

Jump Start Your Production!

Step-By-Step Instructions On
How To Increase Your Production



Real Estate Champions' mission is to teach and inspire people to use their God given talents to achieve excellence in life.

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Jump Start Your Production

This e-book is all about jump-starting your production this year. It's about taking the lead right out of the box; enabling yourself; taking the lead; playing in front and avoiding playing from behind; making sure you hit the production goals you want and create the lifestyle you want by getting out of the box fast. The key to success and having a strategically strong year is having a great start. In this report, I'm going to share with you some critical principles that allow you to get out in front of your competition immediately; to get the big lead, so you can get into the rhythm of success. There is a rhythm to success. Once you find it and know it, you can duplicate it anytime you want.

One of the key characteristics of successful people is that they have a winning mindset. They have learned over time to program their minds for success. That's what gives them the edge in competitive situations. This mindset allows them to hit the winning shot at the buzzer, sink the critical putt on the eighteenth hole to win the tournament, or get the listing signed even when they're up against the best agents in town. The question is . . .

Why do some people have it, and others don't?

Let me take you through the development of a winning mindset. The right mindset will enable you to jump-start your production. It consists of a handful of steps that you need to integrate into the process.

To Have a Championship or Winning Mindset:

Step 1: You have got to record and replay the tape regularly.

I don't necessarily mean that you have to record yourself on a recorder, but you need to write everything down on paper and track your victories. For many of us, we don't know when we have victories. We all have a lot of them daily, weekly, and monthly, but we have a hard time remembering them. If we record them, we can review them when we're facing challenges. Guaranteed, we're all going to face adversity. It's a lot easier to face it, though, when we have some victories along the way. When we lose our self-confidence, we can build it back by reviewing our past victories. A lot of our victories, we will find, come out of a very challenging problem or struggle we have faced. This review will always show us the direct correlation between the challenges we face and the victories we have. Challenges are merely opportunities to build your ability to get to the next level. The key is to review them regularly. Review them, so you can invest them to pay dividends today and in the future.

Step 2: To jump start our production, we have to understand the game we're playing.

The highest peak performers understand the game they're playing. They know how to score. They know how to win. They clearly know the steps that will take them to the success level they want in life – the victory stand. Understanding the game you're playing is critical. We're in a game of real estate. We're in a game of sales. We're in a game where each and every one of us has different skills and abilities, and we have to maximize those skills and abilities. We need to know our game. We need to master the game of real estate. We must understand the primary rule in the game of real estate – there is no second place. There is NO second place in this game. We either win, or we lose. We either get the listing, or we don't. We either find the home for the buyer, or we don't. You don't get paid for finishing second.

When I was younger, I played racquetball professionally. I got to travel all over the United States and play in tournaments. I had a philosophy that if I finished second, it was the same as losing. If I lost in the first round, I felt as bad as if I lost in the finals. If I didn't win the tournament, I felt like I lost. I had the singular focus that winning was the important element of that sport. I could have won all the other matches to the final, but losing the final was as bad as losing in the first round. For me, there was no second place.

When I got into real estate, I felt the same way. I think that gave me an edge. I know that my desire to win (to win and beat the competition) was extremely high, just as it was in racquetball. And, I understood that I did not get paid for second place. When you examine real estate, it's the same. Either we list the home, or we don't. We sell the buyer the home, or we don't. Have you ever gotten paid for coming in second? When the seller says to you, "It's between you and another agent to list our home, and we chose the other agent," you don't get paid. That other agent does. Second place does not make the mortgage payment. Make sure you're playing to win. Make sure you're focusing on getting the listing signed the night you go out on the appointment. Too often, we're in the mindset that we can get it in the future. Get it done now. Understand the stark reality of the business that we're in. Focus intently on the fact that you need to compete at the highest level; that you need to walk out of the listing appointment with a win. You need to ensure that that buyer makes a reasonable offer; that the home is going to be bought by that buyer; and that you're going to get compensated for all the time, effort, and energy you're spending.

Now, I'm going to share with you the secret edge - the secret edge beyond any other thing. It's the edge that makes great people great. I think it's the edge that caused me to be very successful in real estate.

It was believing in myself. You've got to believe in yourself.

You've got to have infinite confidence in yourself. The best of the best in life believe in themselves. Michael Jordan believed, to his core, that he was the best. His belief and

sheer will to win created the greatest basketball player ever. I read an article once about a survey in which professional golfers were asked, "If you had one putt to win the major championship, and you could select anybody to sink that putt, who would you pick?" Almost all of them choose Jack Nicklaus. Why? Because he knew he was the best. He had the ability to will the ball into the hole when it counted most. When I sold real estate, I truly believed I was the best agent for the job. That belief extended beyond my marketplace.

The question to you is what do you believe?

1. Do you truly believe you're the best?
2. If you don't, what do you need to do to gain that belief?
3. What are the skills that you need to improve?
4. What are the steps that you need to take?

STOP! Don't read any further. It is really easy to just continue on reading and not take the time to reflect and create answers for these questions. Our natural tendency is to charge on ahead. We need to pause right now, invest some time to answer the above questions, and gain clarity on what we must do. I have given you the space to answer these questions right on this report. Stop right now and answer them. These questions prepare you to acquire the unshakable belief that we all need to excel.

