

book club WORK SHEET

1. ASSESS THE WAY THINGS ARE.

MY BUSINESS IS SLOW. MY MAILINGS ARE EXPENSIVE AND I DON'T SEE A TRUE RETURN ON THEM.
MY WEBSITE IS OUTDATED. I DON'T HAVE A SOCIAL MEDIA ACCOUNT.

2. SEE THE VISION

CREATE PRODUCTION GOALS INSTEAD OF CLOSING GOALS, AND THE CLOSINGS WILL FOLLOW. I
WANT TO SPEND 2 HOURS A DAY PROSPECTING. I WANT TO CREATE A NEW MARKETING PRODUCT TODAY. I
WANT TO MEET A NEW PERSON TODAY AND GROW MY SPHERE. I WANT TO DO ONE OPEN HOUSE PER
WEEK. ENVISION YOUR DAY AND WEEK IN TERMS OF MARKETING TASKS.

3. ASK WHY.

ASK THE HARD QUESTIONS. WHY ISN'T MY BUSINESS GROWING? WHY ARE MY MARKETING FUNDS
SO LOW? WHY DOESN'T ANYONE CALL ME AFTER I SEND THEM A MAILING? IS MY BRAND STALE? DO I EVEN
HAVE A BRAND?

4. BECOME CHANGE-CENTERED

BECOME WILLING TO CHANGE. AFTER ANSWERING YOUR WHY QUESTIONS REALLY DECIDE THAT
YOU'RE WILLING TO CHANGE THE OLD HABITS TO FORM NEW HABITS. IF SOMETHING ISN'T WORKING,
CHANGE IT ASAP!

5. TAP INTO ABILITY

BE HONEST AND REALISTIC ABOUT YOUR SKILLS AND FUNDS. SET A BUDGET, THEN DETERMINE
WHAT YOU CAN AFFORD TO DO WITH IT. IF YOU'RE NOT UNDERSTANDING SOCIAL MEDIA, HIRE SOMEONE.
IF YOU CAN'T DESIGN A WEB PAGE, LEARN HOW OR HIRE SOMEONE. UNDERSTAND YOUR ABILITIES AND
LIMITS AND LEARN TO WORK WITH THEM.

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6. DON'T ALLOW INCOMPETENCE

A DOWN-FALL OF REAL ESTATE IS THAT THERE IS VERY LITTLE TRAINING. NOT ONLY DO YOU HAVE TO BE KNOWLEDGEABLE ABOUT REAL ESTATE, YOU NEED TO UNDERSTAND BASIC MARKETING, SOME GRAPHIC DESIGN, BE A PHOTOGRAPHER, ETC. IF YOU DON'T HAVE THE SKILLS TO DO THIS, CONSIDER IF A TEAM SITUATION IS RIGHT FOR YOU. CREATE A TEAM OF PEOPLE WHO ARE COMPETENT AT THINGS YOU MIGHT NOT BE. DON'T BE INTIMIDATED ABOUT YOUR LACK OF KNOWLEDGE. IF IT BOTHERS YOU, BUY A BOOK. FIND AN ONLINE CLASS. DON'T SETTLE FOR INCOMPETENCE - LEARN AND GROW!

2. IMPLEMENTATION

START TO TAKE ACTION ON YOUR PLANS. LOOK AT YOUR WHYS FROM #3 AND DECIDE HOW TO CHANGE THEM. START BY MAKING AN ACTION LIST OF THINGS YOU NEED TO DO EVERY DAY. THEN CREATE WEEKLY TASKS AND FINALLY MONTHLY TASKS. MAKE SURE YOU HAVE ENOUGH HOURS IN YOUR DAY. IF YOU CAN'T GET UP ANY EARLIER OR STAY UP LATER, LOOK CLOSELY AT YOUR EFFICIENCY. LOOK AT HOW PRODUCTIVE YOUR TIME IS. MAKE SURE YOU'RE NOT GETTING DISTRACTED. START IMPLEMENTING THESE PLANS EVERY DAY.