



# nucleus

## week one- the groundwork

This weeks curriculum will focus on aligning your energy, efforts, and mindset, to begin crafting a business that you are wildly excited about. I say business, and not career, because we will be taking moments of every week to focus in on the business planning and structure that will be critical to the long term success of your career.

### Reading:

- I- Why Commercial Real Estate
- II- Shift Commercial: Get Real, Get Right- Mindset & Action
- III- The Critical Components of Mindset
- IV- Principles of an Entrepreneur
- V- What is Commercial Real Estate

### Class Activities:

#### Tuesday

- 9:00 AM- Deciding Your Specialization
- 10:00 AM- Starting Database Research: Your Detailed Book of Business
- BREAK -
- 11:10 AM- The 8 Week Database
- 11:30 Being a Real Specialist
- 12:00 – 1:00 PM- LUNCH BREAK
- 1:00 PM- Research & Organize Your Comps
- 1:45 PM- Know Your Market, Get In Your Market
- BREAK -
- 2:30 PM- Anatomy & Habits of Cold Calls
- 2:40 PM- Identify & Build GREAT Interest generators
- 3:15 PM Building Your Business: Starting with an Achievable Plan

#### Friday

- 12:00 PM- Weekly Habits for Success



- This weeks big rocks:**
- \_\_\_ Time Blocking Exercise & The Law of 80/20
  - \_\_\_ Taking the First Step As A Specialist- Find 3 ways to connect to your community
  - \_\_\_ Outline Your Research Game Plan & Process
  - \_\_\_ Breaking Up Your Database- Design Your 8 Weeks
  - \_\_\_ Write Your Bio- Long, Short, & Micro