



THE FIRST 12 MONTHS



THE MEC GAMEPLAN FOR YOUR COACHING EXPERIENCE

The proven outcomes for the first year
in our customized coaching programs.

Even the greatest athletes and entrepreneurs have coaches.

The coach-client relationship is the foundation for successful goal setting. It allows us to increase our expectations and stay motivated. However, before you can gain momentum, success, and greatness, you must first take action.

What can you expect during the first 12 months of building a solid foundation for a longer-term business coaching relationship?

We believe there are two primary threats to our forward-moving momentum:

- 1) The things that we don't know that we don't know. Said a slightly different way: the mistakes we make because we don't know any better. The cost of those errors can be expensive, time-consuming, or both.
- 2) The things that we know for sure that just aren't so (or as Mark Twain so eloquently put it - *It ain't what you don't know that gets you in trouble. It's what you know for sure that just ain't so*)



The 4 P's

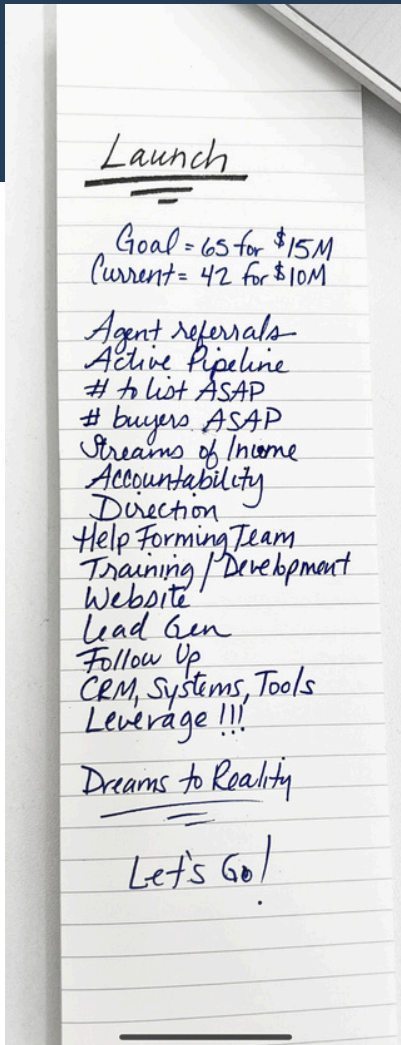
The framework of the MEC business model is the 4Ps; Productivity Projects, People, and Personal. Within this model, we work with our clients to enable them to discover, navigate and grow through their blind spots to maximize efficiencies, productivity, and profits.



The 4 P's model above is completed in a 3-stage process. You and your Middleton Elite Coach will customize this program. It will be completed within the first 12 months of working with us. These stages are Launch, Build, and Scale.

You can achieve a lot in the first 90 days of working with Middleton Elite Coaching. In 6 months, you can expect to see even more success. After 12 months, you will have grown even further. Beyond that, the sky is the limit.

Launch Phase (The First 90 Days)



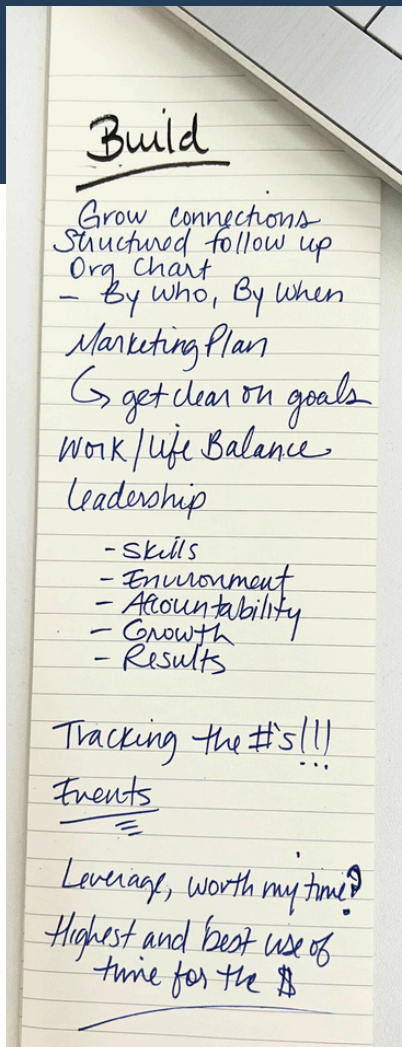
In the first 90 days, your coach will work with you in establishing and growing the following areas of your business:

- Clearly define near-term, intermediate, and long-range goals.
- Understand and track the 5 Critical Numbers for your business.
- Evaluate and refine your organizational chart for consistency and growth.
- Create accountability measures and an action plan, including timelines, for reaching your desired outcomes (profitability, database, technology, productivity, hiring)
- Establish and enhance areas for increased lead generation and conversion with current and new prospects.
- Create strategies for working in the areas that motivate you and leveraging areas that diminish your productivity.
- Assess the blind spots in your business for you as a leader and your staff.
- Utilize the MEC tracking system for live updates on your progress YTD and projected income.
- Assess the financials of your business to differentiate expenses from investments.
- Create a game plan for the upcoming 90-day period based on success and the need for scale.
- Clarify your company's value proposition, core values, culture, expectations, and best practices.

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Coaching is about challenging one's assumptions.

Build Phase (The First 3-9 Months)



During the first 3-9 months, your coach will work with you to increase production, and efficiencies, and grow your organization chart, if necessary.

