

The Power of CLARITY...
Living in Your “Sweet Spot”



“There is a voice inside of you that whispers all day long. What’s right for you – just listen to the voice that speaks inside”

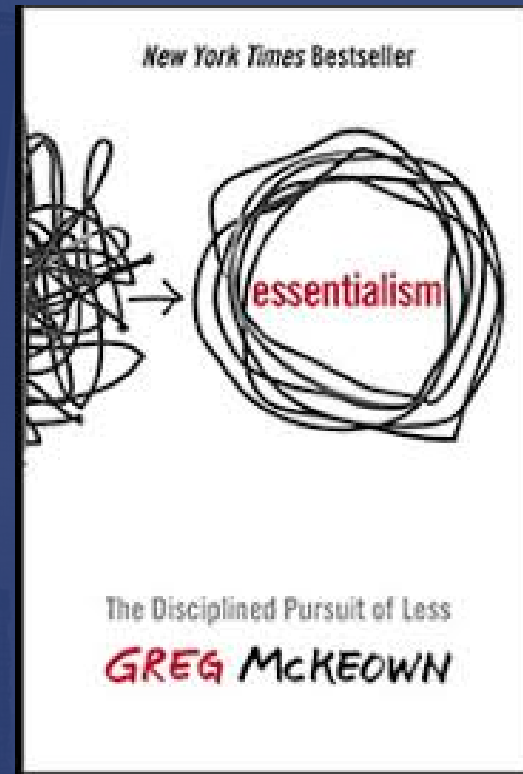
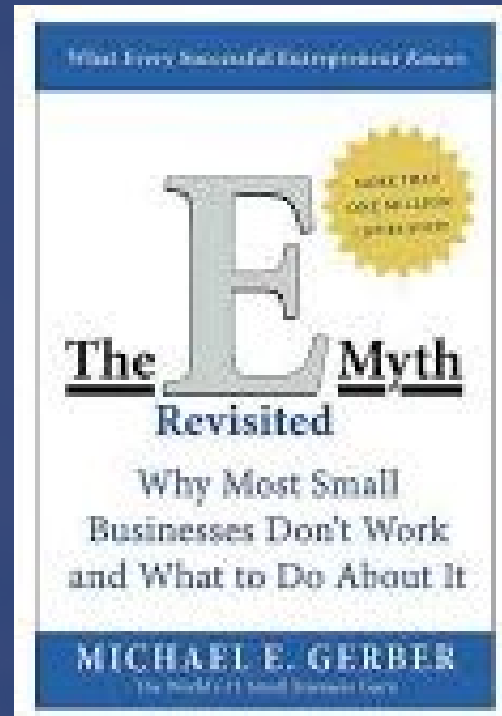
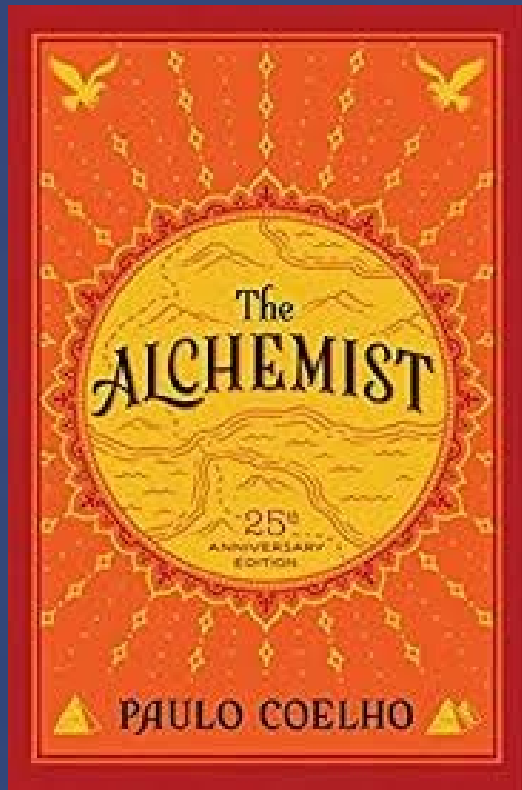
Anonymous

“Have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

Steve Jobs



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— Find **Your** Path —



The wisdom of life consists in the
elimination of non-essentials.

