

Having a solid game plan for when you're in the field is crucial to your success in this business. How you use your time in the field will largely determine whether or not you achieve your financial goals, and whether you will earn an ordinary income, or a truly outstanding one. You must have a game plan and stick to it.

Here's a typical scenario:

You just got no-showed, hey it happens to all of us... so now what do you do? You should always be prepared for a no-show. The one thing we can never do enough of, and yet don't seem to do anywhere near enough of, is prospect.

- 1) Often times a no-show will be home within 15 minutes of when you first arrive for the appointment, so don't leave the area. Drive around the corner and park. Since you ALWAYS carry your leads with you, working them won't be a problem. Call through your leads for about 15 minutes. You will generally set one appointment... good job! Go back by the home of your no-show. If they are now home, go in and write them.
- 2) If they are not home yet, proceed to the addresses of leads that you have not yet been able to reach by phone. Prepare "Delivery Notification" leads in advance, and make sure you have all of your leads with you. When you knock on the door, if the prospect answers, simply show them the lead and proceed to set the appointment (back in the moment).

These two simple additions to your field strategy will increase your income exponentially.

