



The Defining Difference
BY CINDY ERTMAN

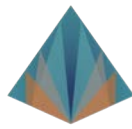
90-DAY TOTAL SUCCESS GOAL PLAN Jumpstart Your Mortgage Success



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90-DAY TOTAL SUCCESS GOAL PLAN

Jumpstart Your Mortgage Success

The Importance of Goal Planning – Why have goals?



- Without goal setting, we move from situation to situation in a reactive mode rather than taking a focused path towards our most desired outcomes.
- Our lives and our businesses end up being influenced by external forces instead of own wants and desires. To create the mortgage business and the production levels you desire it is critical to set clear goals.

The Power of Goal Setting

- Harvard MBA study in 1979 showed that 13% of the class that set written goals with no plan, made 2X the money as the 84% with no goals.
- 3% of the class that had both written goals and a plan, were making 10X the money as the rest of the class.
- When you start giving your life objectives and purpose through the power of goal setting, the results can be absolutely staggering.

How to Set Intentional Goals for Your Mortgage Business

STEP 1: Take my *Mortgage Satisfaction Assessment* on page 4 and score yourself on 8 key areas of your mortgage business to see where you are doing well and where you are falling short.

STEP 2: Fill in your *Mortgage Business Roadmap* on page 5 to build the vision for your production numbers and your high impact team.

STEP 3: Create your *90-Day Total Success Blueprint* on page 6 to develop goals for 5 key areas of your business and supporting action items for each goal.



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STEP 1: MORTGAGE SATISFACTION ASSESSMENT

Choose the number that matches your current satisfaction level.



OF REFERRAL
PARTNERS

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



PERSONAL
PRODUCTION LEVELS

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



COMPELLING CLIENT
EXPERIENCE

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



MARKETING
EXECUTION

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



TIME, ENERGY &
PRODUCTIVITY

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



HIGH IMPACT
TEAM

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



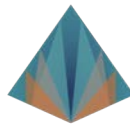
GOOD
SELF CARE

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



WORK / LIFE
BALANCE

- 10 Highly Satisfied
- 9
- 8
- 7
- 6
- 5 Satisfied
- 4
- 3
- 2
- 1
- 0 Not Satisfied



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STEP 2: YOUR MORTGAGE BUSINESS ROADMAP

Fill out this business planning worksheet to develop concise production and team goals.



PRODUCTION & INCOME GOALS

Total production volume last year?

Total families served last year?

Production volume for next year?

Families served next year?

Income goal for next year?



HIGH IMPACT TEAM GOALS

Who are your team members and what are their current roles?

TEAM MEMBER

TITLE AND ROLE

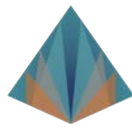
WHAT ARE MY BUSINESS GAPS?

What are my biggest and most painful business gaps?

BUSINESS GAP #1:

BUSINESS GAP #2:

BUSINESS GAP #3:



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90-DAY TOTAL SUCCESS GOAL PLAN Jumpstart Your Mortgage Success

STEP 3: YOUR 90-DAY TOTAL SUCCESS GOAL PLAN

Set BIG ROCK goals for the next 90-Days for 5 key areas of your business.



- The 90-Day Total Success Goal Plan is a powerful tool that teaches you how to master the power of intentional choice to bring your vision to reality.
- This tool will help you to define 3 high impact goals for five (5) key areas of your life and three (3) specific, supporting action steps to accomplish each goal.

FIVE (5) KEY AREAS OF YOUR LIFE

1. Career/Work
2. Health/Wellness
3. Family/Relationship
4. Personal/Business Growth
5. Personal Finances



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3 CAREER/WORK GOALS and 3 ACTION STEPS

CAREER/WORK GOAL #1:

ACTION STEPS:

1.

2.

3.

CAREER/WORK GOAL #2:

ACTION STEPS:

1.

2.

3.

CAREER/WORK GOAL #3:

ACTION STEPS:

1.

2.

3.



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3 HEALTH/FITNESS GOALS and 3 ACTION STEPS

HEALTH/FITNESS GOAL #1:

ACTION STEPS:

1.

2.

3.

HEALTH/FITNESS GOAL #2:

ACTION STEPS:

1.

2.

3.

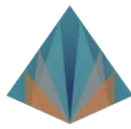
HEALTH/FITNESS GOAL #3:

ACTION STEPS:

1.

2.

3.



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3 FAMILY/RELATIONSHIP GOALS and 3 ACTION STEPS

FAMILY/RELATIONSHIP GOAL #1:

ACTION STEPS:

1.

2.

3.

FAMILY/RELATIONSHIP GOAL #2:

ACTION STEPS:

1.

2.

3.

FAMILY/RELATIONSHIP GOAL #3:

ACTION STEPS:

1.

2.

3.



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3 PERSONAL/BUSINESS GROWTH GOALS and 3 ACTION STEPS

PERSONAL/BUSINESS GROWTH GOAL #1:

ACTION STEPS:

1.

2.

3.

PERSONAL/BUSINESS GROWTH GOAL #2:

ACTION STEPS:

1.

2.

3.

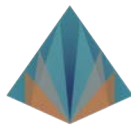
PERSONAL/BUSINESS GROWTH GOAL #3:

ACTION STEPS:

1.

2.

3.



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3 PERSONAL FINANCES GOALS and 3 ACTION STEPS

PERSONAL FINANCES GOAL #1:

ACTION STEPS:

1.

2.

3.

PERSONAL FINANCES GOAL #2:

ACTION STEPS:

1.

2.

3.

PERSONAL FINANCES GOAL #3:

ACTION STEPS:

1.

2.

3.



