

# 2026 BLUEPRINT FOR SUCCESS WORKBOOK

Build Your Best Year Yet



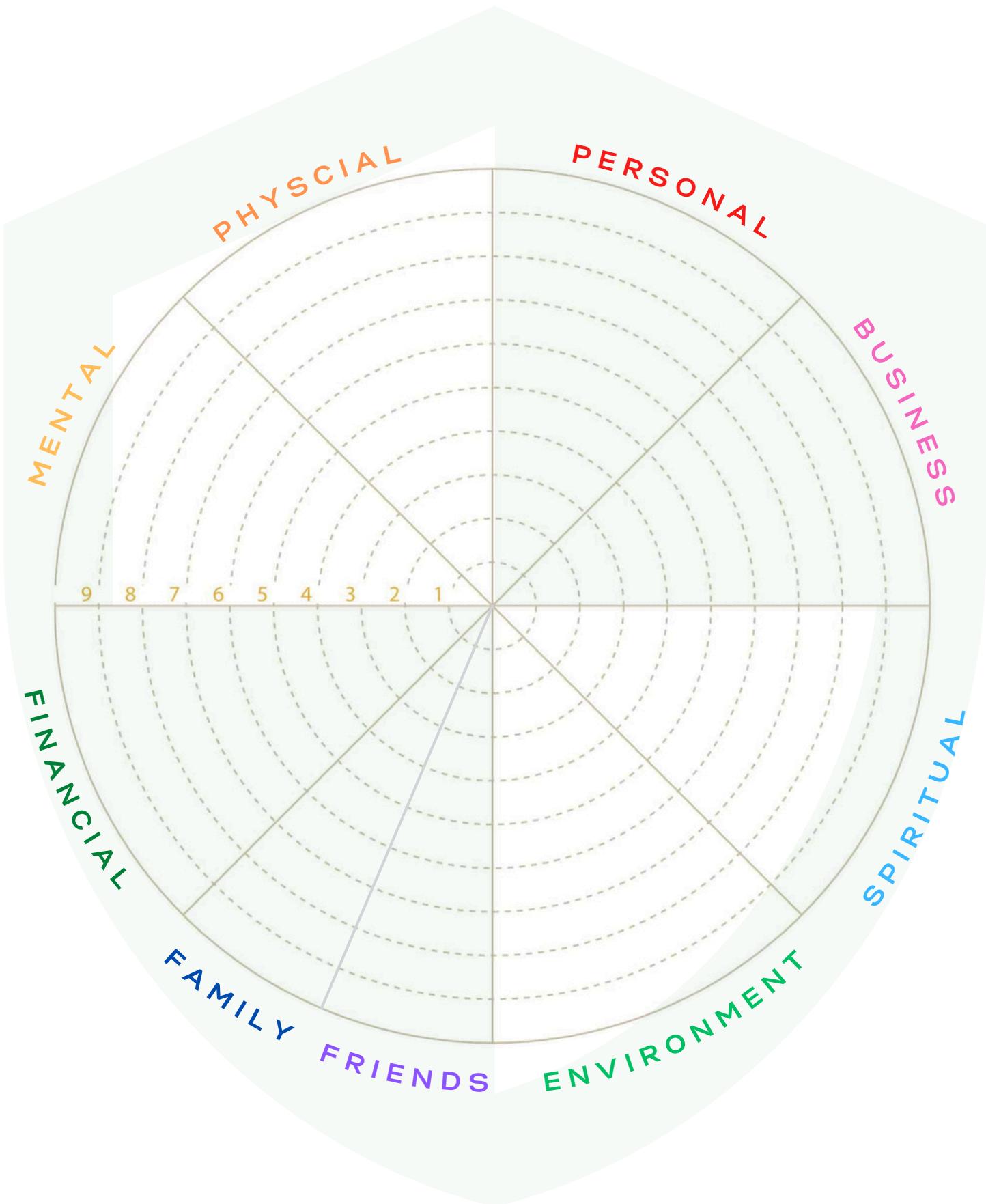
REAL ESTATE  
**MASTERY**  
— WITH JOHN MARRONE —

Proven results through our 4S Formula - Sales, Social, Structure, Self-Mastery



Success isn't a destination—it's a blueprint you create and follow each day.