Ultimately, when we walk in the door and believe in our heart that we're the best, our clients and prospects see that. They want to select a winner. They want to select somebody that, without question, believes they can get the job done and believes in their confidence and their ability. They desire to put their trust in that person. When your competence goes up, your confidence goes up at the same time. Through affirmations, program your mind to believe that you are the best. Say aloud daily:

"I am a great salesperson."

"I am the best agent someone could hire to do the job."

"I provide exceptional service to my clients."

You've got to drive these beliefs deep. It's truly the secret weapon to all peak performers. They truly believe in themselves. We must invest time daily to develop that winning mindset. Take the time to record your victories. Review them daily, weekly and even monthly. Work to improve your belief in yourself. That's going to enable you to get ahead of your goals. It's going to enable us to get out ahead and have victories where before we might have had defeats. We all came from the same Creator. He didn't make any junk. We all have it inside us to be exceptional. The secret edge is that belief. Dr. Norman Vincent Peale, one of the greatest speakers to ever grace this planet, said, "Believe in yourself; have faith in your abilities. Without a humble but reasonable confidence in your own powers you cannot be successful or happy. Formulate and stamp indelibly on your mind a mental picture of yourself succeeding. Hold the picture tenaciously. Never permit it to fail. Your mind will seek to develop the picture." Having that mindset is critical to being successful.

There are two other key words in mental focus that lead to success in life. These words control the successful outcome of our business, our marriage and many other areas of life. Although we may have incredible talent and skill in life, we will fail if we do not master these two words. Even if we only have limited talent and skill, we will win if we live by these two words. These two words determine our future. The two key words are: **Attitude and Expectation.**

If we start out the year with an incredible attitude and a highly expectant attitude of getting and achieving the goals that we set, we will do it. If we have a positive, forward-looking attitude we will accomplish great things.

I'll give you an example. When I look to hire people for my company, Real Estate Champions, attitude is the first and most important characteristic we look for in a team member. An employee with a great attitude will learn the skills they need to excel. They will learn the tasks that they need to do. They will be excited and energized to be at the office and to be part of a great team.

- How's your attitude?
- Does it need an improvement?
- Are you positive and upbeat?
- Are you ready for the great year that's going to unfold in front of you?
- Are you ready to achieve and expect to achieve what you've set out?

If we have that attitude that every challenge or obstacle leads to new opportunity, success is all but guaranteed. Thomas Edison was said to have worked on creating the electric light bulb because darkness interfered with his ability to conduct further experiments. He wanted to be able to work long into the night. Edison could have moaned about the darkness and groaned about the challenges that he faced because he couldn't do more work. That would not have done any good. He used his attitude to solve a problem of darkness.

There are thousands of examples in life of how some people took lemons and with great attitude and expectation made lemonade. Start building your attitude today. Convince yourself that you're the best agent anyone can hire. You have to be convinced yourself before you're going to convince others. As an example, the attitude you bring when handling objections will help you handle them and get the contract signed quickly, efficiently and effectively. The attitude that you take when you have a problem transaction will make the difference between closing the client and the deal falling out. One of the techniques to improve your attitude and expectation is those affirmations I mentioned earlier. Affirmations drive mental pictures in your subconscious mind. Practice the affirmations daily that we talked about earlier: I'm a great salesperson, I'm skilled at handling objections and getting the contract signed, I earn x-amount of dollars a year – you fill in the blank, I'm a great spouse, I'm a great father or great wife. Put the affirmations in place on a daily basis. Use these affirmations or create your own to improve daily.

The second key powerful concept and word is expectation. We must raise our expectations. We will always get exactly what we expect. I'll give you a great example. I've got a great client in the mid-west who had enormous production increase. He expected to have that production increase. The minute he started to close in on that production, I had to raise the bar on him. I had to raise his commission income goal and closed units goal. Now, understand, it took him a couple of weeks to click into the higher, raised bar. He expected just to hit that lower mark and until we raised the bar he started to slow down because he knew he was going to hit his production goal. He expected to do it and then he hit it.

If you don't expect to win you're not going to win. Henry Ford said, **“If you think you can or you think you can't, either way you're right.”** He clearly had a quote there on expectation. If you go on a listing appointment and expect to take it at your price, your commission, your terms, your marketing, you will. If you go in expecting a fight on commission and your price, you'll receive that also. Make sure you set the positive expectation of success before the appointment with a prospect, with a client, with a broker. With whomever you're working with expect to succeed. You also need to set a positive expectation before every call you make. Whether it's a lead follow-up call, a cold call, a past-client call or any other prospecting call, we need to set the expectation before we make the call. Don't be out there just dialing for dollars. Make the decision that you're going to have success. Set the expectation. Expectation is the gateway to confidence.

The first step to having unshakable confidence is the belief that you are the agent for the job. If your expectation is strong enough, people will come around to your way of thinking. You just need to be stronger in will and mental focus than your clients, prospects and the other agents that you're competing with. The perfect example is Henry Ford.

