



# Program Overview

L E N D E R

<b>Month 1</b> <i>Bolster Your BOTTOM LINE: Start Blitzing!</i>	<b>Month 2</b> <i>Tactically Produce More NET INCOME</i>	<b>Month 3</b> <i>Enhance Profits With Business Connections</i>
<p><b>WEEK 1: Out-pace the competition with Pop-Bys</b></p> <p>This week is critical for your production to TAKE-OFF. The most impactful form of communication is the face-to-face experience. This week you will strategically execute a Pop-By Blitz to the key relationships in your database. We have already identified these people for you and are recommending specific Pop-By gifts – taglines included. All you need to do...is Pop-By!</p>	<p><b>WEEK 5: Prepare to seize the opportunity</b></p> <p>It is time to cultivate, capture and cash-in on old leads. The best lead you have may be the one written on the napkin lost on your desk or the yesterday lead who was not motivated, but is today!!! To get a RIGHT NOW commission check, just follow the clearly lit path already laid out for you. Leave no stone unturned. You will be shocked to find how many of these opportunities have been under your nose all along.</p>	<p><b>WEEK 9: Boost your business equity!!!</b></p> <p>The most neglected vein of referrals lies in the business community. Well, neglect it no more! When you follow the simple steps created, you will tap into this often-ignored source of referrals. During this week, you will discover the hidden sources of wealth and referrals.</p>
<p><b>WEEK 2: Time to EXECUTE with CALLS!</b></p> <p>To make the largest impact in the shortest amount of time for your business, leverage the use of your phone. For the next five days we have laid out the who, what, where, when and how to dial for dollars with your clients. We have engineered results-driven dialogues specifically designed for today's market.</p>	<p><b>WEEK 6: Reconnecting with “past” relationships</b></p> <p>If they did it before, they'll do it AGAIN! A relationship that has referred you in the past is five times more likely to refer you again. Therefore, this week you will re-ignite the flames for referrals. Following this step-by-step strategy you will thoroughly cover the key referring relationships in your business and unleash the awaiting borrowers. Then when your telephone rings with a referral on the other end, you will say, “Thanks...I needed that!”</p>	<p><b>WEEK 10: Increase your personal market value with lunches</b></p> <p>A solid, influential business relationship offers ten times more referral potential than a typical relationship. Don't underestimate the importance of this week. The work you perform will have a residual effect for the rest of the year. We have constructed dialogues for you to use to land that whale of a businessperson. Remember, it's just lunch.</p>
<p><b>WEEK 3: Strategically connect with clients through notes!</b></p> <p>The activities in week 3 will magnify the benefits of weeks 1 and 2. Nothing you do will cost less or have a bigger impact than these hand-written personal notes. We have already put a checklist together outlining who needs to receive a note from you. Sample messages for your notes are available at Blitz Central during this week. When you carefully implement this step-by-step game plan, be prepared to expect referrals. Oh, by the way...please make a note of that!!!</p>	<p><b>WEEK 7: Adding people to your business database and getting ready for your Business Mixer</b></p> <p>This week is your opportunity to use the Business Directory if you haven't already. Or, you can use the Businesses I Refer (<i>Hidden Sources of Wealth</i>) worksheet to enter the information for your business database.</p> <p>This is also your chance to start getting ready for the Business Mixer you have coming up in Week 11. To make it easier, use Business Mixer resources we have provided for you at Blitz Central.</p>	<p><b>WEEK 11: Make double digit gains by “mixing it up”</b></p> <p>Are you ready to mix it up a bit? This week will establish you as a leader and the go-to person in your business network. Blitz Central will provide you all the instructions you need to orchestrate a professional Business Mixer.</p>
<p><b>WEEK 4: Improve your “personal stock price” with lunches</b></p> <p>This may possibly be the most enjoyable week of the Blitz. We have designed a week for you to put a bite into your business. Each day you will grab breakfast, coffee or lunch with someone we have carefully selected from your database. No two days will be the same. You may gain a few pounds this week, but you will also gain some referrals! Not a bad thing.</p>	<p><b>WEEK 8: Hello, opportunity is KNOCKING!!!</b></p> <p>Opportunity knocks but once! If you were not home to answer the door, it's time for you get out there and chase it down. Weeks 5 through 7 give you a number of activities to capture a RIGHT NOW commission check. This week has been constructed as a SAFETY NET to catch any missed opportunities that were not followed up on. A majority of the time leads need 2-6 calls, notes or Pop-Bys to make a decision. Repetition is the mother of EARNING!</p>	<p><b>WEEK 12: Congratulations!</b></p> <p><b>You've OUTPERFORMED the MARKET!</b></p> <p>You probably won't want the Blitz to end, but you'll need to take some time to recharge your batteries. You've stayed the course, followed the plan and arrived on schedule. Congratulations, you have successfully completed the BLITZ. You are a BLITZER!</p>