-Lin Yutang



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THINKS:

NON-ESSENTIALIST

ALL THINGS TO ALL PEOPLE

“I have to”

“It’s ALL important”

“How can I fit it all in”

DOES:

THE UNDISCIPLINED PURSUIT OF MORE

Reacts

Says “yes”

Tries to force execution

GETS:

LIVES A LIFE THAT DOES NOT SATISFY

Takes on too much, work suffers

Feels out of control

Is unsure of the “right things”

Feels overwhelmed and exhausted

ESSENTIALIST

LESS BUT BETTER

“I choose to”

“Only a few things really matter”

“What are the trade-offs”

THE DISCIPLINED PURSUIT OF LESS

Pauses to Disern

Says “no”

Removes obstacles to make execution easy

LIVES A LIFE THAT REALLY MATTERS

Chooses carefully, loves the work

Feels in control

Gets the right things done

Experiences joy in the journey

Ready, willing, and able...

Are You Ready?

(Everyone says they are)

Are You Able?

Of Course You Are!!

BUT...

Are you **WILLING?**

Are you
willing to...

Make investments in yourself?

Go?

Do?

Change?

Let go?

Move?

Study?

Take direction?

Continue in the face of failures?

Commit yourself 100% to living the way you choose to live?

Thought to ponder...

We are in the middle of a technological revolution in our industry.

And yet...

1. The average income per agent has not increased.
2. The average number of transactions per agent has not increased
3. The average number of hours worked per agent has not decreased

Why?



“In our minds at least, technology is always on the verge of liberating us from personal discipline and responsibility. Only it never does and it never will. The more high tech around us, the more the need for human touch”

--John Naisbitt, MEGATRENDS

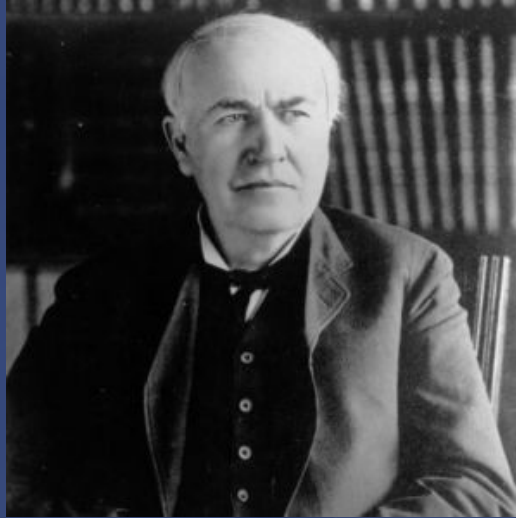
The
goal for
today...

To help you to develop the mindset to allow you to do one of the following 3 things...

Make MORE INCOME with your current workload

Make the same income with LESS WORKLOAD

Make MORE INCOME with LESS WORKLOAD



“Being busy does not always mean real work. The object of all work is production and accomplishment. Seeming to do is not doing.”

-Thomas Edison

The “Life Test” is the hardest test you will ever take, even though it only has one question.

Even though others may try to help you, only YOU can answer the question correctly.

There are no wrong answers, but when you answer the question, the world falls into place and provides all that you will ever need.

What’s the question?

What do you...WANT?

And more importantly...HOW do YOU want to get “it”?



*You see this deal is strictly
between you and
yourself.*

No one else is involved.

The Growth Process



The average adult spent 147 min per day (2 hours 27 minutes) on social media in 2022. (Up 1 hour/62.5% from 2012)

-BroadbandSearch.net

That's 894 hours!

At 1/2 page per minute, and an average book length of 300 pages, you could read 89 books in a year!