Henry Ford had unbelievable, unshakable expectation of success. Many years ago, Ford went to his engineers and told them to build him a V8 engine. They said it couldn't

be done. The engineers flat out said mathematically, engineering-wise, it can't be built. It's not mechanically possible. Ford plainly told them to go do it and report back in 90 days. When the 90 days were done they reported back to Henry Ford. They had spent the whole 90 days figuring out why a V8 engine wasn't possible. In that meeting with Ford they spent their time trying to convince him that it couldn't be done, that a V8 engine wasn't possible and could never be created. They spent the whole focus dragging him down and trying to pull him down with them. Here's what happened. Ford's attitude and expectation of the V8 engine was stronger than the engineer's attitude and expectation that it couldn't be done. We all know who won in the end. Ford basically told them that they either needed to create the engine or they were going to be fired. He told them his will to have the engine was so great that he would continue to find the people he needed to create the engine eventually.

Obviously, we're all thankful that is what happened. Your expectation will create the reality that you want. We have to expect it before we can receive it. We need to expect the people and the situations that will enable us to create the future we desire. Expectation does not mean we don't have to work. It means we have to work every day. We work harder than before and develop the outcomes we desire. The expectation, though, takes away the fear of failure. It takes it away completely so we can focus in on the result we want. Don't be paralyzed by the fear of failure. Failure is a natural part of success. There's no one who's ever been successful that hasn't had some semblance of failure. Success has always been built on a foundation of failure.

Take Babe Ruth as a great example. We all think of Babe Ruth as one of the greatest home run hitters on the face of the planet. He hit 714 home runs in his illustrious career. But he also struck out more than 2100 times. He struck out 3 times for every home run that he hit. However, nobody thinks of Babe Ruth as a great strike out king. We cannot have success without failure. It's truly a masterful design. You cannot have good without evil. The exhilaration of success would be lost without the frustration of failure. Most people forget the failures over time and only remember the victories. Set your attitude to positive. Look for the opportunities in every situation. Expect to win every time.

Vince Lombardi, who I think is one of the greatest coaches ever said this, "Winning is not a sometimes thing. It's an all the time thing. You don't have to win once in a while. You don't do things right once in a while. You do them right all the time. Winning is a habit. Unfortunately, so is losing." Lombardi had the right attitude, the right expectations. He believed they could win every time. I believe that you can win every time if you take these two steps of attitude and expectation. Now that you've got the right mindset, you've got the right attitude and the right expectation it's time to take the first step. It's time to take the step boldly and forcefully.

Lao Tsu, the famous Chinese philosopher, said, "A journey of a thousand miles begins with a single step." John Maxwell, one of my favorite authors, says, "Success is a journey, not a destination." I've taken those two thoughts and combined the two and created this quote,

“The success journey begins with a single step,” Dirk Zeller.

That first step, that’s what stops most people. That one little step separates the abundance from the failure. Without the first step you’re guaranteed not to accomplish your objective. Without reaching out and picking up the phone and making the first lead follow-up call or the prospecting call we’re assured a failure. It’s in that one motion of picking up and dialing that first number that separates the winner from the loser. In terms of time, it’s less than a second - that less than a second will determine our outcome. What is the one step that is holding you back? What is the one thing you have to start right now?

Now, I realize that there’s some pain involved with the lead follow-up and the prospecting. I realize it’s a struggle. But I also realize that for us to get out of the box fast this year we have got to do the daily disciplines of the prospecting. We’ve got to make sure that we overcome the fear of rejection. It might be painful, but there’s also pain involved if we don’t do it. See, there are two kinds of pain in life. The pain of discipline: the making of the lead follow-up calls, the prospecting, the past client calls, the expired calls, the FSBO calls, whatever we’re prospecting. But there’s also the pain of regret. The truth is we’re going to experience one of them, it’s guaranteed. It’s absolutely unavoidable to not experience one of those. Either the pain of regret or the pain of discipline. We have to choose which we’d rather live with. We are the one that does the choosing. And that choice permeates everything we do.

The choice is a long-term choice it’s not short term. It’s long term if we choose not to do it. We know we are personally defeated by not taking the first step. When we take the step to make the calls, we are experiencing the pain of discipline, the pain of potential rejection. We also may experience the pain of sacrifice and the pain of hard work. To avoid the pain of regret we must pursue this course with single-minded purpose. It’s that one step, it’s that one process. The success journey begins with a single step. We must decide and commit to the discipline path. We’ve got to focus in on that path. “All glory comes from daring to begin,” Eugene Ware said. If we do not begin, we have selected the pain of regret. Sidney Harris wrote, “If we don’t attack our dreams we will experience the greatest pain in life, the pain of regret. Regret for the things we did can be tempered by time. It is the regret for the things that we did not do that’s truly inconsolable.” The regret of not doing what we should do and we know we should do, the regret of not achieving our goals and dreams, the regret of not crafting a grand lifestyle for our family and ourselves, the regret of not living up to the potential. At what point does potential turn into regret? At what point do we say that we haven’t lived up to our potential? Is it at thirty, forty, fifty years old? Eventually, it hits us all if we haven’t lived through the discipline process.