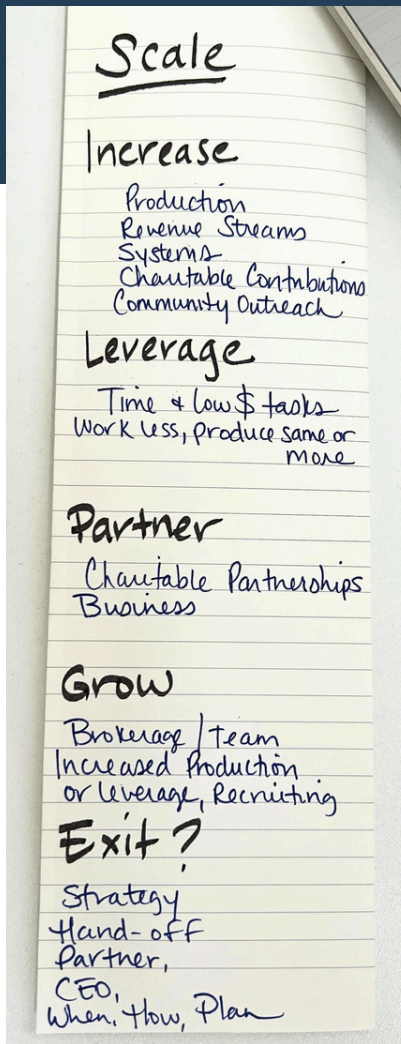
- Improved habits to drive the business forward
- Consistency in connecting with the database and in growing the database.
- Execution of structured lead generation and follow-up plans.
- Focus on growing and recruiting to the future organizational chart.
- Strengthen the digital presence and marketing efforts.
- Refine your marketing plan and leverage it to execute meeting the goals.
- Create a game plan for living a more balanced life and business.
- Growth in leadership skills to improve the work environment, accountability, resolution of conflict, and gain results.
- Increased tracking of goal to actual with key performance indicators for the team and staff.
- Create or enhance training and development plans for your team.
- Implement additional systems to attract a “haven’t met” audience.
- Execution of client events to generate additional revenue and charitable donations.
- Leverage and delegate tasks that are not your highest dollar-producing activities.

“

You have everything
you need to build
something far bigger
than yourself.

-Seth Godin

Scale Phase (The First 6-12 Months)



This path looks different for every business. By 12 months into coaching, it is possible for you to:

- Examine your systems and processes to adjust based on your future-casted business model.
- Refine your business plan with metrics, a strategic financial model, and an updated organizational chart to support a scalable future.
- Leverage capital to attract investors or partners.
- Determine who, when, and how to hire in the next 12 months. This should be based on your vision for the company one year ahead.
- Create A Pathway to Leadership or additional opportunities for all members of your organization.
- Develop leaders from within your organization if the goals and talent are aligned.
- Attract and develop leaders from outside your organization to promote scaling the business.
- Reinvest in the right technology and systems to support the scale growth phase.
- Maximize automation and management of workflows to support company growth.
- Enhance the workplace environment to promote productivity and job satisfaction.

This applies to agents, teams, brokerages, property managers, lending and finance professionals and other businesses. You can scale to increase production through growth or through leverage - you can scale to a partnership or to an exit. This phase is yours, though you don't have to do it alone.

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To scale is to equip your business to handle increased demand.

What Our Clients Say...

Jason McClendon

Broker | Owner
McClendon Realty
Greenwood, SC



“Bill and the Middleton Elite team have helped more than double my real estate business. Hands down, it was the best business decision I have made. Having someone that always has my best interest in mind is invaluable. MEC builds plans around my strengths; my coach is a great motivator. Our market share has grown with less spending, making our company more profitable. Thank you, Bill, for everything you do!”



Christie Wilkins

Founder | Team Leader
The Discover A Home Team
Atlanta, GA

“MEC has helped me figure out how to add more value to my team, restructure my splits for my buyer’s agent, and add a profit-sharing component for my Director of Operations. I am growing as a leader, and I think about things much differently now.”

Davis Holt

Broker | REALTOR®
The Results Team
Cary, NC



“MEC has been a game-changer for our business! From day one, their coaching helped us identify and address crucial gaps. We saw an immediate impact and ROI from the first session. With their guidance, we exceeded our \$1M GCI goal and have surpassed it for three consecutive years. Seeing top agents and teams across the country choose MEC affirmed our decision—we wanted to reach our goals and exceed growth expectations just like them. Working with MEC has allowed us to feel supported, and we’re thrilled to continue our journey with them by our side. If you’re considering MEC, take the leap—you won’t regret it. “



Ala Chappellear

Broker Associate
Chappellear & Associates
Anderson, SC

“Coaching with Bill and MEC has been a wonderful experience for the last three years. They helped me become a better leader, gain clarity on issues I faced, motivate myself, and fill in the gaps where I needed help. For someone who resisted coaching for years, this was one of the best decisions I made for myself and for my business.“



Let's Get Started!

Our goal is to help you keep up the progress in the first year of our coaching relationship.

This will prevent costly and time-consuming mistakes. We will help you launch, build, and scale into your desired future.

Connect with us to get started!

Bill & The Middleton Elite Coaching Team

**We will help you launch, build,
and scale into your desired future.**



We urge you to reconsider your assumptions. Even Mark Twain realized that the truth is often elusive. Business owners want to avoid potential trouble. They plan for the future of their business.

Our goal is to help you keep up the progress in the first year of our coaching relationship and beyond. This will prevent costly and time-consuming mistakes.

Connect with us to get started!



CALL US

843-242-7166



EMAIL US

operations@middletonelitecoaching.com



LEARN MORE

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