provided you with all the insight, forms and direction required to recalibrate your business. At the turn of the new year, you too will be laps ahead and heading straight for the winner's circle. We have also provided you with a series of strategic lead-generation activities to keep your momentum going so you can finish the year strong.

### **WEEK 3: Putting the Pedal to the Metal with Pop-Bys**

Accelerate referrals and relationships by putting the pedal to the metal with Pop-Bys. There will be nothing left to chance – the directions are all here for you. The harvest season and Halloween are upon us so allow your creativity to run wild with the Pop-By gifts. We've provided you with a trunk full of referral-producing Pop-By ideas and taglines. We have also clearly identified whom you need to pop by in order to finish strong and prime the pump for next year. The top producers will not tell you this... YOU GOTTA HAVE FUN! When you are having fun, you will definitely be more productive.

### **WEEK 4: Staying on Track**

A lender can be very driven, but driving in the wrong direction. If they take their eyes off the road for a split second, they can even drive off track and crash and burn. But we won't let that happen to you! We have provided you with the necessary tools and equipment to tune up your business into high performance mode. This week is a mixture of organization and action. You'll get the necessary materials to make your marketing efforts work effectively.

### **WEEK 5: Run a Good Race**

Have you ever had the pedal to the metal, but felt like you should be going a lot faster? Well, it's time for a pit stop! A well-orchestrated pit stop is the difference between running a good race and a bad one. In that same way, every lender must have a production pit stop to refocus their energy and refuel their pipeline. This week has been designed for you to burn rubber so you can take a commanding lead over the competition. The next five days will be a crash course in intensified lead generation. On your mark, get set, GO!

### **WEEK 6: A Sprint to the FINISH LINE!**

The end is in sight! You can now see the checkered flag in the distance. As you do your Pop-Bys to your clients this week, be sure to show up with an attitude of gratitude. Having a grateful attitude is so important that the Year-End Sprint has been purposefully book-ended with the Canadian and American holidays of Thanksgiving (October 10th and November 24th). This entire week, you will be handing out thanks in many different ways. We have provided you with specific direction on who to contact and what to say. Thanks for going all out. Let's finish strong!