

Lotto Lead Forecast

Imagine the empire number. Then back into the weekly work.

“Start with your mindset, and watch the action follow.”

Elena Cardone — Build An Empire, chapter 4

SECTION A

Play the Lotto Game

Imagine bigger than feels comfortable. Every level reveals what's actually possible.

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- 01** What you'd do with \$50K of extra GCI this year
 - 02** What you'd do with \$200K of extra GCI
 - 03** What you'd do with a \$1M GCI year (top 1% of agents)
 - 04** What you'd do with a \$10M GCI team (25+ agents)
 - 05** What you'd do with a \$100M business (a regional empire)
 - 06** Who or what you'd fund — people, charities, causes
 - 07** The problem in your community you'd solve
 - 08** The GCI target you'll forecast for on page 2
(circle one of the levels above, or write your own number)
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Growth Tool 03 / Empire Builder Series

SECTION B

The forecast

Plug in your numbers. The math below tells you the activity required to hit them.

INPUTS IN GOLD • CALCULATED FIELDS BELOW

01 Annual GCI target	\$	_____
02 Average commission per transaction	\$	_____
03 Transactions per year (01 ÷ 02)		_____
04 Transactions per month (03 ÷ 12)		_____
05 Appointment-to-close conversion		_____ %
06 Appointments needed per month (04 ÷ 05)		_____
07 Conversation-to-appointment conversion		_____ %
08 Conversations needed per month (06 ÷ 07)		_____
09 Touch-to-conversation conversion		_____ %
10 Database touches per month (08 ÷ 09)		_____
11 Touches per week (10 ÷ 4.3)		_____

THE EMPIRE NUMBER

Your weekly touch target (from line 11):

Hit this every week or you are destroying your empire, not building one.

_____ touches / week

WEEKLY COMMITMENT

I will execute the weekly touch target every Monday–Friday, starting:

Start date _____ Signed _____