There’s a point in time that’s out there for each and every one of us and it’s all different. The question is are you nearing that point? I want to keep you away from that point. I want to keep you on the discipline path. Bill Parcells, that great football coach, said, “You lose with potential, you win with performance.” My friends, we’re in a game that’s performance based. It’s not potential based. We’re paid on performance. It’s all about

doing in the game of real estate. We're not paid on potential. It's time to step up and get in the game. It's time to take the disciplined approach. Performance is contained in the pain of discipline. Discipline involves work and commitment. Success is not purchased at any one time. Success is purchased on the installment plan. We only achieve success through disciplined effort over time.

When we make the daily calls to our leads, our prospects, our past clients, our sphere, expireds, FSBOs, we will achieve success guaranteed. We will also move far away from the pain of regret. When we create a habit of daily discipline an almost magical thing will happen. One day we will realize that our discipline has turned into desire. Desire to do the calls daily, the wanting to make the calls because of the habit and the results. The road will get easier if we stay on it. But the first couple steps are uphill all the way. The success journey begins with a single step. The reason that first step is so hard is the pain position. The position of the pain is different for the disciplined approach vs. regret. The pain of discipline we feel now, we feel it today, because we get rejected, because we struggle, because we move forward, the pain of regret we may not feel for hours, days, weeks and in most cases years. This will often cause us to make the wrong selection. We will delay the pain thinking that we won't feel the pain later. I guarantee we will be feeling the pain later. It will happen without question.

You only have those two choices and both have a measure of pain with them. The pain of discipline will pass. It will not linger forever. It'll transform into desire. The pain of discipline will fire you up because you will begin to see the cause/effect relationship between discipline and success. The pain of regret can linger forever. What we fail to do will gnaw at us for years. Start the process of discipline today. Take the step today. Don't wait until tomorrow. Start today toward discipline. Stay away from regret. Begin the success journey today with a single step. To make sure that we get off to that fast start we need to implement what we need to do in the discipline arena today. The daily disciplines are going to lead us to that desire that we want.

Being successful seems to be everyone's desire. I know each and every one of you who is reading this has the desire and wants to be successful. We all want to achieve what our definition of success in life is.

Have you every wondered why successful people are successful?

Why they seem to go from one victory in life to another?

There is one thing that separates successful people from unsuccessful people. It's not really a huge thing. It's really pretty small. The demarcating line between successful and unsuccessful people – is successful people act on their thoughts. They do the things they must do today. They move forward boldly to their goals and objectives. For us to get out of the box fast in this year we've got to act on our thoughts. We've got to act on the prospecting that we know we need to do. We've got to act and focus on doing it daily. Most of us know what we should do every day. We know many of the small steps we need to take place to move our business forward. We know the steps

we need to take to enhance our marriage, our relationship with our kids or our business. We just fail to act on those thoughts now. We fail to implement change and improvement in the little qualities of our life over time. Implementation of action is the biggest barrier for most people. It's the large barrier we all face. The thing we have to do is act now, **Act today**.

We all compare and keep score of others around us. We look at their production against their talent and say, "Hey, I can do what he's doing." We know in our hearts that we can achieve just what they have achieved. We know that our talent and ability level matches or exceeds theirs. I can share with you honestly that there are people across this country that are doing incredible amounts of production. They're just ordinary people doing extraordinary things. I don't believe that I necessarily had any more gifts than anybody else. I acted on the things that I knew I needed to do. So the question you have to ask yourself is,

Why am I not doing as well as they are?

Why am I not doing as well as these people, since I know I have the same talent, same ability, and maybe I have even more?

The simple reason is action. We're not paid for our intentions. We're not paid for anything but our actions. It's all about doing. We are paid for our performance and performance is action based. We're not acting on what we know. Knowledge without action is worthless. It's not what we know it's what we do with what we know that matters. We all receive inspiration, the inspiration of ideas. We all have great intentions. When the idea hits and the emotion is strong, put the idea in place. Implement it, put it into place, take action on it. There is a law called the law of diminishing intent. The law of diminishing intent says that the farther away from the moment we get, from the idea, or the action we're thinking about taking, to when we actually put it in place, the lower the chance or the probability that we will do it. In other words, if we decide that we're going to prospect today, that we're going to start our prospecting program now, the farther away we get from this moment of actually starting to do it, reduces the chance of us actually starting. We've got to strike when the iron is hot. We must attack when the emotion is high. If we don't act now the energy and emotion will diminish over time. It'll go down to nothing eventually. You decide when to start prospecting today.

A week from now, if you didn't start, you'll be less engaged in thought than you are right now. You'll be less focused on it. You'll have less desire to do it. A month from now the passion for prospecting will be cold. In a quarter it's a distant memory that you ever had that thought at all. Use the emotion to your advantage. When you feel the emotion or passion, act on it. Apply that emotion to a disciplined activity. It's not good enough to feel like doing something. We've got to use that feeling right now to spur activity. If it's prospecting pick up the phone and make the calls. If it's a project that needs to be implemented, start planning it out on paper now. If we need to show appreciation for our spouse, pick up the phone and order some flowers just because. Call and make

him a tee time if he loves to play golf. Stop at the store and get a card. Act on the thought now. If we can't act on our thought, schedule a time to do it. Schedule a time to move forward. We can be in the situation that we can't act every once in awhile. We must at least act to schedule our appointment with ourselves to move the thought, idea or discipline forward. We must cement the future commitment. If we don't, we are merely wishing that we could find time to do it. We are merely wishing that something would turn out okay. Action is what we're paid for. Knowing and doing are two different skill sets. One is not successful without the other.

