

Thanks for taking the time.

Course Logistics

Breaks

Manual – Name

AaHa/Action sheet (Page 20)

8:30 am – 5:00pm

Exam – No Problem!!

CRS Membership

Products for Sale

Telephones/text

What do they have in common?

Market Equilibrium

It is a National thing.

Need to look closer

Know the tools and how to the correct information.

Maximize Your Potential

Personally and Professionally

Motivation Sequence

Types of Motivation

Constructive

Inhibitive

2 Types of Motivation

Incentive

Fear

C. 2 Kinds of Motivation

1. Coercive

“I have to...”

2. Restrictive

“I can’t...”

“OR ELSE.....”

d. Keys to Motivation

Check yourself out with this next little exam.

Appendix A

Self Image Evaluation

Appendix A Page 2-3

Answer questions 1 through 30

3 Symptoms of Stress

3 Causes of Stress

3 Remedies of Stress

Appendix B

Personal Stress Evaluation

Page 5

Appendix B

Personal Stress Evaluation

Now do part 2 on page 6

Appendix B Personal Stress Evaluation

Let’s do part three on Page 7

Stolen cars are a major cause of stress.

The best thing to do, is to be prepared!

The Stages of Stress

Danger Level

Two Ways to Permanently Control Stress:

1. Don't Sweat the Small Stuff.
2. It's ALL Small Stuff

Final advice...

YOU control your emotions,  
decide what you want!

Eight minutes of tips on strategies

Values - Goals - Strategies

- ▶ Values –

Those things that really matter to each of us ... the ideas and beliefs we hold as special.

Values - Goals - Strategies

- ▶ Goals – **objective** - a projected state of affairs which a person plans or intends to achieve

My Goal in life is to be the kind of person my dog thinks I am.

Values - Goals – Strategies (daily objectives)

- ▶ Strategies – a long term plan of action designed to achieve a particular goal

Align your Actions with your Values

A. Why Most Don't Set Goals

1. The "Herd" Instinct
2. The "Success" Exception
3. Fear of Failure
4. The "Unclosed" Sale
5. Lack of Knowledge Alibi

A. Why Most Don't Set Goals

6. The “Satisfied” Life
7. The “Chevy” Syndrome
8. The “Fire Fighter” Role
9. The “BIG” Score
10. Afraid it might work

#### B. When We Don't Set Goals

1. Become Lazy or Satisfied
2. Neglect the Basics
3. Low or No Time Priority

#### C. Purpose of Goals

1. Direction and Purpose to Life
2. Turn Stumbling Blocks into Stepping Stones
3. Harness Energy, Maximize Productivity
4. Achieve True Potential
5. A Measurement Tool

#### JOHN Goddard's “Life List”

##### **EXPLORE:**

1. \* Nile River
2. \* Amazon River
3. \* Congo River
4. \* Colorado River
5. Yangtze River,  
China
6. Niger River
7. Orinoco River,  
Venezuela
8. \* Rio Coco,  
Nicaragua

##### **CLIMB:**

21. Mt. Everest

- 22. Mt. Aconcagua, Argentina
- 23. Mt. McKinley
- 24. \* Mt. Hauscaran, Peru
- 25. \* Mt. Kilimanjaro
- 26. \* Mt. Ararat, Turkey
- 27. \* Mt. Kenya

**EXPLORE UNDERWATER:**

- 48. \* Coral reefs of Florida
- 49. \* Great Barrier Reef, Australia (photographed a 300-pound clam)
- 50. \* Red Sea
- 51. \* Fiji Islands
- 52. \* The Bahamas
- 53. \* Explore Okefenokee Swamp and the Everglades
  
- 88. \* Learn to fence
- 89. \* Learn jujitsu
- 90. \* Teach a college course
- 91. \* Watch a cremation ceremony in Bali
- 92. \* Explore depths of the sea
- 93. Appear in a Tarzan movie
- 94. Own a horse, chimpanzee, cheetah, ocelot, and coyote (yet to own a chimp or cheetah)
- 95. Become a ham radio operator
- 96. \* Build own telescope
- 97. \* Write a book (About his Nile trip)
  