# WHEEL OF LIFE



# COMPASS

<p><b>Name your top 6 achievements in 2025</b> Big, small, what are you <b>MOST</b> proud of?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> <li>6.</li> </ol>	<p><b>Name 5 challenges you overcame in 2025</b> What was hard? What did you overcome?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b>What were 3-5 lessons learned in 2025?</b> Eg. a skill, aha moment, lesson learned etc.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<p><b>What did I learn about myself?</b> Ex: strengths, weaknesses, talents, beliefs, values, hopes, fears etc.</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b>YOU IN 2025</b></p>	<p><b>What new or existing relationships did I develop?</b> Who did you grow your relationship with?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<p><b>If I could go back and do 3-5 things differently in 2025 it would be?</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b>How did I make a difference in the world in 2025?</b> Big or small, how did you help others/the world?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p><b>Where did I have the most fun?</b> What did you enjoy most in 2025? This could be anything - at work, home, in life!</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>

# 2024 REVIEW & HIGHLIGHTS

## COMPASS

<b>Smartest decision I made in 2025?</b>  1.		<b>What was the biggest risk taken in 2025?</b>  1.
<b>What is one word to describe 2025?</b>  1.	<b>YOU IN 2025</b>	<b>What were the hardest things you tried but did not accomplish in 2025?</b>  1.  2.  3.
<b>What are the top 5 things you want to STOP doing from 2025?</b>  1.  2.  3.  4.  5.	<b>Name empowering habits that you stayed consistent with in 2025?</b>  1.  2.  3.  4.  5.	<b>Scale of 1-10 how happy were you all around with your quality of life in 2025?</b>  1.

If you were to write a Newspaper Headline that summarized your 2025, what would it say?

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# 2026 PREVIEW & PREPARATION

## COMPASS

<p><b>What top 5 things do I want to achieve in 2026?</b> Big, small, what would make you proud</p> <p>1. 2. 3. 4. 5.</p> <p><b>What do I WANT to grow or learn about MYSELF this year?</b> Where will you stretch and grow yourself?</p> <p>1. 2. 3. 4. 5.</p>	<p><b>Name 5 challenges you anticipate in the year ahead</b> What do you expect to be hard/difficult?</p> <p>1. 2. 3. 4. 5.</p>	<p><b>What do I NEED to learn in the year ahead?</b> What do you NEED in order to grow this year?</p> <p>1. 2. 3. 4. 5.</p> <p><b>What relationships would like to grow and develop?</b> Who inspires, supports &amp; encourages you?</p> <p>1. 2. 3. 4. 5.</p>
<p><b>3 things I want to do more of in 2026?</b></p> <p>1. 2. 3.</p>	<p><b>How specifically will I make a difference in the world or others' lives in 2026?</b> Big or small, how will you help others/the world?</p> <p>1. 2. 3.</p>	<p><b>Where will I enjoy myself &amp; have fun in my life in 2026?</b> How will you play at work/home/in life?</p> <p>1. 2. 3. 4. 5.</p>

If you were to write a Newspaper Headline that will summarize your 2026, what will it say?

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# LIVING LIFE LIST

## Identify big dreams and personal goals

# PHYSICAL HEALTH

WHEEL OF LIFE

What does success look like in PHYSICAL Health?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# FINANCES

WHEEL OF LIFE

What does success look like in your FINANCES?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# MENTAL HEALTH

## WHEEL OF LIFE

What does success look like in your MENTAL health?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# PERSONAL/JOY

WHEEL OF LIFE

What does success look like in PERSONAL/JOY?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# BUSINESS

WHEEL OF LIFE

What does success look like in your BUSINESS?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# ENVIRONMENT

WHEEL OF LIFE

What does success look like in your ENVIRONMENT?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# FAMILY

WHEEL OF LIFE

What does success look like in your FAMILY?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# FRIENDS

WHEEL OF LIFE

What does success look like with your FRIENDS?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# SPIRITUAL LIFE

## WHEEL OF LIFE

What does success look like in your SPIRITUAL life?

12 MONTH GOALS

12 WEEK GOALS

GOALS

# 12 WEEK YEAR

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12 Week Goal/Why  
is it Important? -

Business

Stepping Stone Goal	Start Date or End Date	Is It In Your Calendar?	Was It Done?

## WEEKLY SCORE CARD:

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Personal/Joy

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12 Week Goal/Why is  
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Financial

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12 Week Goal/Why is  
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Relationship

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important?

Health-

Mental/Physical

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Spiritual

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If you score higher than 85% – you can adjust the plan (only if you find that it is not producing the results you had hoped for, otherwise stay the course).

If you score lower than 85% – you didn't execute on enough of the plan to know if it was working. Leave the plan alone and have a chat with the person in the mirror.