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STEP 3: YOUR 90-DAY TOTAL SUCCESS GOAL PLAN

Set BIG ROCK goals for the next 90-Days for 5 key areas of your business.

GOALS AND ACTION ITEM EXAMPLES

Career/Work Goals

- Income goals for the year
- How many Sales _____
- Management
- Partners
- Hire Assistant
- Marketing Plan
- Do more video
- Improve social media presence

Career/Work Action Items

- 5 income producing activities
- Who to call by when?
- Call past clients & do check in
- Write job description & place ad
- Postcard Mailing
- Map marketing efforts (next 6 mo.)
- Commit to filming 1 video per week
- Hire a part-time social media consultant

Health/Fitness Goals

- Lose 15 lbs.
- Start yoga class
- Change diet- eat healthier
- No alcohol Mon.-Thurs.
- Give up Soda
- Quit Smoking
- 8 hours of sleep
- Meditation
- Get physical & recommended preventative tests
- Eat at least 1 vegetable every day
- Reduce red meat intake to 2x/month
- Try 1 new workout per month

Health/Fitness Action Items

- Google yoga studios
- Book 3 classes
- Hire trainer
- Make daily healthy smoothies
- No sugar- rid house of sugar
- Download Deepak 15-minute meditation
- Fitness bands (Nike Fuel band or Fit Bit bands, etc.)
- Plan to run a marathon
- Plant a garden in my backyard
- Research tasty ways to cook vegetables
- Replace 1 meat-based meal with 1 plant-based meal weekly



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STEP 3: YOUR 90-DAY TOTAL SUCCESS GOAL PLAN

Set BIG ROCK goals for the next 90-Days for 5 key areas of your business.

GOALS AND ACTION ITEM EXAMPLES

Family/Relationship Goals

- Establish tradition
- Spend time alone as a couple
- Memorable family vacations
- Eat more meals together
- Improve home environment
- Have meals together
- Start a special savings fund
- Start a new family hobby
- Do a community service project together
- Visit with extended family
- Take a family portrait
- Set a budget for holiday spending
- Work on home projects
- Rescue a dog and take family hikes

Family/Relationship Action Items

- Determine the “must attend” functions for children’s school activities & schedule to be there
- Take turns planning special “date nights”
- Schedule dinner when the entire family can attend
- Set home traditions for special holidays
- Make sure to clean and spruce up home environment so your home is a sanctuary & escape from life
- Research community family volunteer events you can participate in
- Have weekend family game nights

Personal/Business Growth Goals

- Do something each week that reinvigorates your mind
- Learn another language
- Learn how to play an instrument
- Extracurricular activities that stretch me and help me grow
- Study a topic that I find interesting
- Develop a higher level of self-esteem and positivity

Personal/Business Growth Action Items

- Listen to motivational audio CD’s on the way to and from work
- Buy Rosetta Stone program to learn Spanish
- Take a cooking class
- Go to a live event for a motivational / inspirational speaker
- Buy books on coin collecting



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STEP 3: YOUR 90-DAY TOTAL SUCCESS GOAL PLAN

Set BIG ROCK goals for the next 90-Days for 5 key areas of your business.

GOALS AND ACTION ITEM EXAMPLES

Personal Finance Goals

(How are you managing your money?)

- Pay off a loan early
- Save extra money for retirement and other long-term plans
- Create an emergency fund
- Learn more about investing
- Save on interest charges
- Improve your financial literacy
- Create an estate plan

Personal Finance Action Items

(How are you managing your money?)

- Put away 10% of each paycheck
- Consolidate loans
- Pay off credit cards
- Refinance home mortgage
- Refinance loans
- Hire an attorney to help create a will
- Analyze home expenses & figure out ways to save
- Research family plans or other packages for cell phones, cable etc.
- Read books or take a course on financial literacy
- Hire a financial planner

The Defining Difference Coaching Programs

Mortgage Mastermind Elite (MME)

- Designed for originating branch managers, seasoned mortgage professionals and Top Producers seeking the next level of success, MME includes a vetted community of 12 high-performance mortgage professionals where everyone is committed to sharing best practices, sharing results-oriented marketing strategies, building strong referral partners with 'done for you' value materials, and learning to build a high impact team to create the success you truly deserve and desire.
- **Included in the program:** Bi-weekly Group Coaching Calls led by Cindy and her invited industry experts, Bi-monthly One-on-One Coaching Calls, Live Retreats, Private Facebook Group, Membership Portal with access to coaching materials, exercises, scripts, and "How to" Guides.
- **Early Bird Pricing until 12/30/21!** Next Session begins March 17, 2022.
- Visit www.MortgageMastermindElite.com to learn more and to schedule your free strategy call.

Millionaire Mortgage Club (MMC)

- Designed for mortgage loan originators at all levels of success. If you want to grow, expand your team and build your referral partner network, this program is for you.
- MMC is a subscription-based membership program that includes the tools and resources that helped Cindy reach 7-figure success in a LIVE, online, ongoing environment.
- Kickoff 2022 Strong: **3-Month Membership for \$697** (a \$1,191 Value!)
- Sign up now and get access to a **special BONUS CALL with Barry Habib!**
- Hurry - this special discounted offer **will expire on 12/30/21!**
- Visit www.MillionaireMortgageClub.com/vip to learn more and to enroll now!

"My experience with Cindy Ertman has been a life altering event. I increased my production by over 30% and closed over \$100MM in my first year of coaching with Cindy and after just 4 years, I'm on track to closing \$205MM. But more important is that I am working less hours, have become a true leader to my team, and have been able to identify my "value" proposition for myself, my team, and my life."

~ Michele T. | Branch Manager

Schedule your FREE STRATEGY CALL to learn more!
Email us at info@CindyErtman.com or call 310-295-1130