- 78. \* Skin dive to 40 feet and hold breath two and a half minutes underwater.
- 79. \* Catch a ten-pound lobster and a ten-inch abalone
- 80. \* Play flute and violin
- 81. \* Type 50 words a minute
- 82. \* Make a parachute jump

D. Harvard Goal Study

E. Major Goal Areas

Financial

Major Goal Areas

Professional

Major Goal Areas

Material

Major Goal Areas

Personal

Goal Guidelines

Let's do our one year

blueprint for success now on page 6 and page 7

Goal Questions

WHO?

WHAT?

WHEN?

WHERE?

WHY?

The key to goal setting is knowing what you want...and working hard to achieve it!

Let's do our Goddard's List.....

Appendix L - Page 19

Prioritize Your Goals

Chapter 2 Page 6

Listing and Sales Goals Formula

Chapter 2 Page 8

See next slide for example

List 3 Time Wasters in Real Estate...

Make it personal

List 3 Common Time Management Techniques You Use...

Difficult for Some People

Think it Limits Freedom

Fire Fighting not Fire Prevention

Difficult to Look into Future

Find it Time Consuming to Plan

Enjoy Turmoil and Disorganization

Lack Goals

Aversion to Change

## **Laws of Time Management**

### **80/20 LAW**

1 2 3 4 5 6 7 8 9 10

### **Parkinson's First Law**

Work expands so as to fill the time available for its completion

### **Parkinson's Second Law**

Time spent on work will be in inverse proportion to its importance

Dr. Stephen Covey

Nobody on their deathbed ever said:

"I wish I had spent more time on my business"

### **Dr. Stephen Covey**

Time management and Highly Productive Agents...

...Measure activities that they can control, not the results they cannot control.

What are 6 qualities....

*(Winners track results, losers track reasons.)*

Objectives of Time Management

**they have....**

1. More Done/ Less Time
2. Greater Control
3. More Free Time
4. Eliminate Pressure

5. Increase Creativity

6. Establish Priorities

Conversion Ratio's

Cold Mail – Internet 1:2000

Geographic Farm mail 1:1000

Ad Calls 1:25

Sign Calls 1:20

Open Houses 1:10

Walk-Ins 1:10

Past Buyers 1:5

Client Follow Up: 3:5

REFERRALS: 2:3

Organize your office with  
Five Boxes/Files

To Do

To Delegate

To File

To Read

To Trash

**Read this!**

Have a Business Plan

Set "Activity Goals"

Schedule the Activities

Use a 12 Month Calendar

Load your "**BIG ROCKS**"

Your top priorities

1. Have a healthy "Routine"
2. Use positive "Rituals"
3. Diet (Limit sugar, caffeine and alcohol)
4. Exercise: 20 minutes @ 180 - your age = 150% for 18 hours

#### Sources of Business

#### 2008 NAR Profile of Buyers and Sellers

43% through acquaintances

4% from agent contact

23% from past clients

5% by referral

7% from signs

8% from Internet

1% from newspapers & magazines

0% from radio

#### P.I.N. Time Analysis

#### **Productive Time**

Face to face with client

#### **Oh, by the way.....**

In sales, laughter is tacit approval.

Get good at humor.

Practice!

#### **Say it and hold it!**

**Turn to the person next to you and say....**

SMILE POWER!