# 4 PILLARS OF INCOME

WHAT IS YOUR INCOME GOAL?

Per month \$\_\_\_\_\_

Closing per month:\_\_\_\_\_

Per year \$\_\_\_\_\_

Closing per year:\_\_\_\_\_

WHAT ARE YOUR 4 PILLARS OF INCOME?

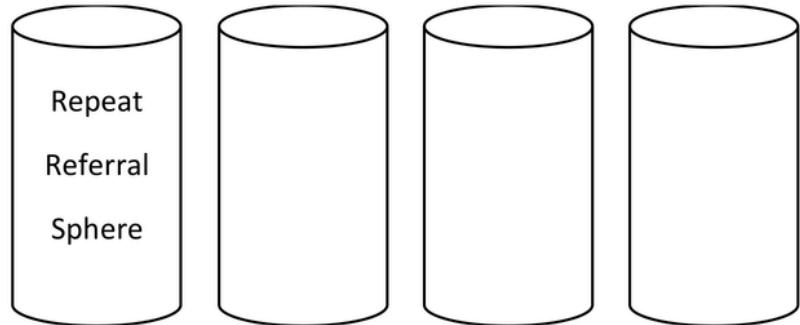


# REAL ESTATE BUSINESS GOAL SETTING

## EXAMPLES

- Client events
- Facebook
- LinkedIn
- Instagram
- Door Knocking
- Open Houses
- FSBOs
- Expireds
- Seminars
- Investors
- Direct Mail
- SEO/Blog
- YouTube
- Landlords
- Renters
- Agent Referrals
- Builders
- REO
- Relo
- PPC
- Portals
- Purchased Databases

## 4 PILLARS OF YOUR BUSINESS



### Gross Yearly Commission Goal:

### Average Sales Price

### Average Commission %

### Average Commission (B\*C)

### # of Transactions (A / D)

### Average Conversion Rate

### Total Leads (E / F)

### Leads / Week (G / 48\*)

A	A	A	A
B	B	B	B
C	C	C	C
D	D	D	D
E	E	E	E
F	F	F	F
G	G	G	G
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETE? <input type="checkbox"/>	COMPLETE? <input type="checkbox"/>	COMPLETE? <input type="checkbox"/>	COMPLETE? <input type="checkbox"/>
Business Development		<input type="checkbox"/>	
Professional Development		<input type="checkbox"/>	

## Weekly Lead Generating Activities

Fill in tasks with numbers. Example: 4x open houses, 2x blog posts, 50x Expired, etc

**Instructions:** Select 4 prospecting methods you will exclusively focus (Repeat, Referral, and Sphere should ALWAYS be a pillar). Fill your gross commission goal under each pillar. Your goal is that every pillar will, by itself, meet your goal. If one pillar fails, you still have other pillars working.

Working: Work backwards from the goal using the assumptions and math steps outlined. How many leads do you need each week to hit your goal? Finally, fill in action items that will earn the number of leads.

Fill in a weekly development goal: business dev (working *on* your business instead of *in* it) and professional (reading, education, etc).

Check weekly that you've completed your action items. Check the box if you earned your target number of leads. If not, consider modifying your lead generation activities.

# FINANCIAL GOAL PLAN

My Net Income Goal for the year: \$\_\_\_\_\_

My Expenses: \$\_\_\_\_\_

My Gross: \$\_\_\_\_\_

1. My closed commission (GCI) goal for the year: \$\_\_\_\_\_

2. My average commission per side (unit) will be: \$\_\_\_\_\_

3. The number of closed sales (sides) necessary to achieve my income goal (#1 divided by #2): \_\_\_\_\_

4. My projected closings will come from A. Listings sold: \_\_\_\_\_ (ex:20)

B. Buyers sold: \_\_\_\_\_ (ex:10)

5. Projecting that \_\_\_\_\_% (ex:80%) of my listings will sell (some might expire or they take it off the market), the number of listings I will need to take in will be (#4A divided by the % of #5): \_\_\_\_\_

(ex-20 ÷ .80 = 25 listings to close 20)

6. Projecting that \_\_\_\_\_% of my buyers will close (ex: 85%) since some will cancel/no longer want to buy, the amount of buyers I need to work with is (#4B divided by % of #6): \_\_\_\_\_ (ex-10 ÷ .85 = 12)

7. Since I plan to get listings on \_\_\_\_\_% (ex:75%) of my listing appointments, I will need to go on the following number of listing appointments (#5 divided by the % of #7):

