

Blueprint To Success™

Session 1

Creating the Foundation for Your Success



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Master the resources versus return of business
- Know, understand, and apply your value per hour with greater success
- Use the Four Rules of Business Expansion to drive income

RISK VS. REWARD

The reason why the business of real estate sales is such a great business is contained in the risk and reward of the business.

EXPANDING YOUR RESOURCES

A successful business manages and invests resources in high return areas.

Resources	Return
Time	Quality of Life
Money	Money
Energy	Financial Independence
Emotion	Satisfaction of a job well done
Knowledge	Referrals
Skill	

Real estate sales is an odds based business.

Great business owners stack the odds in their favor.

Wants and needs don't change the odds.

HOURLY RATE

Formula:

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \div \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Hours/Day Days/Week Weeks/Year Total Hours Worked Gross Commission Hourly Rate

The goal is to double the number you just wrote down for hourly rate in the next six months.

You raise your hourly rate though improvement of skills, knowledge, attitude, activities, and the odds of the business.

ACTIVITY ANALYSIS T-CHART

DIPA Direct Income Producing Activities	PSA Production Supporting Activities
<ul style="list-style-type: none"> • Prospecting • Lead Follow-up • Listing Appointments • Buyer Consultations • Showing Property • Writing & Negotiating Contracts 	<ul style="list-style-type: none"> • Uploading listings, pictures, information • Data Input • Searching MLS for Property for Prospects • Setting up showings • Developing Marketing Pieces • Follow up on a pending, lender, title company, other agent • Working with non-motivated Buyers • Updating Database/Mailing List • Creating Flyers & Marketing • Filing, copying, emailing • Meeting Home Inspector & Appraiser • Answering Phones • Purchasing supplies • Checking voicemail

DISCIPLINE

Discipline is the most fundamental building block for successful people in life.

Discipline is the bridge between:

Thought and accomplishment

Inspiration and achievement

Necessity and productivity

Life is a series of problems. Discipline is a basic set of tools that are required to solve life's problems.
– M. Scott Peck

Creating the habit of discipline in one's life:

Focusing on what you aren't doing doesn't lead to discipline.

The correct approach is to focus on something new to establish a new habit or discipline.

FOUR RULES FOR BUSINESS EXPANSION

RULE 1 – PROTECT WHAT YOU CURRENTLY HAVE

RULE 2 – IMPROVE YOUR MARKET PENETRATION WITH YOUR TARGET MARKET OR THE PEOPLE YOU ALREADY WORK WITH

RULE 3 – EXPANDING HORIZONTALLY IN YOUR CORE BUSINESS AREA

RULE 4 – CHANGE AND CREATE VERTICAL EXPANSION

PLAN AND CREATE YOUR FUTURE

Businesses that fail to plan, plan to fail.

1. Create your future.

Some people make the future...most people wait for the future to come to them.

2. Enhance change.

If you're not riding the wave of change, you'll find yourself beneath it.

3. Envision the future of your business and life.

Invest time in planning for your eventual success.

FINANCIAL INDEPENDENCE

What is financial independence?

The more important question is, what is financial independence for you?

Two possible definitions:

1. The ability to live off of one's assets without working directly to create more assets.

2. It's a number

CREATING YOUR GOALS

We are establishing the end before we write the chapters or the forward of the book of our life.

Picking a timeline somewhere in the future and working backward is an effective technique to establish the road map to your success.

If you let your imagination go, what would you desire? If you could have anything you wanted, what would it be?

- What would create joy, enjoyment, and pleasure for you?
- What do you want to be able to buy and own?
- What do you want to be recognized for?
- Where do you want to live?
- Do you need multiple homes?
- Where would they be?
- How would they be furnished?
- Where do you want to travel?
- What experiences do you want to have in life?
- What skills or abilities do you want to acquire?
- What do you want your business to look like?

ACTION PLANS – WEEK 1

1. Calculate your hourly rate.
2. Decide which of the Four Rules of Business Expansion should be your focus.