One of our struggles as REALTORS® is that we're independent contractors. Because of that independent contractor status we can ignore the need for more knowledge and more skill. We can ignore the need to apply the knowledge or the skill that we have to do the activities daily that will grow our business. We must rely on ourselves and seek knowledge and implement that knowledge. You're going to receive some help from your broker, but they have many other challenges to deal with. The ultimate responsibility is up to you. The question is, will you take on the responsibility now? Will you act on your thoughts and ideas now rather than falling prey to the diminishing intent law? Taking action is the key to success. My friend, Jim Rohn, says, "Labor is the finishing miracle of life." Jim is absolutely right. When we labor, great things happen. When we labor in the fundamentals in the success principles of life we get rewarded beyond belief. Putting into action or labor what needs to be done creates abundance. Applying our knowledge and action will move us ahead of the crowd. The right combination of knowledge and action will work every time. We all need to make sure we do not fall prey to the law of diminishing intent. It is critical that we stay focused on the action points and the things that we need to do daily. The success for us is in what we do each and every day.

I want each and every one of you to enjoy this journey of success that you're building, to enjoy the process of success along the way. True success comes from accomplishing the activities daily that will lead you to your ultimate goals in life. It's the daily disciplines that are most important to your success. Failing or neglecting to accomplish the daily disciplines will lead you down the path of lost opportunities and lost income. If the penalty for not accomplishing your daily activities or daily disciplines was implemented or assessed today, we would look at neglecting them much differently than we do. The truth is the penalty for neglect is more visible in the future than it is today. The person who eats the wrong foods, food high in fat and calories, does not pay the penalty at thirty-five. He pays the penalty at fifty-five. The person who fails to save 10% of his income for retirement is not penalized at forty but at sixty. The prospecting we do or fail to do today does not hurt our income today but ninety to one hundred and twenty days from now. Having coached thousands of agents, I've watched over time where, if we track and look at the numbers, we can see exactly the prospecting drop before we see the revenue drop. The revenue drop is ninety days after the prospecting drop. What people do in the first quarter, what we do in the first couple of months of this year sets the tone for the whole year. It's going to ensure that we have checks coming in during March, April, May, June, July, August, the whole year. What we did in the last quarter of the year was also setting the table for the first quarter of the next year.

For those of us who did not focus as much in the last quarter as we needed to, we must intensify our daily prospecting to catch up. If we were zapped today for neglecting the daily disciplines rather than in the future, our daily disciplines would change. We would do the things that we know we need to do. We need to associate the pain today with not doing our daily disciplines in the real estate business. We have to make neglect more painful than the pain of activity. The truth is we have a tendency to move away from pain toward pleasure. We move away from the pain of discipline today toward what we think is going to be pleasure in the future. There are three key areas that we need to look at in our business on a daily basis. There are three key large areas that you need to invest in every day. These key areas are growth, working on the growth section of your business. Number two is working on administration. We all have areas that we need to administrate. And number three is working on our business. Let's look at each of these areas individually.

Let's look at growth first. Growth is the part of the business that brings in the revenue for our business. The more time of our day we spend in growth the more income we will make. Growth is the income area. Most agents focus little time on growth activities daily. We work growth activities into our schedule wherever we can. We work on growth activities at the last minute, when we're running short of funds. We do it in a herky-jerky motion. We don't plan to work on growth each and every day. Most agents focus little time on growth activities. The problem is most of us do it when we're running short on funds. That sets up a situation that is really too late. To have a steady business income we need a steady approach to growth. Growth is the prospecting that we do every day. It's the listing appointments that we have for the day. It's the lead follow-up that we're doing on the people that we want to buy or sell. It's meeting with our lender to work on our competitive strategy in the marketplace or our other affiliate partners. The key to growth is the outbound process of generating new business of gathering and finding leads, of processing those leads and setting appointments to meet with people face-to-face.

Growth is the critical part of any business. Businesses fail without growth. The #1 reason businesses fail is they are not out searching and finding new business. Over 80% of businesses fail in the world due to lack of sales or lack of customers. Growth activities create customers and sales. I know of a lot of agents who are highly skilled in growth, highly successful in bringing it in the door, but poorly skilled in administration and really poor at working on their business. Most of these people earn large amounts of money. We can be less skilled in those other areas and make a truckload of money. You can have huge deficiencies in administration but still win the game. We cannot be deficient in growth and win. We cannot treat growth as a second-class citizen. It is the most important activity we do every day. My focus is to help you achieve a high level of skill in all of these three areas. But growth is the engine that powers the train. We must pay attention to the most important section, which is growth. The growth section demands a minimum of three hours daily in activities of growth. We've got to make sure that this is the most important three hours we do each and every day and do it without fail. The growth of prospecting, appointments, lead follow-up and meeting with prospects, that has to be three hours minimum. Prospecting should comprise 50-65%

of the growth time daily. If the prospecting does not happen the other growth areas won't either. Those other growth areas will wither without prospecting. Remember, the higher the hours spent on growth, the higher the income, the higher the revenue.

