

Personal Mission Statement:
“To make a difference in the lives of my family and customers...”

1. **Role:** Real Estate Agent - By The Sea Realty

- **Long term goals (in line with mission statement and result focused)**
 - Personal 2022 Sales = \$5,000,000
 - Establish farm area marketing program
 - Increase Sphere of Influence to 200 contacts by year end
 - 3 new listings by year end
 - Complete post licensure education
- **Short term goals (1 to 3 months, re-evaluate every month)**
 - Q1: revenue = \$1,000,000 – 3 closings
 - Identify farm and purchase farm list by end of January
 - Make contact with everyone in my sphere before end of February
 - Write a new blog post (every 3 months)
 - 1 new listing by end of March
 - Schedule education courses in calendar through year end
 - Identify new networking opportunity (grow SOI)

2. **Role:** Husband/Father

- **Long term goals (in line with mission statement and result focused)**
 - Spend more time with family
 - Get a boat
- **Short term goals (1 to 3 months, re-evaluate every month)**
 - Buy flowers for wife once a month
 - Plan summer vacation with family
 - Save money for boat

3. **Role:** Individual/Personal Development (Sharpen the Saw)

- **Long term goals (in line with mission statement and result focused)**
 - Lose twenty pounds
 - Cook healthier
 - Establish better eating habits when eating out
 - Enjoy more recreational activities
- **Short term goals (1 to 3 months, re-evaluate every month)**
 - Join Health Club and work out 3 times/week
 - Cook 3 new healthy recipes
 - Play tennis once a week
 - Ride bike once a week
 - Go fishing once a month
 - Read a new book every month