1. "P" Time Activities
  - a) Showing Property

- b) Listing Presentations
- c) Writing Offers
- d) Presenting Offers
- e) Presenting Counter-Offers

Indirectly Productive Time

“I” Time

Any Time Spent That Makes a Direct Contribution To PRODUCTIVE Time

2. “I” Time Activities

- a. All Forms of Prospecting
- b. Touring for Specific Buyers/Sellers
- c. Counseling Interviews
- d. Pre-Viewing homes for Buyers
- e. CMA Reports
- f. Notes
- g. Lunch and coffee
- h. Unsolicited CMA
- i. (Open House/Floor)

NON-Productive Time

3. “N” Time Activities

- a. Training Classes
- b. Sales Meetings
- c. MLS Tour
- d. Driving
- e. Floor/Open House
- f. Any Time Spent on the “Deal” While Property is Pended or in Escrow
- g. Putting up signs and flyer boxes

4.T= Total

Systems, Strategies and checklists

A. Three Key elements

1

2

3

B. Suggestions for software and checklist strategies.

1. Checklists

(build your list on page 16)

Appendix C - PIN Analysis

Page 8

Growing Your Business

Should you hire an assistant or create a team?

Five Stages of Business Growth

Chapter One

I walk, down the street.

There is a deep hole in the side walk. I fall in.

I am lost...I am helpless.

It isn't my fault.

It takes forever to find a way out.

Chapter Two

I walk down the same street.

There is a deep hole in the side walk. I pretend I don't see it.

I fall in again. I can't believe I'm in the same place, but, it isn't my fault.

It still takes a long time to get out.

### Chapter Three

I walk down the same street.

There is a deep hole in the side walk. I see it is there. I still fall in...it's a habit. My eyes are open, I know where I am.

It is my fault.

I get out immediately.

### Chapter Four

I walk down the same street.

There is a deep hole in the side walk.

I walk around it.

### Chapter Five

I walk down a different street.

Which would you rather have....\$1,000,000 or...

1 cent doubled for 30 days....

Stress Disorders

Physical

Ulcers

Heart

Attacks

Strokes

Premature

Aging

Psychological

Depression

Anxiety

Frustration

Fight or Flight

Mental Collapse

Common Stress Escapes

Excessive Drinking

Illegal Drugs

Overeating

High Caffeine

Excessive Sleeping

Excessive Smoking

Disregard for Physical Well Being

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness, that frightens us.

We ask ourselves, who am I to be brilliant, gorgeous, talented and fabulous?

Actually, who are you not to be? You are a child of God.

Your playing small doesn't serve the world.

There's nothing enlightened about shrinking so that other people won't feel insecure around you.

We were born to manifest the glory of God within us.

It's not just in some of us; it's in everyone. As we let our own light shine, we unconsciously give other people permission to do the same.”

Since 1995, [Gartner](#) has used hype cycles to characterize the over-enthusiasm or "hype" and subsequent disappointment that typically happens with the introduction of new technologies.

Hype cycles also show how and when technologies move beyond the hype, offer practical benefits and become widely accepted. According to Gartner, hype cycles aim to separate the hype from the reality

### **Five phases**

A hype cycle in Gartner's interpretation comprises five phases:

1. "Technology Trigger" — The first phase of a hype cycle is the "technology trigger" or breakthrough, product launch or other event that generates significant press and interest.

2. "Peak of Inflated Expectations" — In the next phase, a frenzy of publicity typically generates over-enthusiasm and unrealistic expectations. There may be some successful applications of a technology, but there are typically more failures.

3. "Trough of Disillusionment" — Technologies enter the "trough of disillusionment" because they fail to meet expectations and quickly become unfashionable. Consequently, the press usually abandons the topic and the technology.

4. "Slope of Enlightenment" — Although the press may have stopped covering the technology, some businesses continue through the "slope of enlightenment" and experiment to understand the benefits and practical application of the technology. market.

"Plateau of Productivity" — A technology reaches the "plateau of productivity" as the benefits of it become widely demonstrated and accepted. The technology becomes increasingly stable and evolves in second and third generations.

The final height of the plateau varies according to whether the technology is broadly applicable or benefits only a niche market.

Let's talk computers and saving time.

Best time to open your email?

Mike's favorite short cut!