Administration is another area. These are the activities that complete the income stream. They take it to the end, they ensure that we cash the check. The process of inputting the listing so agents can find it on the MLS, the putting it on the virtual tour, the putting it on the website. All those activities we do in regards to marketing the property. It's the processing of the sold property through the closing process. It's ensuring that the client is satisfied throughout that process. We have to make sure that this area runs efficiently and well. It's communicating with our clients on a regular basis, it's talking with the other agents on a regular basis to make sure that the transaction is going well. It's directing our staff and monitoring the progress of the transactions. These activities, done well, will enable us to turn clients into raving fans. These raving fans will look for new business for us, so administration is important. We need one or two hours daily for administration. If we create a good system and have a highly trained and skilled staff our time spent in this area will dramatically reduce. This is not a high pay or highly skilled area. It's an area that's maintenance-based. It's not revenue-based. In the perfect system, administration gets done well, but the agent spends little of their time doing it. Administration is a minor portion behind growth.

The last section is working on our business. This is the time that most people neglect. Administration, honestly when we look at agents, is the highest amount of time invested. Then, growth is next, and it's very paltry, and then working on our business. This working on our business really separates long-term success and increasing our business from just running faster on the treadmill of life. Anybody can make more money if they want to work more hours, but it's all about creating higher efficiency systems, procedures, and processes to generate more money. Long-term financial success lies in this section of our day. The ability to earn more profit is also located here. We're all employees of our own multi-million dollar sales company. We are the ones who bring in the business and make the systems go. The more time we plan, read, strategize, practice, role-play, and implement our ideas, the more ownership we gain. Most REALTORS® have bought a job. They don't really own a business they just have a job. It's a job that far too often agents have to work seven days a week, twenty-four hours a day, have unlimited access with no scheduled time off. That's merely a job, that's not a business. Becoming the owner of our real estate business only happens through diligent work on our business. Instead of being the employee who works to draw salary, pay the bills, why not become the one who orchestrates the company. Be the one that has something to sell when he or she wants to try something else or to retire. Our approach to our business will enable us to make a difference. Working on our business is truly taking a step back from the daily rat race to look at our growth and administration areas and looking for ways to improve them. Taking a look at our productivity and profit ability and then evaluating our progress. We cannot make meaningful change without an evaluation as an owner rather than as an employee on the treadmill of life. We have bought a job. I want you to own a business.

The other essential part in working on our business is our skills, our ability.

How much time are we spending to improve our skills daily or even weekly?

The skills of selling real estate include, our listing presentation, our follow-up systems, our prospecting, our negotiating, our qualifying, our objection handling, and this is just to name a few. We have to work to improve our skills. Working on our business is working to improve our skills. It's our mind, what we say and how you say it.

How much time do we actually spend practicing these skills?

For us to get out to a great start, we've got to increase our skills. We've got to practice and increase and intensify the skills. We truly need to practice these skills daily. I ran across a quote that stopped me in my tracks recently. It was an Abe Lincoln quote. And Abe Lincoln said, "If I had six hours to chop down a tree, I'd spend the first four hours sharpening the axe." He would spend two-thirds of his time improving the tool that he was going to use to make him more effective at work.

What would our business look like if we spent time sharpening our axe?

Most of us just go and go and go when we're on the treadmill of life. We're out doing it, doing it, doing it and we never improve our skills. Our skills in selling real estate are our axe. What if we were to even spend just thirty minutes daily to become better at selling homes, serving our clients, running our business, practicing our scripts and dialogues, overcoming objections, what would the end result be? Here's my guarantee to you – from this day forward, if you practice even just fifteen to thirty minutes every day, you will have made more money than you ever imagined making in real estate. Because your skills will increase so greatly that you will not be able to believe the revenue you'll create. I will tell you that I have invested hours weekly on my skills for over fifteen years and it has changed my life dramatically. Jim Rohn says, "It's not the money that makes the millionaire, it's the skill that he had to acquire and who he had to become to attract the million dollars." For you and me, it's the skills that make the difference. Our skills in real estate are our axe. What would the end result be if we invested that kind of time?

We'd be investing just about two and a half hours per week in personal and professional improvement or ten hours a month for a total of one hundred and twenty-five hours in a year. That's three weeks straight a year on our skills in selling real estate. Imagine the difference in our income and the increase in service for our clients with that approach. We wouldn't miss the thirty minutes at a time that we're investing at all. Most of us do that same thing when we get to work. We start right in chopping down the tree, we start answering the phones, we start trying to deal with the problems. We don't evaluate how best to chop down the tree, we just start chopping and hoping eventually the tree falls. We keep swinging that axe until the sweat is pouring down without stopping to consider whether this is the right and best approach. We expect progress just because we're working so hard. And it's true that by working hard we may be making good time but we are often making good time in the opposite direction from our desires in life. The

problem is we don't know where we're going. Many of us have not clearly defined what we want. We would get much better results from our efforts if we practice, sharpen our skills and think about what we are doing. It's critically important that we spend the time to sharpen the axe. We must spend the time to focus on being effective in our business.

So my question is:

What is your axe in your real estate business?

Which tools do you need to spend time sharpening in order to be more effective?