The average CEO reads 60 books per year.

-Fast Company

AVERAGE TIME SPENT IN A LIFETIME

1 YEARS, 8 MONTHS
DOING HOUSEWORK



1 YEARS, 11 MONTHS
SOCIALIZING



2 YEARS, 2 MONTHS
SHOPPING



3 YEARS, 7 MONTHS
EATING & DRINKING



6 YEARS, 8 MONTHS
USING SOCIAL MEDIA



8 YEARS, 4 MONTHS
WATCHING TV



26 YEARS, 5 MONTHS
SLEEPING



You cannot over-estimate the *unimportance* of practically everything.

The word priority came into the English language in the 1400's, it remained singular until the 1900's when the word priorities was invented.

Question: What's your DAILY priority?

Are you in
BUSINESS or
BUSYNESS?

Think back on yesterday, last week, last month...

How many things did you get done that YOU KNOW moved your business forward?

How much time did you spend doing them?

How many hours did you “work”?

How many hours are you spending per week in your career/craft?

How many of those hours are dollar productive?

What are the most dollar productive activities?

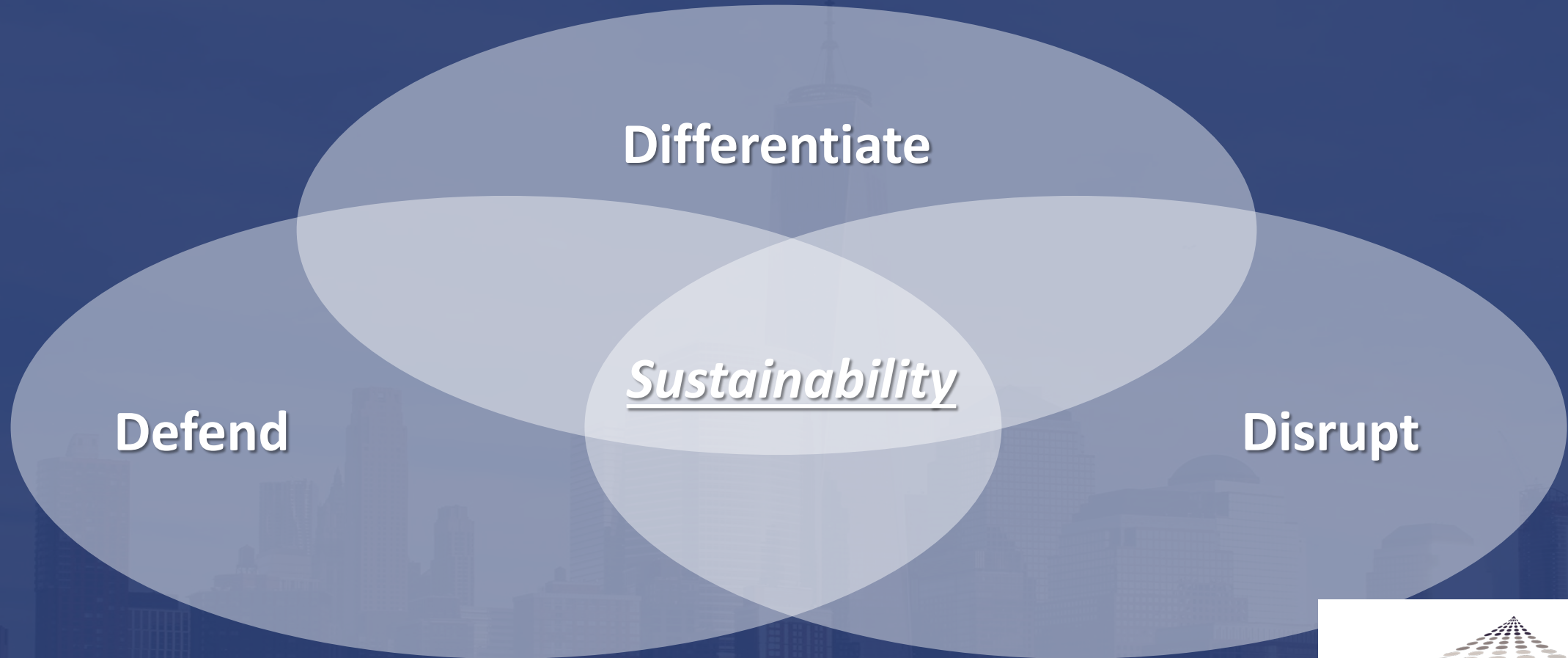
What are YOUR most dollar productive activities?



