Exercise Workbook

“Scaling Your Business to the Next Level of Success”

1) What are your success Barriers?

____________________________________________________________________________________
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____________________________________________________________________________________

2) Composing Your Elevator Speech

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3) Homework Exercise

For some additional help in building your confidence, consider joining Toastmasters International www.Toastmasters.com

4) List the Standard Operating Procedures you want to consider incorporating into your business model.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
5) Homework Exercise
In order to assist you in making your workday more efficient, read the following books
“Master Your Workday Now” by Michael Linenberger
“The Seven Habits of Highly Effective People” by Steven Covey

6) Conduct your SWAT analysis on yourself or company.

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<th>Opportunities</th>
<th>Threats</th>
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7) Homework exercise. Review above chart and determine if there are any improvement initiatives you can incorporate

8) Practice generating one SMART Goal (a second copy is provided so you can make copies)
SMART Goal Development Worksheet™
Rev 3

Goal:
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

Date goal was established: ______________________
Estimated completion date: ______________________
Goal assigned to: _______________________________

Specific (Indicate the specifics of this goal to include the who, what, how much, and where)
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
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✓ What type of metric will you use to measure your performance (units, dollars, percent changes, etc.)?
__________________________________________________________________________________________
Other:
__________________________________________________________________________________________

✓ What method will you use to visually track your progress (chart, graph, etc.):
__________________________________________________________________________________________

✓ What will be your goal monitoring cycle (this will be the frequency you have a formal review of your
status)
______________________________

Attainable
Is this goal realistic based on the available time, skills, and capital required? Yes ___ No ___ if not,
generate a list of shortfalls that must be addressed in order achieve this goal

Relevant
(Describe why the success of this goal is relevant to your business growth and development, if you don’t
have a compelling reason, you may be wasting your valuable time on tasks that will not advance your
business growth
__________________________________________________________________________________________
__________________________________________________________________________________________
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__________________________________________________________________________________________
List the lower level goals and tasks that will support the major goal listed above (it is suggested to add this information to your Master Action Item Register or other method of compiling and managing your actions. Make sure any lower-level goals listed below also pass the SMART test).

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<thead>
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<th>Lower –level goal or Task</th>
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Barriers to Success Assessment and Mitigation Worksheet
As part of a comprehensive plan to start or expand your business, it will be critical to identify your “Barriers to Entry”. If all of the barriers are identified and a mitigation plan deployed, there is no reason why you will not achieve your goals.

In the chart below, identify all of the barriers you feel ‘are in your way” and develop a specific plan on how you plan on mitigating your risk or barrier. Remember, all of these actions must be added to your master task list.

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<th>Barrier to Entry</th>
<th>Mitigation Plan</th>
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Goal Tracker Chart

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Goal Buy-In
I acknowledge that the above SMART goal is critical to the success of my business model and I’m committed to the implementation of this goal by the completion date stated above:

Signed: ____________________ Date: ____________

Signed: ____________________ Date: ____________

Signed: ____________________ Date: ____________

Signed: ____________________ Date: ____________
SMART Goal Development Worksheet™
Rev 3

Goal:

________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

Date goal was established: __________________________
Estimated completion date: ________________________
Goal assigned to: _________________________________

**Specific** (Indicate the specifics of this goal to include the who, what, how much, and where)
________________________________________________________________________________________
________________________________________________________________________________________
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not, you need to provide further clarification of your goal

✓ What type of metric will you use to measure your performance (units, dollars, percent changes, etc.)?
  ______________________________
  Other:
  ______________________________

✓ What method will you use to visually track your progress (chart, graph, etc.):
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Is this goal realistic based on the available time, skills, and capital required? Yes ___ No ___ if not, generate a list of shortfalls that must be addressed in order achieve this goal

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(Describe why the success of this goal is relevant to your business growth and development, if you don’t have a compelling reason, you may be wasting your valuable time on tasks that will not advance your business growth)
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**Time bound**

(Establishing a specific beginning and completion date for the started goal)

Goal starting date: ____________

Goal completion date: __________

What percentage of your available weekly time will you dedicate to this goal? ______%
## Barriers to Success Assessment and Mitigation Worksheet

As part of a comprehensive plan to start or expand your business, it will be critical to identify your “Barriers to Entry”. If all of the barriers are identified and a mitigation plan deployed, there is no reason why you will not achieve your goals.

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### Goal Buy-In

(631) 750-1563 Office, E-Mail: Carlsch@optonline.net
Website: www.CarlSchiovone.com; www.EastCoastREIA.net
I acknowledge that the above SMART goal is critical to the success of my business model and I’m committed to the implementation of this goal by the completion date stated above:

Signed: ________________________ Date: ____________

Signed: ________________________ Date: ____________

Signed: ________________________ Date: ____________

Signed: ________________________ Date: ____________
9) Classroom exercise
Selects some goals you would like to implement Visual Metrics on.

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

10) Homework exercise
Create the charts, graphs, or other visual management tools and display them at your desk

11) Homework exercise
Generate your Business Plan Draft
visit www.SBA.gov
Detailed outline
30-minute video course
Select “Learning Center” tab
Scroll down to “How to Write Your Business Plan”
Review all other educational material on the site. Don’t forget to have your professional support team review your draft plan

12) Schedule your meeting with a business Advisor at the SBDC. Make sure you ask them how you should prepare for the meeting
Local location
University at Albany 518-380-5077
America’s Small Business Development Centers
www.ASBDC-US.Org

13) Classroom Exercise Conduct your Skill Assessment
and as a homework exercise, implement a skills development plan that should be added to your Master Action Item Register
**Skill Assessment and Development Worksheet**

**Rev. 2**

**Part 1 Assessment**
In the table below list all of the skills you feel are necessary for the successful deployment or growth of your business model and list your level of competency.