Most of us have quite a few things that we need to sharpen in our business. Select the one thing that really needs your attention today. Select the one thing that is going to have the greatest difference in your ability to get what you want in life. Share that one thing with someone. Have that person hold you accountable for doing that one thing, to improving that one thing. Don't wait until tomorrow to decide, do it now. Don't wait. Implement. Don't wait. Make it happen. Working on your business in that area is critical. We are all owners of that multi-million dollar sales company. Working on our business is truly taking a step back from the daily rat race and looking at our growth and administration and ways to improve it. Looking at our profitability and productivity.

Working on our business is critical to helping us move to the next level of production, or to decrease the time worked without reducing income, or finding where to cut expenses by 10-30%. Those key areas enable our life to become dramatically better. Working on our business will help us create economies of scale in administration, new ways to produce growth and income for our business. We need an hour per day working on the business. For every minute we plan, we save ten minutes in execution and implementation. A huge return on our investment. That one hour a day will be the most fruitful time that we can have. Our ability to jump start our production in the next ninety days is based on our implementation of the strategies of growth, administration and business. If we spent three hours a day in growth, spent no more than two hours a day in administration and spent one hour a day on our business, working on our business, the results will be astounding. You'll be amazed at the results you will achieve. Even in just a single week. You've got to focus in on the growth area. That is the key. That's the engine that drives the train. You've got to make sure and make that commitment. Too often we're up and down in production numbers on a daily basis in our prospecting numbers. Make the commitment right now to start, to jump start your production, to move to the next level right now.

Another area we must address to be able to jump start our production, is being able to effectively qualify our prospects and recognize who they are quickly. To recognize those prospects and clients that are ready, willing and desiring to move forward now. Knowing who they are is going to make a huge difference in our time management.

I'm going to share with you a couple of principles that will help you take a look at people quickly and efficiently. We've all been exposed to the 80-20 rule. That rule states that 80% of our results come from 20% of our labor. Or 80% of your income will come from 20% of your prospects. When this rule is learned and applied it is a powerful tool toward success.

There's really another rule that I believe in that we have created. And I've applied it with great results throughout my sales career. It's a qualifying rule. It is more powerful, though, and less known than the 80-20 principle. I call it the 20-50-30 rule. Let's take an in-depth look at that rule. The 20-50-30 rule states, the 20% are people who will do business with you easily. That 20% will do business with you almost no matter what you do. These 20% are the people with whom you have built trust, built rapport, or have a longer-term relationship. They have belief and faith that what you say is true. They believe that you are skilled at what you do. They would be pleased to work with you. They often treat other professionals in other fields with respect. These types of clients and prospects are like gold. This 20% is a pleasure to do business with. They come from any source such as open house or by prospecting. They come from past clients and sphere, they could also be any type of referral. That's the greatest group, that 20%. That group will send you more referrals, more long-term business and more enjoyment than any other group. That 20% is the group you're really looking for. That 20% hangs around with a whole bunch of other people that are in that 20%. That's the group that you're trying to get more business from.

The next group is the 50% of people who are on the fence. These people are on the fence because they don't quite know which way to go. This group, upon receiving a solid presentation, a systematic approach, a series of benefits of why they should do business with you move toward your side off the fence. But it takes sufficient data, and sufficient benefits, and reasoning to get them to commit to buying or selling a home with you. It takes compelling reasons why you're better than the competition. It takes compelling reasons why they should move, purchase with you or be represented by you in a sale. This group, after careful evaluation of the data, will make a decision based on how it will benefit them. Having a benefit-based presentation is critical to landing this type of prospect. Your presentation will either attract or repel this group. This group is where the majority of your prospects will reside. This group needs to be convinced, they need to have a compelling reason to do business with you. Ultimately you have to answer the question,

Why should I hire you, and what's in it for me?

You need to apply solid sales skills and these prospects will become like the golden 20%. You can move this 50% into the golden 20%.

The final group, which is the group that 30% of the people fall into, is the most dangerous group. This group demands a tremendous amount of energy and time to convince them to join your side of the fence. This 30% is highly demanding, often have limited respect for your services or the services provided by others. Even with a solid

service presentation they often demand more from a sales person than the other two groups combined. You've got to know who you're working with. You have to strategically understand whether they're in the 20, the 50 or the 30. Your prospects, each and every one of them, fit into either that 20, 50 or 30 group. You need to know who they are and where they are. You need to qualify them effectively to know which group they're in. During my career, once I determined an individual was in the 30 I would throw the lead away because the conversion ratio of this group is exceptionally low. A large amount of time can be invested on these people in that 30% group. This 30% group will lead us to low pay off activities and very high frustration. We've got to be able to effectively determine whether these people are in the 20, 50 or the 30 group. I'm not sure if the 30% group can be satisfied even if everything goes perfectly. My advice is to run away from prospects that fit in this 30 group as fast as you can. The other key point is this group will send you more referrals of people that are also 30% people. These are not the kind of people you want to do business with. We, as sales people, cannot help everyone. Why not just focus on the easy 20, the 20 that are truly in your corner, rooting for you right now. Then move to the 50 that take a little selling of yourself and the benefits of doing business with you and working with you. These two categories provide more income and less frustration than the last group. In the end we will have more enjoyable experiences providing our services to our clients in those two groups than that 30% group. Next time we speak with a prospect or client there are three questions to ask yourself:

The first question is, which category are they in?

