



**90 DAY**  
CHALLENGE  
WORKBOOK

PLAN**PREPARE**PURCHASE



Visit [www.BiggerPockets.com/WorkbookTutorial](http://www.BiggerPockets.com/WorkbookTutorial) for a video from Brandon explaining exactly how to use this workbook!

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Do you want to make your life **different**?

Perhaps you want to earn **more money**.

Perhaps you want to **work fewer hours**.

Maybe you want to buy your **first rental**, do your **first house flip**, or **double the size** of your real estate portfolio. Maybe you just want to **be happier**. To spend **more time** with your kids and spouse. Get that sexy six-pack you've been talking about.

No matter what your goals, one thing is true: *"Life does not get better by chance, it gets better by change."* (A great quote from Jim Rohn.)

### **So are you ready to make a change?**

This workbook is designed to help you finish 2018 strong – and give you a firm foundation to take off during 2019.

This workbook is designed to truly make this the year that defines your future.

In the few pages that follow, you'll learn how to create a plan for your life that accurately represents your ideal vision of who and where you want to be. You'll learn how to develop annual and quarterly goals, as well as build a step-by-step weekly battle plan that will help turn your goals into a reality.

But this only works if you work.

So grab a nice cup of coffee or tea and take some alone-time today (or with your spouse or significant other) to work through the following pages.

Let this simple workbook be your guide to absolutely crushing the next 90 days.

Your friend,



### **Brandon Turner**

Real Estate Investor

Author

Co-host of the BiggerPockets Podcast

# STEP ONE: COMMITMENT

*"Unless commitment is made, there are only promises and hopes... but no plans."*  
-Peter Drucker

The first step to achieving success in anything is 100% mental, but it's necessary if you want to continue.

**You must *commit* to excellence.**

The following may seem silly, but there are powerful benefits to declaring your commitment to success both verbally and in a written form. Therefore, on this page, make your statement of commitment.

A statement of commitment is a simple statement, written in your own words, that declares your intentions to make this year different. It is your pronouncement to the world that you are dedicating your time, your effort, your work, your mind, and your resources toward a purpose.

Take a moment and write your 90-Day Statement of Commitment below. If you need help, see the sample at the bottom of this page.

I, \_\_\_\_\_, hereby commit to \_\_\_\_\_

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***Sample:** I, Brandon Turner, hereby commit to buying a large multifamily property in the next 90-days, utilizing the 1031 exchange that I'm in the middle of. I am committed to investing time each day toward reaching my goals. I am committed to learning what I need to learn, avoiding distractions that pull me away from my goal, and making the necessary sacrifices to see my vision come true. I am committed to this because I believe that real estate will help me work fewer hours, so I can watch my little girl grow up and be the best parent possible.*

## STEP TWO: DEFINE YOUR FIVE-YEAR VISION.

*"If you don't know where you are going, you'll end up someplace else."*  
-Yogi Berra

There is a famous dialogue found in the classic tale of Alice in Wonderland that goes like this:

*"One day Alice came to a fork in the road and saw a Cheshire cat in a tree. 'Which road do I take?' she asked. 'Where do you want to go?' was his response. 'I don't know,' Alice answered. 'Then,' said the cat, 'it doesn't matter.'"*

Just like Alice, many individuals tend to wander through life, unaware of just where they are headed. Ironically, many of these same people are frustrated that they never "arrive." They feel their life is unfulfilled, yet they have no clear idea of what "fulfilled" would even look like.

They are lost.

Sure, you can work hard to accomplish a big goal in the next 90 days... but does that goal get you closer to where you are headed?

Now, some people recommend trying to gaze twenty years into the future to determine which way you should head, yet others recommend you look only to the next twelve months, because gazing too far ahead is impossible.

But I think both these plans are faulty. Trying to predict what you'll want in twenty years is foolish (we, humans, change far too much), while trying to base your plans around this year alone is short-sighted.

I believe a five-year vision gives you a perfect balance of the benefits of both.

Therefore, on the following page, you'll be asked to identify where you are right now, and define what you want your life to look like in five years. Don't be afraid to think big and truly identify what your ideal life would look like in five years.

This vision will help you determine the path you take on your real estate journey.

*My Five Year Vision (continued)*

	2018	2023
Total Gross Income:	_____	_____
Total Passive Income:	_____	_____
Average Hours/Week Worked:	_____	_____
# of Days Spent on Vacation:	_____	_____
# of Real Estate Deals Purchased:	_____	_____
Other _____	_____	_____

**Your Ideal Day:**

Next, identify what your perfect, ideal day would look like. What time do you wake up, who are you with, what do you do for work, what do you do for fun? Where are you? What do you look like? Write whatever comes to mind, but truly identify the ideal day you want to have in five years. Use the backside of this paper if you need more room.

