



JARED JAMES

2021
BUSINESS
PLAN

WWW.JAREDJAMESTODAY.COM

IT'S DIFFICULT TO MAINTAIN AND
STAY CONSISTENT TO WHAT YOU'RE
COMMITTED TO BUT IT'S EVER MORE
DIFFICULT TO START ALL OVER AGAIN.
CHOOSE THE RIGHT IT DIFFICULT

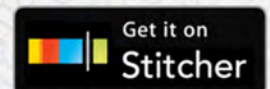
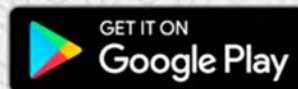
-JARED JAMES

CONNECT WITH JARED



Don't forget to listen to the podcast too!

TODAY WITH JARED JAMES. STREAMING ON:



www.connectwithjared.com



2020 recap

1) Gross Commission Income (GCI)

2) Business Expenses

3) Profit *(subtract question 1 from question 2)*

4) Closed Transactions

5) Listing Appointments

6) Listings Taken

7) Listings Sold

8) Buyer Appointments

9) Buyers Worked With

10) Buyer Sales

11) Average Sales Price

12) Average Commission per Transaction

13) Average Hours Worked/Week

14) Hours Spent Prospecting/Week





INCREASE YOUR SALES VOLUME BY 69%!*

*Average student increased in the last 12 months

Schedule your FREE strategy
session today.



CASSIE DUNN

"When I started in Jared James Coaching in 2018, I was straight out of having my previous business fall apart, had no money in the bank, was in debt and knew that I needed real estate to work out so I could provide for my family the way I wanted to. My goal in year 1 was to make \$75k and I ended up making \$67k. It proved I belonged in the industry. In 2020, I set a goal to make \$150k and become financially free. So far with the help of my Jared James coach and my transaction coordinator from Jarja Media, I am not only hitting my goal, I am smashing it! We determined that I would need to do 33 transactions and a little over \$5 million in sales volume. Well... it's October and I already have done almost 50 transactions and am closing in on \$10 million in sales volume! More importantly, we worked on my finances and budget and I've saved over \$120,000 in my bank account!!! To those of you who think coaching isn't for you and you can do it on your own, I highly encourage you to take the leap and get a coach.

*I wouldn't be where I am today without my coach and can't thank them enough.
Signing up for coaching with Jared James was one of the best decisions I've ever made!"*

www.jaredjamestoday.com/become-a-student

ideal customer

Who is your ideal customer?

Buyers

Renters

Sellers

Other _____

What is your ideal customer's story?

Question	Answer	Strategy
Where do they want to live and why?		
What is their age range?		
What does their family look like?		
What does their ideal home/condo look like?		

①

market overview

What is happening in the market right now that could effect your ideal customers buying or selling experience?

What market trends do we see having an influence on your market segments and in what way?

Trend	Potential Consequences
Parents moving in with their kids.	Clients may want homes with legal in-laws attached to them.

What are your strengths, weaknesses, opportunities and threats?

Strengths	Weaknesses	Opportunities	Threats

①

JARED JAMES

SPEAKER.AUTHOR.COACH.MARKETER.ENTREPRENEUR.

WHAT WE OFFER

-
- One on One Coaching 01
 - Team Leader Coaching 02
 - Brokerage/Team Training 03
 - Virtual Training 04
 - Blueprint Course 05
 - Speaking/Live Events 06

NOBODY GETS INTO REAL ESTATE TO BE AVERAGE.
YOU HAVE THE POTENTIAL TO DOMINATE IF YOU
GET ACCOUNTABLE, COMMIT TO BEING THE MOST
REJECTED AGENT IN YOUR AREA, IMPLEMENT THE
INFRASTRUCTURE NEEDED TO GROW AND
SURROUND YOURSELF WITH THE RIGHT PEOPLE
AND ENERGY EVERY DAY.

-JARED JAMES

what am i committed to?

While I cannot always control the results, I know that I can manage my time and activities known as my Best Uses of Time (B.U.T.). The more time I spend marketing my services, the more likely it is that I will achieve my goals. Therefore, I commit to the following business generation action plan.

