***#14 What’s New***

***Elite Club #17January 2017***

**BUSINESS PLANNING PODS**

**P**lanning **O**f **D**eveloping **S**trategies

This is the perfect time of year to get groups of agents or lenders together and create accountability meetings so they can stay on track with their business plan and goals.

**How it works:**

Choose 10 agents from 1 office and ask their manager if you can use the conference room or training room to have this PODS meeting (If not, find a local spot). Send an email out to 20 people and see who is interested in joining a POD and an accountability group. Wait a few days then make calls. Once you get your 10 people send them the business plan (I can send you one if you don’t have it) and pick a date to set up the POD. Also, ask them to bring another agent in their office to join the POD. The goal is to have 10-20 people attend the first POD meeting.

**How to conduct the meeting:**

Take roll. Make sure everyone has filled out their business plan. Plus, they have 1 blank sheet that says Accountability Tasks! I want you to pick 4-5 key points on the business plan you want to cover that meeting. Ask the questions and have people share their answers. Once a few people have shared, make an “Accountability Task” recommendation for that topic. IE. If you talk about Facebook: give them the Facebook Drill (explain it) 30 minute time tally per day (commenting) and remind them to post 4-6 times a week. Then move on to another question. Have people share their answers, feedback, suggestions, ideas or nuggets with the group. Encourage people to share!

**How long is the meeting?:**

The goal is 30-45 minutes. So stay on point.

**What’s the next step?:**

Set up POD meeting #2 with all of those people and have them bring back the Accountability tasks you gave them in the 1st meeting. Go over the tasks. One by one and have agents share if they don’t share, call on them. When that is all done, pick 3 more items on the business plan to go over and give “Accountability” tasks again. Book another apt, and so on.