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# STEP THREE: SET A ONE-YEAR GOAL

*"A goal is a dream with a deadline."*  
- Napoleon Hill

Once you have your five-year vision created, it's time to narrow that down into bite-sized chunks. To begin that process, we're going to establish a one-year goal that accurately lines up with your five-year vision.

So, to be on track with your five-year vision, where do you need to be at one year from now?

## Real Estate Specific

Since we are speaking specifically about real estate investing in this workbook, consider what it would take to be on track with your investments.

*Perhaps your goal is to own 25 houses that cash flow \$200 per month each by 2023. Although you could simply divide 25 / 5 to get a goal of five purchases per year, you could also set a smaller goal up front, assuming you'll increase your purchasing ability each year as you gain knowledge and experience.*

Whatever you decide, set your one-year goal below:

Within 12 months, I will: \_\_\_\_\_

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Remember: a "SMART" goal contains five parts: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound. Does your goal meet those five steps? If not, continue tweaking until it does. "Buy a rental house" is okay, but "Buy a rental house for under \$100,000 within thirty miles of my house that produces \$200/month in cash flow by December 31<sup>st</sup>, 2018" is much better.

# STEP FOUR: SET A QUARTERLY GOAL

*"The great thing about having a 12 Week Year is that the deadline is always near enough that you never lose sight of it. It provides a time horizon that is long enough to get things done, yet short enough to create a sense of urgency and a bias for action."*

- Brian Moran, "The 12 Week Year"

As much as I love setting annual goals, I recognize the truth in the quote above. 12 months is a long way away; thus, setting daily/weekly actions based on such a distant goal line is difficult and often self-defeating.

Therefore, in step four we want to establish a goal just for the coming Quarter of the year... the next 90-days. This way, our far-off goal no longer seems so distant, and it will be easier to establish our weekly process (See Step Five).

So – based on what you identified as your one-year goal in step three, **what do you need to accomplish the next 90 days? In other words: What is your 90-day challenge goal?**

By the end of 2018, I will: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Then, feel free to define your goals for the next three quarters as well. This will help ensure you truly are on track to hit your annual goal.

By April 1<sup>st</sup>, 2019, I will: \_\_\_\_\_

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*By July 1<sup>st</sup>, 2019, I will:* \_\_\_\_\_

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*By October 31<sup>st</sup>, 2019, I will:* \_\_\_\_\_

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*By December 31<sup>st</sup>, 2019, I will:* \_\_\_\_\_

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## STEP FIVE: DEFINE YOUR WEEKLY PROCESS

*“Every result that you desire is preceded by a process that is required to produce the result. When you define YOUR process and commit to it for an extended period of time, the results take care of themselves.”*

*-Hal Elrod, “The Miracle Morning”*

Let’s quickly revisit the idea of getting “in shape” and use it as an analogy for success.

Many people, especially around the new year, get excited about losing weight or gaining muscle or developing six-pack abs. But rarely do those goals get accomplished.

Why?

Because goals do not make a person successful. Hanging a photo on the wall of someone who has a six-pack will not give you a six pack. Having a vision of eating vegetables is not the same thing as actually eating them. What is truly going to help someone get in shape? A daily and/or weekly *process* that includes diet and exercise.

Success is found in the process, not the plan.

Does this mean all the planning we’ve discussed thus far is worthless? Of course not! Without the plan, we wouldn’t have the ability to define our process.

So, it’s time to take our Q1 goal and define the process by which we can achieve that goal.

So what does the real estate process look like?

### **The Real Estate Investor’s Process**

There could be numerous answers to that question, that differs for each person. For example, your process might be:

- Wake up 30 minutes earlier to scan the MLS for deals;
- Listen to 60 minutes of real estate podcasts while driving to and from work;

- Attend two local real estate meet-ups per week;
- Interact on the BiggerPockets Forums for ten minutes per day;
- Read ten pages of a real estate book per day;
- Analyze one property per day;
- Look at four houses per week with my real estate agent;

Those are just a sample of different processes you may incorporate into your life. Of course, the process you take is going to be defined by your 90-day and annual goal, as well as your five-year vision. So I can't tell you what your process is – only you can. However...

## The Deal Funnel

Here is a process nearly all real estate investors can benefit from: the deal funnel.

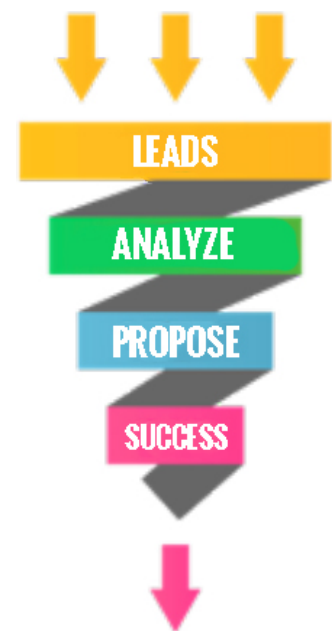
The deal funnel is a simple way of understanding how successful real estate investors find deals.

