

MY ACTION PLAN

Directions: As you review the topics in a chapter, check off those items that you have already done. Then write any action items for your 4-1-1 you want to accomplish to improve your Internet business.

Chapter	Launch 0-16 Units	Growth 17-36 Units	Achievement 37 Units-Net \$1M	4-1-1 Action Items
1. The Internet in Real Estate	<input type="checkbox"/> My website is set up to deliver real estate information in exchange for contact information. <input type="checkbox"/> I track the true source of my "Internet leads." <input type="checkbox"/> I understand the online consumer experience. <input type="checkbox"/> I have overcome my Internet Mythunderstandings.			
2. The Internet Economic Model	<input type="checkbox"/> I track my Internet conversion rates. <input type="checkbox"/> I have created my Internet Economic Model. <input type="checkbox"/> I have enough visitors coming to my site to hit my numbers.	<input type="checkbox"/> My Internet conversion rates match the research average conversion rates. <input type="checkbox"/> I'm focused on the three opportunities of the Internet Economic Model.	<input type="checkbox"/> I match or exceed the "Ideal Buyer" conversion rates. <input type="checkbox"/> I've maximized the three opportunities of the Internet Economic Model.	
3. The Internet Lead Generation Model: Create and Maintain Your Internet Presence	<input type="checkbox"/> I have a template website. <input type="checkbox"/> I have the "must-have" website elements (pg.?). <input type="checkbox"/> My featured properties have all of the elements consumers want to see.	<input type="checkbox"/> I have targeted websites. <input type="checkbox"/> I have all of the website elements. <input type="checkbox"/> I have great content. <input type="checkbox"/> I have stealth websites.	<input type="checkbox"/> I have custom websites.	
4. The Internet Lead Generation Model: Lead Generate for Traffic	<input type="checkbox"/> I track how Internet consumers come to my site. <input type="checkbox"/> My offline marketing tells consumers why they should go to my website. <input type="checkbox"/> I market my listings on Realtor.com . <input type="checkbox"/> I have web metrics software for my site.	<input type="checkbox"/> I use pay per click to market my site. <input type="checkbox"/> I have ads on related sites. <input type="checkbox"/> I market my listings on several popular listing-aggregator sites. <input type="checkbox"/> I have web-metrics software on all of my sites.	<input type="checkbox"/> My website is optimized for search engines. <input type="checkbox"/> I have links to my site on other sites. <input type="checkbox"/> I have web-metrics software on all of my custom sites.	

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Chapter	Launch 0-16 Units	Growth 17-36 Units	Achievement 37 Units-Net \$1M	4-I-I Action Items
5. The Internet Lead Generation Model: Capture, Cultivate, and Convert Leads	<input type="checkbox"/> My site has the six lead capture opportunities (pg. ?). <input type="checkbox"/> I have a contact management system that captures my website leads. <input type="checkbox"/> I have a long-term email marketing drip campaign that I launch my website leads on. <input type="checkbox"/> I have my website leads forwarded to my cell phone or PDA for quick response. <input type="checkbox"/> I have memorized the Internet conversion scripts.	<input type="checkbox"/> I prioritize my leads using my IDX back-office system. <input type="checkbox"/> I have different long-term email marketing campaigns for different types of registrations. <input type="checkbox"/> My follow-up is interactive. <input type="checkbox"/> I use my website in my listing and buyer appointments.	<input type="checkbox"/> I show my search engine placement in my listing and buyer appointments	
6. The Internet Budget Model	<input type="checkbox"/> I have budgeted for my present lead generation needs. <input type="checkbox"/> I have budgeted for a template site and all of the required tools and equipment. <input type="checkbox"/> I have read and understood the Internet Budget Model.	<input type="checkbox"/> I have budgeted for my present lead generation needs. <input type="checkbox"/> I have budgeted for multiple sites and all of the required tools and equipment.	<input type="checkbox"/> I have budgeted for my present lead generation needs. <input type="checkbox"/> I have budgeted for multiple custom sites and all of the required tools and equipment. <input type="checkbox"/> I have budgeted for a Lead Coordinator and a Webmaster.	
7. The Internet Organizational Model	<input type="checkbox"/> I have read and understood the Internet Organizational Model.	<input type="checkbox"/> I have read and understood the job descriptions and job profiles of a Lead Coordinator and a Webmaster. <input type="checkbox"/> I have leveraged lead management through a part-time Lead Coordinator. <input type="checkbox"/> I have leveraged the maintenance of my websites through an outsourced/part-time Webmaster.	<input type="checkbox"/> I have hired a full-time, licensed Lead Coordinator. <input type="checkbox"/> I have hired an in-house Webmaster.	