My top 4 Best Uses of Time are:

- | | |
|----------|----------|
| 1) _____ | 2) _____ |
| 3) _____ | 4) _____ |

#1 Reason I've Lost Transactions:

Below are my honest & individual positive and negative consequences that will happen as a result of me either following through or not following through on my best uses of time.

Positive Consequences

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Negative Consequences

- 1) _____
- 2) _____
- 3) _____
- 4) _____

If I could change just one thing about the way I work, it would be:

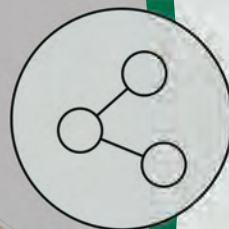


JARED JAMES
VIRTUAL COACHING



Strategy

You will learn the exact strategies to follow to secure listings, create and convert buyer leads and implement the systems to see the results that you desire.



Flexibility

The weekly training broadcast is not only live - it is recorded and available on demand to watch throughout the week!



Accountability

By engaging live with Jared every week, you are continually motivated and held accountable for where you are in your business.

Go through your various social platforms and check off if you are hitting all the marks for each platform

social audit

FACEBOOK

- BUSINESS PAGE
- AD ACCOUNT
- PROFILE PHOTO (OF AGENT)
- COVER PHOTO
- PAGE NAME REFLECTS CONTENT
- CONTACT INFO ON PAGE
- REVIEWS
- CUSTOMIZED TABS
- CTA (CALL TO ACTION) BUTTON
- GEOTAGGING
- COMMUNITY GROUPS
- VARIETY OF CONTENT
- PINNED POST
- STORY USE
- 3-4 POSTS PER WEEK
- # OF LIKES

INSTAGRAM

- NAME REFLECTS CONTENT
- PROFILE PHOTO
- BIO/CONTACT INFO
- HASHTAGS IN BIO
- LINK IN BIO
- GEOTAGGING
- VARIETY OF CONTENT
- USE OF HIGHLIGHTS
- USE OF IGTV
- STORY USE
- 5-6 POSTS PER WEEK
- # OF FOLLOWERS

YOUTUBE

- PROFILE PHOTO
- COVER PHOTO
- BIO/CONTACT INFO/SOCIAL LINKS
- PLAYLIST
- INTRO VIDEOS FOR NON-SUBS
- CONSISTENT THUMBNAILS
- VARYING LENGTH VIDEOS
- HASHTAGS IN PROFILE/VIDEOS
- 1 VIDEO PER WEEK
- # OF SUBSCRIBERS

LINKEDIN

- PROFILE PHOTO
- COVER PHOTO
- CONTACT INFO
- RESUME
- SKILLS/ENDORSEMENTS
- 1-2 ARTICLES PER WEEK
- # OF CONNECTIONS

FEEDBACK/COMMENTS

For an expert assessment of your social platforms or help with your marketing, reach out to Jarja Media at www.JarjaMedia.com

TRY SIMPLE. YOU'LL LIKE IT.

JARJA MEDIA

WHAT WE OFFER

CRM
SOCIAL MEDIA MARKETING
PAY-PER-CLICK
RETARGETING

DIGITAL BUSINESS CARDS
TRANSACTION COORDINATORS
WEBSITES *(COMING SOON)*

WWW.JARJAMEDIA.COM

good luck in 2021!

First off, congratulations in taking the first step in ensuring that 2021 is your year. But wanting to have a great year and actually following through are two different things.

Make the commitment to follow what the numbers tell you, no matter how much it goes against your personality. This means knowing how many appointments it takes for you to have a successful week, how much money you have to put aside to reach your savings goals and invest in areas you are interested in, or even knowing how much time you have to take off to maintain the relationships that matter most to you.

Regardless of where you are in your career, I encourage you to take the next step of getting a coach to help guide you and hold you accountable throughout the year. We've helped thousands of people get their real estate career off the ground, form productive teams and in many cases become the highest performing individuals and teams in their companies, local market areas and even nationwide.

The easy part is done; You've now made a plan for the coming year but you need to make sure that you have the right tools to get the job done. At minimum, make sure you have hired a transaction coordinator and got your CRM in order. You can work with your coach on where to go from there according to where you are in your career.

I want you to know that I'm always in your corner. You can always message me if you have a question but I truly can't wait to see how your life changes this year as a result of you following your plan.

God bless you on your journey.

- Jared James