At the top of the funnel is the **leads** you attract. Now, there are numerous ways to get leads (the MLS through a real estate agent, direct mail marketing, Craigslist, Driving for Dollars, etc) but no matter how you get them – you need to get them.

Next, of all the leads that you can generate, you'll need to **analyze** the ones that seem promising (right location, right price range, right property type.)

Of those you analyze, you'll offer ("**Propose**") on some of them – specifically, the ones that look the best from your analysis. I'm likely not going to offer on a house that I analyzed to be worth \$100,000 when they are asking \$200,000.

Finally, of all the offers you submit, a small percentage will likely get accepted. ("**Success**") In my business, I typically get about 10% of my offers accepted.



So what does this all mean? Simple: if I want to buy more properties, I need to make more offers. If I want to make more offers, I need to analyze more deals. And if I want to analyze more deals, I need to get more leads. Simple – but not easy. So, on this page, it’s time to determine your plan – your process. Take a few moments and decide – what is *really* going to make a difference for you and help you achieve your end-of-year goal?

During the next 90 days, my real estate weekly/daily process is

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Finally- remember: 99% of properties “for sale” are not good deals. You must analyze for the best. For help with your analysis, be sure to use the BiggerPockets Property Analysis Tools found at [www.BiggerPockets.com/analysis](http://www.BiggerPockets.com/analysis).

# STEP SIX: EXECUTE DAILY

*“Crystallize your goals. Make a plan for achieving them and set yourself a deadline. Then, with supreme confidence, determination and disregard for obstacles and other people’s criticisms, carry out your plan.”*

-Paul J. Meyer

Finally, we arrive at the point that will make or break your goals: the execution. Without the hard work and determination that every goal requires, you’ll never achieve the life you are setting out to build.

## Time Blocking

There is no magic formula for executing, but Time Blocking is incredibly valuable.

Time blocking is the practice of routinely scheduling your most important tasks on your calendar. You already determined what your process should look like – so now it’s time to put that process to paper and put it on your schedule. Make an appointment with yourself and hold to it like it’s the key to your long-term success.

So take a look at your schedule for the coming week- whether it’s an online calendar or a physical calendar... and time block.

Seriously – like do it now. Move on to step seven when your calendar is booked up with time for your process.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

## STEP SEVEN: TRACK PROGRESS DAILY & WEEKLY

*"What gets measured gets done."*

-Unknown

Up until this point, you've committed to success, laid out a vision for your future, defined your goals, boiled your goals down into weekly steps, and now you are ready to tackle your goals, head-on.

But how do you maintain enthusiasm for your goal? If you are anything like me, it's easy to get excited about a goal but soon that excitement wears off and turns to just "work."

Therefore, to keep moving forward – and to ensure we are always on the right track – it's important to track your goals on a weekly and daily basis. It's a lot like "time blocking" but in reverse. Rather than recording what you are *going to do*, you record *what you did*.

The first document below deals exclusively with the Real Estate Deal Funnel that we looked at in Step five, and is measured on a weekly basis. This is how you will track the results of your LAPS funnel. Simple record the number of leads you generated, the number of deals you analyzed, the number of offers you made, and the number of deals you got accepted.

After that, you'll find three calendars, for October, November, and December. Use these calendars to chronicle just *what part of the process* you worked on those given days.

Remember, the 90-Day Challenge encourages you to work on your process for at least 15 minutes per day for 90 days. This is how you'll know if you did it!

# Deal Funnel Tracker

Use the following chart to track your weekly efforts in finding real estate deals to purchase. For example, in week one, how many leads did you generate, how many of those did you analyze? How many of those did you make offers on? And how many of those were accepted?

Week	# of Leads Generated	# of Deals Analyzed	# of Offers Made	# of Offers Accepted
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				

# October

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Notes:



# November

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Notes:

# December

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Notes:

# CONCLUSION

*"Plans are nothing; planning is everything."*

-Dwight D. Eisenhower

At this point, you have everything you need to reach your big goals this year. The only thing left to do is to actually do it.

And, of course, remember that plans are meant to change. As you work through your plan to accomplish the incredible life you want, pay attention to make sure your plan is *actually* getting you there.

## Final Tips:

- Take moments each week to assess your progress and make tweaks as needed. Actually time-block time in your calendar to review your progress and plan the coming week!
- Consider starting an accountability mastermind group with several other people to help you on your journey.
- Get a blank notebook and write down your 90-day goal, as well as your annual goals each morning. This daily practice will help renew your mind each morning and remind yourself why you are working so hard.
- Finally, remember, a plan is just a plan unless you add action. Then it becomes something with a life of its own. So go out there and start working your plan, working your processes, and watch your goals turn to reality and see the vision for your life come true.

With that, the rest is up to you.

To your success,



## Brandon Turner

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