

# GAR

## (G)oal - (A)ction - (R)evuew

Version 1.01

~ [Spreadsheet](#) ~

In a way . . . GAR is so very easy . . .

~ Set a (G)oal

~ Take the required (A)ctions to achieve our goal

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I would print this off and have others do it as well. I would highlight key things and then checkbox them as you / others do them and you can't miss even one step or you could lose 90% to 100% of the results.

<https://app.clickfunnels.com/lists>

Elise, you can connect with Rosanna and find out the plan / schedule for getting the "starter states" imported in. Obviously the more people we touch in the mortgage industry that more sales we'll make. :-)

Matt / Elise, I feel like I've shared the following a thousands times :-) but still feel I need to take the 30 minutes to lay it out again as I do not feel that people have taken good notes and/or have a checklist and/or will do the following as a reflex.

- > Make sure you get this down for yourself.
- > Make sure your 2 ARRT Buddies have this down.
- > Make sure the ARRT RIPPLES happen.

Elise, here are my recommendations: (GTing IT) OBVIOUSLY Manage Up/Out as we go. :-)

- [ ] - Matt / Elise, I would forward this to your 2 ARRT Buddies in The Wizard's ARRT and make sure the ARRT RIPPLE goes all the way through.
- > Does everyone in The Wizard's ARRT know what their #1 target as yours is Mortgages, Elise? :-) Once someone knows their target they can then do the exact same thing as you are doing Elise. Get your 2 ARRT Buddies to do this and RIPPLE and Matt, you do the same thing.
- > When you think about the following things, it's really not all that hard to understand, but it's very hard for people to be disciplined to do. People have all kinds of excuses / reasons they think as to why they won't do things and then they wonder why they don't see the success AND/OR they blame the system when in fact they aren't following the system?
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- **[ ] - Box 1: Identity Targets:** [Area 1: Marketing] ~ GAR - SET GOALS & CARE ABOUT GOAL ~ I would set a goal of getting 10,000 into the mortgage area, ideally by the end of the weekend.
- > Honestly I'm not sure if that is possible, but probably won't happen without your DRIVE making it happen.
- > You want to build this to over 100,000 people or whatever is in the industry. :-) Needs large numbers added weekly.
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- **[ ] - Box 2: Develop & Deliver A Message:** [Area 1: Marketing] ~ TIME BLOCK WEEKLY ~ Determine what day of the week you will develop a message and then send it. You should be one week ahead of with copy.
- > Work with Ski and others in the industry to come up with great copy and presentation of that copy.
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- **[ ] - Box 3: Track 100% of Leads:** [Area 2: Pre-Sales] ~ TIME BLOCK WEEKLY ~ Get a GTing IT spreadsheet and when writing copy make sure you STUDY results over

the previous copy / results each and every week. MOST people do not study well and apply the 3 DNA's especially the Personality Masteries and the Natural Laws.

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- **[ ] - Box 4: Ask Key Questions:** [Area 3: The Sale] ~ TIME BLOCK WEEKLY ~
- > You MUST get people on the phones calling clicks at a minimum. You need those making calls to be highly trained and they need to study the copy they are calling on and be very familiar with the industry.
- > They need to have a great script and know how to engage people in conversations and ask key questions and ideally know how to do the 30 MSS right then and there.
- > You want to use GAR and really care about your goals. Set easy one's weekly to get started and then build up to larger ones from there. Have any team members that are working with you set their own goals as well AND remember, we're here not to do tasks but to generate sales. As you've learned in ActionVision certification and for your own ActionVision plan, you have to do the right actions in the right way over the right period of time to produce \$'s.
- **[ ] - Box 5: 10+ Touch Strategic Strike:** [Area 2: Pre-Sale] ~
- >>> **REPEAT, the first 4 boxes again and again and again . . .**
- **[ ] Box 5: Group People & Messages Together:**
- ~ ~ ~ **Get your 2 ARRT Buddies to do the same process and then make sure you get a RIPPLE.**

It's actually pretty simple but it does take a great deal of discipline it seems for people to learn how to do this and lots of iterations / times to get it into a reflex. With Funnels now I am able to potentially run many of these on my own :-). I can help you Elise and Matt to learn how to do a group for each of you and then help others in the ARRT Tree to also learn how to do this as well.

Good stuff.