-Which category do they fit in right now?

Next ask, how can I move them into the 20?

-How can I move them into the 20 if they're not in the 20 right now?

There may be some specific services or things you can do to take those people from the 50 and move them into the 20 because that's where we want them. And finally, how much effort and energy will my team and I invest in moving them to the 20? Once we've asked those questions then we have to determine the odds.

What are the odds that we can convert them?

What is the effort that we're going to have to put forth and what are the odds that we move them into the 20?

Is the effort worth the reward?

Too often we spend so much time moving people or working with people that the effort is not worth the reward. We're better off referring them out, we're better off sending them on their way, we're better off just not even dealing with them. By asking these questions we'll apply the 20-50-30 rule effectively. Effectiveness in income will

dramatically increase if we look at this rule on a regular basis. Start every day evaluating your people and the people you talk to with the 20-50-30 rule. We do not have the luxury of working with non-motivated, adversarial people. We've got to work with the best. We've got to select the best clients and if we haven't found great clients we've got to prospect more to get more opportunities, to sift more leads, to have more coming in the door so we can pick only the easiest and the best along the way.

Let me close with a couple of thoughts and words of caution. You and I are going to have adversity. It is unrealistic for us to assume that the waters are going to be calm all year long and the winds are going to be strong and the sailing is going to be easy. You and I are both going to face adversity and in order for us to win in life we must push through the adversity we face. Staying the course and overcoming certain obstacles as they come up, facing the adversity and moving beyond the challenges will make the difference between us running strong to the finish line or not. Without facing it, we are poorly prepared for winning. Adversity must be faced. Winning is being prepared. The truth is, most of us don't welcome adversity like a long lost friend. We don't embrace with passion the pain and the setbacks that occur. We don't look at adversity as being good for us. We need to change our thinking. We must look at adversity as opportunity.

Alfred Russell Wallace was a famous botanist in the last 1800's. One day, Dr. Wallace was observing an emperor butterfly struggling though the life and death adversity of escaping his cocoon. He wondered if he assisted the butterfly in its exit from the cocoon, what effect that would have on the butterfly? With a small Exacto knife, Dr. Wallace made an incision the length of the cocoon that allowed the butterfly to exit the cocoon with ease. The butterfly emerged from the cocoon, spread its wings and died. The butterfly did not have to encounter adversity in struggling to exit the cocoon. Through the struggle, the butterfly would have grown in strength, grown in conviction and been able to function at a high level in its environment. Since it failed to struggle and grow, it did not have the strength necessary to survive. So adversity in struggling out of the cocoon made it stronger. We often try to make incisions in our challenges and take the easy route. We take the quick exit as this butterfly did and fail to acquire the strength to compete.

We often take the easy route to improve our sales skills. We never really work to achieve mastery in sales, to study, practice, craft scripts, build solid presentations around skills which is truly what a sales master would regularly do. It's very easy to take the incision route of website, virtual tours, more advertising, lowering commission, unlimited access for clients and prospects and many of the other tools when the market becomes more competitive. When we really have to exit the cocoon without the incision to acquire the skills we need over the long haul. We have to encounter adversity. There's no way we're going to gain the strength we need to compete at the highest level without adversity. My friends, we all have areas in which we fall short. We all have failure at times. It's unrealistic for us to assume we're not going to have some failure this year.

Abraham Lincoln said, "My great concern is not whether you have failed but whether you are content with your failure." Do not be content with your failure. Do not embrace it and wallow in it. Make sure that you embrace the adversity, but move beyond the adversity, beyond the failure. It's easy to ignore the failure of our skills and blame it on new technology, the market, other agents and our broker. We have to be prepared. Rehearse the reasons that we are going to win. George Bernard Shaw said, "People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up, look for the circumstances they want and if they can't find them, make them." Go out and make your circumstances. Go out and do what you know you need to do and what must be done on a daily basis for you to have the success that you want, for you to have the victory so you can achieve all the rewards and all the accolades that you want. Each and every one of you has the skills to do it. We have to make the circumstances that we want.

What circumstances or outcome do you want?

We have to know what it is we want.

What do you need to do to make the outcome happen?

They will not be achieved without working through some adversity. We're going to have to sweat; we're going to have to have challenge and struggle. We're here, at Real Estate Champions, with you every step of the way. All you have to do is ask us for help. You will have to move and we'll help you do it. It will be worth it in the end. The skill that you acquire through the adversity will be permanent. No one will ever take it away from you. Ultimately, you'll be able to say at the end, as Victor Frankel said, "It's not what happens to me that matters but what happens in me that matters." In you is the key. That's what we're working on with you - for you to improve your skills and abilities to work on your business. Make sure you stay focused, make sure you read this over and over again. It's about getting the Jump Start that you need to have the best year ever this year. We're with you every step of the way. We believe in you and we know you can do it. There isn't anything that you can't accomplish. If you need our help, all you must do is call us. You can reach us, at any point in time at 1-877-732-4676 or by going to www.RealEstateChampions.com.

Thank again for the continued opportunity to serve you. God bless you, go out and make it a great day!

To the achievement of excellence in your life,



Dirk Zeller

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