\_\_\_\_\_ (ex-25 ÷ 75% = 34)

8. My total number of appointments needs to be:

Total Listing appointments for the Year (from #7) \_\_\_\_\_ Per Month \_\_\_\_\_ Per Week \_\_\_\_\_

New Buyers for the Year (from #6) \_\_\_\_\_ Per Month \_\_\_\_\_ Per Week \_\_\_\_\_

# BUSINESS MARKETING PLAN

## TOP 50

- Monthly email
- Quarterly mail
- Call once a month
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Sphere of Influence

- Continual monthly contact system
- Personal phone call 4 times a year
- Birthdays and Anniversaries
- One letter a month
- \_\_\_\_\_
- \_\_\_\_\_

## Prospecting

- Geographic Farming
- For Sale By Owner
- Expired Listings
- Out of Town agents
- First time home buyers
- Social Networking (Facebook, Twitter etc.)
- Referral networks and clubs
- Out of town buyers
- Relocation resources

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Website

- Maintain destination website
- Add more than six photos of each listing
- Publish open houses weekly
- Publish featured properties
- Use personalized auto-responders
- Utilize Vanity and Content site
- Utilize stealth sites (CMA's FSBO Branding here is minor)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## E-Marketing

- Consciously collect email addresses
- Return e-mail in a timely fashion
- Have multiple websites
- Include esignature with call to action
- Give away something of value
- Capture email for drip campaigns
- Brand your own name (not @gmail but @yourcompany or @your company)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Other

- Read four business books this year
- Attend a minimum of four seminars a year
- Attend national conventions such as NAR
- Foster relationships with agents who are where you want to be (financially, lifestyle, transactions)
- Mentor with agents who are where you want to be income, lifestyle and transaction-wise

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# CORE VALUES

## BRAINSTORM

**Write down all the words or phrases that describe the character traits you value the most.**

**There are no wrong answers. If it's important to you, write it down**

## CORE VALUES:

Now, read through your list and carefully consider how each one fits you.

**Cross off words one by one until you are left with the handful that you identify with most strongly.**

Be intentional. The remaining words will be your core values – the qualities that are truly the most important to you, that truly define who you are. We suggest that you have five to ten core values.

**Write your chosen core values in the provided space. You may choose to incorporate each word into a sentence, or you can keep it simple and just use the word itself.**

# HABIT SHIFT

# STRUCTURE

Empowering Habits! Conducive to your goals	Disempowering Habits! NOT Conducive to your goals
Habit- <i>Trigger-</i>	Habit- <i>Trigger-</i>

## Notes:

# HABIT CONTRACT

## STRUCTURE

I \_\_\_\_\_ will stick to this schedule for my week and will remain discipline to my empowering habits.

If I am to not complete this one day of the week I \_\_\_\_\_ will never let it go more than 1 day without following through with my commitments.

I acknowledge it will not be easy to stick to these empowering habits daily but I will do it because I understand to achieve this ideal day I must (who do you have to become)

- 1- \_\_\_\_\_
- 2- \_\_\_\_\_
- 3- \_\_\_\_\_
- 4- \_\_\_\_\_

I commit to myself and those it affects and I take complete ownership and responsibility to hit my empowering habits daily.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

# RELATIONSHIP AUDIT

# STRUCTURE

# VISION BOARD TEMPLATE

<b>WEALTH + PROSPERITY</b> SE or Rear Left  Purple, blue, red Wood Element	<b>FAME + REPUTATION</b> S or Rear Middle  Red Fire Element	<b>RELATIONSHIPS</b> SW or Rear Right  Pink, red, white Earth Element
<b>FAMILY</b> E or Middle Left  Green Wood Element	<b>HEALTH (CENTER)</b>  Yellow, orange, earth tones	<b>CHILDREN + CREATIVITY</b> W or Middle Right  White Metal Element
<b>KNOWLEDGE + SELF-CULTIVATION</b> SW or Front Left  Blue, green, black Earth Element	<b>CAREER</b> N or FRONT DOOR  Black Water Element	<b>TRAVEL + HELPFUL PEOPLE</b> NW or Front Right  White, Gray, Black Metal Element

## REFLECT AND REVIEW

Equity1 GOAL & 1 COMMITMENT to get you closer  
Pick at 1 – 2 goals in each area to focus on for the week.