<table>
<thead>
<tr>
<th>Skill Required</th>
<th>No Knowledge</th>
<th>Basic Knowledge</th>
<th>Proficient or Expert</th>
<th>Development Plan Required Yes/No</th>
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Part 2 Skill Set Development
For the skills listed above where you have scored “No Knowledge” or “Basic Knowledge” come up with a very specific action plan that will provide the added skills to achieve “Proficient or Expert” scoring. This development plan should be added to your Master Action List and scheduled like all other tasks. As a suggestion, try to prioritize the action plan according to your short term goals and remember, this is an evolving process but with a solid plan in place, you should be able to mitigate your skill shortfall!

Plan Buy-In
In order for you and your team to gain any traction building your skills or breaking down barriers, you will have to be committed to this effort.

I acknowledge that the above plan is critical to the success of my business model and I’m committed to the implementation plan by the deadlines stated.

Signed: ________________________ Date: ____________
Signed: ________________________ Date: ____________
Signed: ________________________ Date: ____________
Signed: ________________________ Date: ____________
14) Homework exercise
Building your Professional Support Team

If you feel that you do not have the proper support team in place, put together a plan to interview and select candidates that will be beneficial to you and your clients. Refer to the training slide on the recommended team members.

15) Homework exercise
Generating your networking and branding plan. Once you have had a commitment on what organizations and groups you will join, make sure you clear your calendar to ensure you will have the opportunity to participate.

National REIA
www.NationalREIA.com
East Coast REIA
WWW.EastCoastREIA.net

16) Homework exercise
Generate your Credibility Report

With the information provided during the course, generate your own Credibility Report as a reminder, here are the main areas to include. Also, the web has many resources for you to use

✓ Personal background
✓ Past sales history
✓ Your Unique Selling Proposition
✓ Educational background, and certifications
✓ Letters of reference
✓ Business and social awards

17) Homework exercise
Scheduling Your Complimentary Coaching Call with Carl Schiovone

In order to make this call as successful as possible, it is suggested that you plan in advance what you would like to get out of the call. The direction of the content of the call will be up to you. The typical call length can range between 60 and 90 minutes so plan accordingly. The following are some suggestions you may want to consider during the planning for this call. Please note, this is not a sales call, we will only discuss your challenges and questions.
In advance generate a list of questions, fears, and challenges you are facing. Present them in order of importance to you so we make sure we get to the heavy hitters.

In order for Carl to have a basic background on you that he can refer to for the call, he will be asking for the following information during the call:
- Real Estate goals
- Business model interest
- Past experience
- Prior educational courses, seminars, certifications, and licenses
- Investing roadblocks including time and capital availability
- Realtor growth barriers

Common topics of discussion
- Review of your Business Plan and Goals
- Review a specific opportunity you are considering
- Risk and risk mitigation strategies
- How to get started
- How to get to the next level
- Finding deals
- Finding capital
- Building your team
- Marketing strategies

Providing material in advance
If you have material that will be reviewed during the call, it is strongly suggested that our office receives it a few days in advance of the session so Carl will have an opportunity to review it.

Topics excluded from the call
Many people come to this call with a broad range of challenges and questions. Topics that will be prohibited include legal and financial advice. If these areas are a concern for you, we can recommend the appropriate professional who will be well suited to handle your questions.

Recording the call
If you like, we can arrange for the call to be recorded, this is a great way for you to go back and recap the call. Please let our office know in advance if you are interested in this so we can send you the special number to call. Depending on your phone carrier package, long distance call fees may apply when recording the call.

Action Plan will be discussed
As part of the call, Carl will provide you with a specific action plan to implement based on the topics discussed during the call.
About Carl Schiovone

Carl Schiovone has been actively involved in the real estate industry for over 35 years. As the co-founder of Cypress Investment Properties, he specializes in the acquisition, rehabilitation, and property management of residential properties. Carl is very active in the Property Rehab and Flip business model and his direct experience encompasses many areas of real estate investing that include the following:

- Short Sales
- Foreclosures
- Buying and selling Notes and Mortgages
- Wholesaling
- Commercial real estate
- Single and Multi-family housing including apartment buildings
- Creative financing
- Raising capital
- Subsidized Housing Programs
- Property Management

Carl is also the founder and President of Carl Schiovone and Associates Real Estate Coaching, Inc. This organization provides both group and one-on-one educational coaching programs to Real Estate Investors at all levels of experience. In addition, as a state approved Instructor in New York, New Jersey, and Pennsylvania, he provides Continuing Education courses to Real Estate Professionals. His presentations have been featured at local and national industry expos including the NYC Real Estate Expo and the NYC Finance Expo; his dynamic application of theoretical concepts and practical exercises keeps his audience fully engaged.

As an accomplished writer and developer of training course material, Carl has leveraged this skill and is currently working on the release of his series of real estate textbooks as well as a video training series scheduled for release in early 2017. Carl’s true passions are teaching and coaching both novice and experienced Real Estate Investors and Real Estate Professionals; this passion is bolstered by his methodical approach to breaking down barriers which has set the stage for countless success stories among his students.

Carl is a frequent contributing Real Estate Columnist for the New York Real Estate Journal and Realty 411 Magazine.

Carl is the Founder and President of East Coast Real Estate Investors Association, a member group of the National Real Estate Investors Association. This association conducts monthly educational and networking meetings that include presentations from local and national educators, subject matter experts, and industry leaders.

As a Licensed Real Estate Professional, Carl also offers Buyers Agent services and focuses on working with Investors to identify and negotiate outstanding investment opportunities on their behalf.

(631) 750-1563 Office, E-Mail: Carlsch@optonline.net
Website: www.CarlSchiovone.com; www.EastCoastREIA.net