(Sunday review)  
Did You Progress  
in each area. (Y/N)

**BUSINESS/CAREER**

Goal "the what"

Commitment

**FINANCIAL**

Goal "the what"

Commitment

**HEALTH  
MENTAL/PHYSICAL**

Goal "the what"

Commitment

**RELATIONSHIPS**

Goal "the what"

Commitment

**PERSONAL**

Goal "the what"

Commitment

**SPIRITUAL**

Goal "the what"

Commitment

# ACCOUNTABILITY

MUST CRUSH List Today (priorities with equity):  
(Do this page before you respond to any emails or social media)

Date: \_\_\_\_\_

Equity	Task/Action	Time?	Completed?
Business/ Career			
Health/M&P			
Finances			
Personal/Leisure			
Spiritual			
Relationships			

## Eat The Frog Task:

My Goal for today (this is a place to put a business goal. Number of calls, sales, appointments. Whatever you track that drives income):

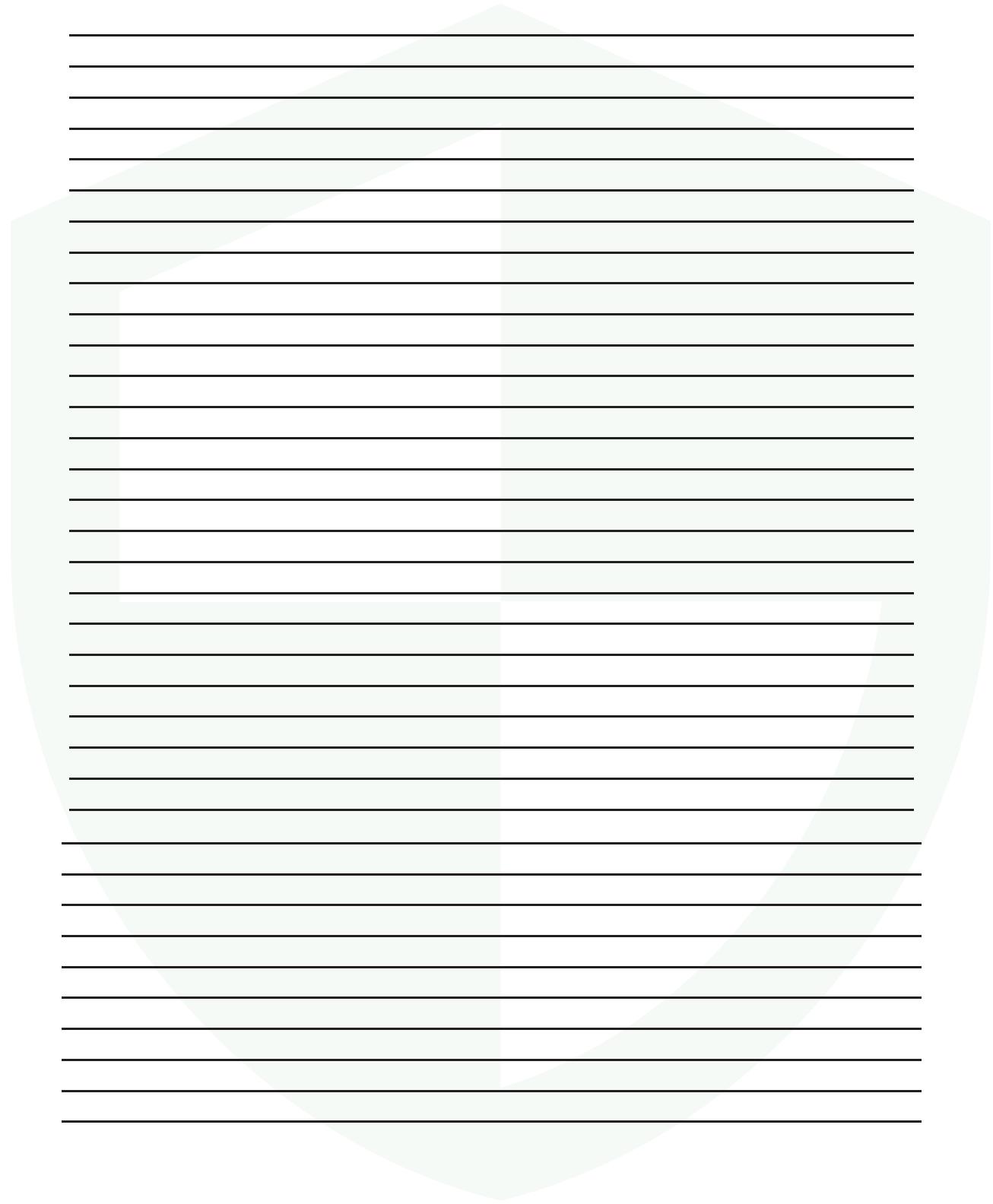
1) \_\_\_\_\_

2) \_\_\_\_\_

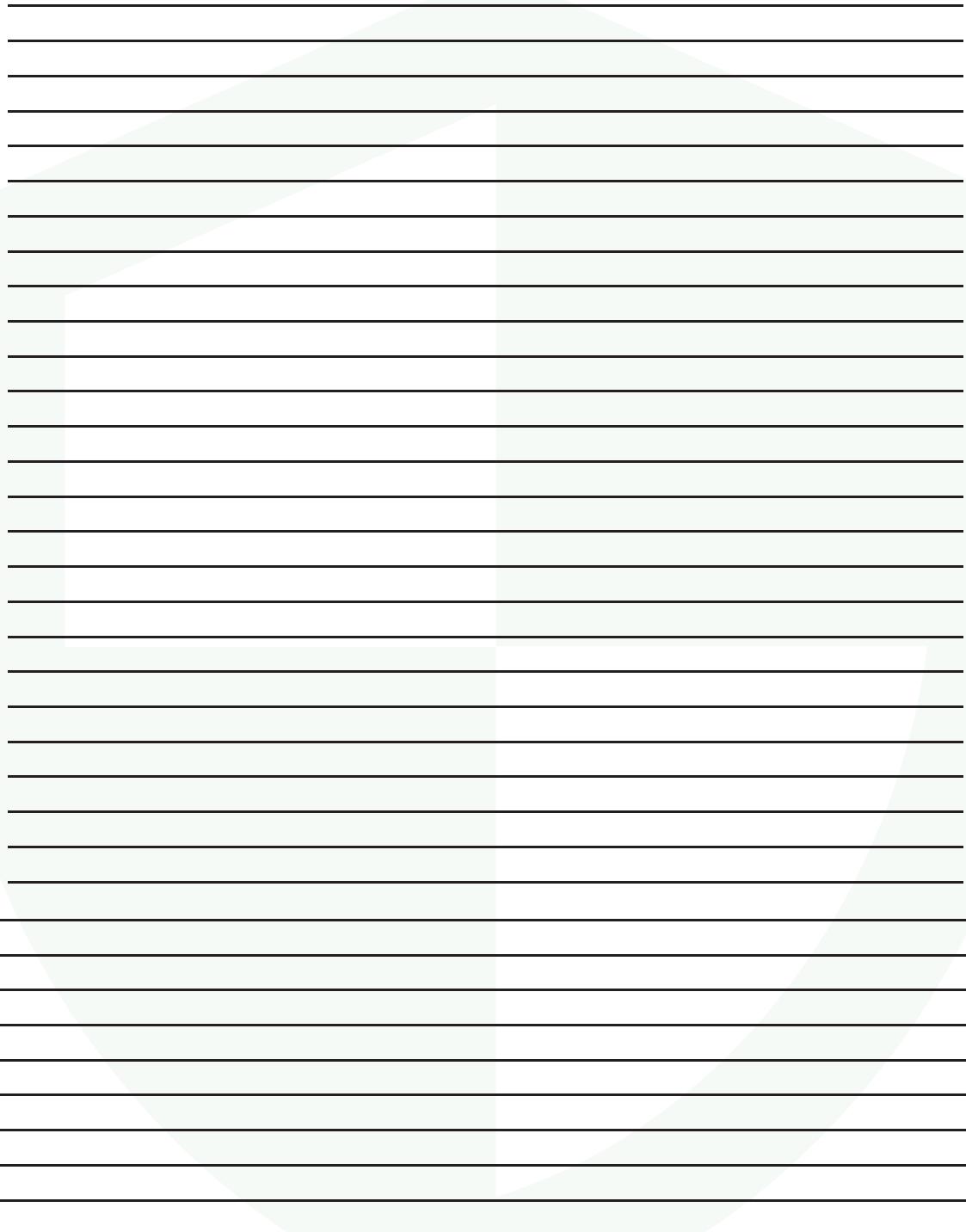
***Who do I need to contact today and what's the outcome that I want?***

NAME	OUTCOME I WANT AND ACTUAL OUTCOME	Time I will be calling/emailing

# NOTES



# NOTES



Handwriting practice lines (20 lines).