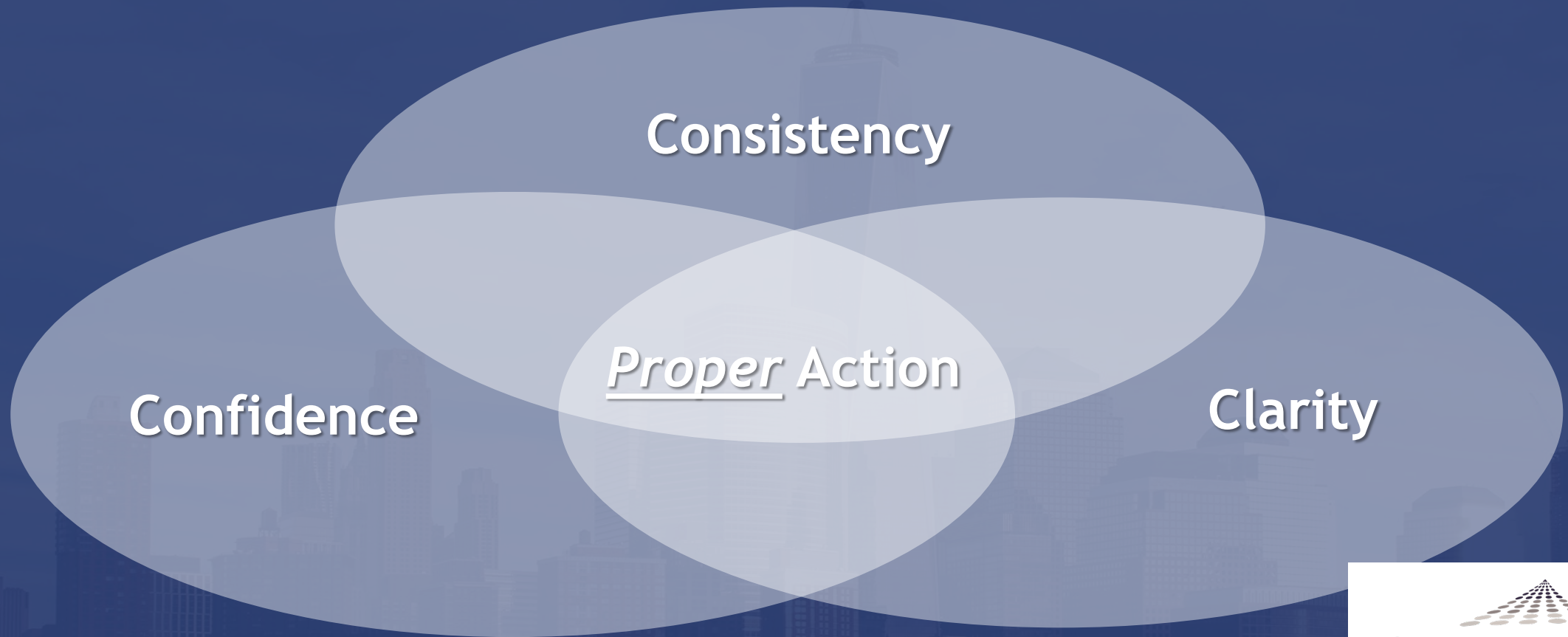
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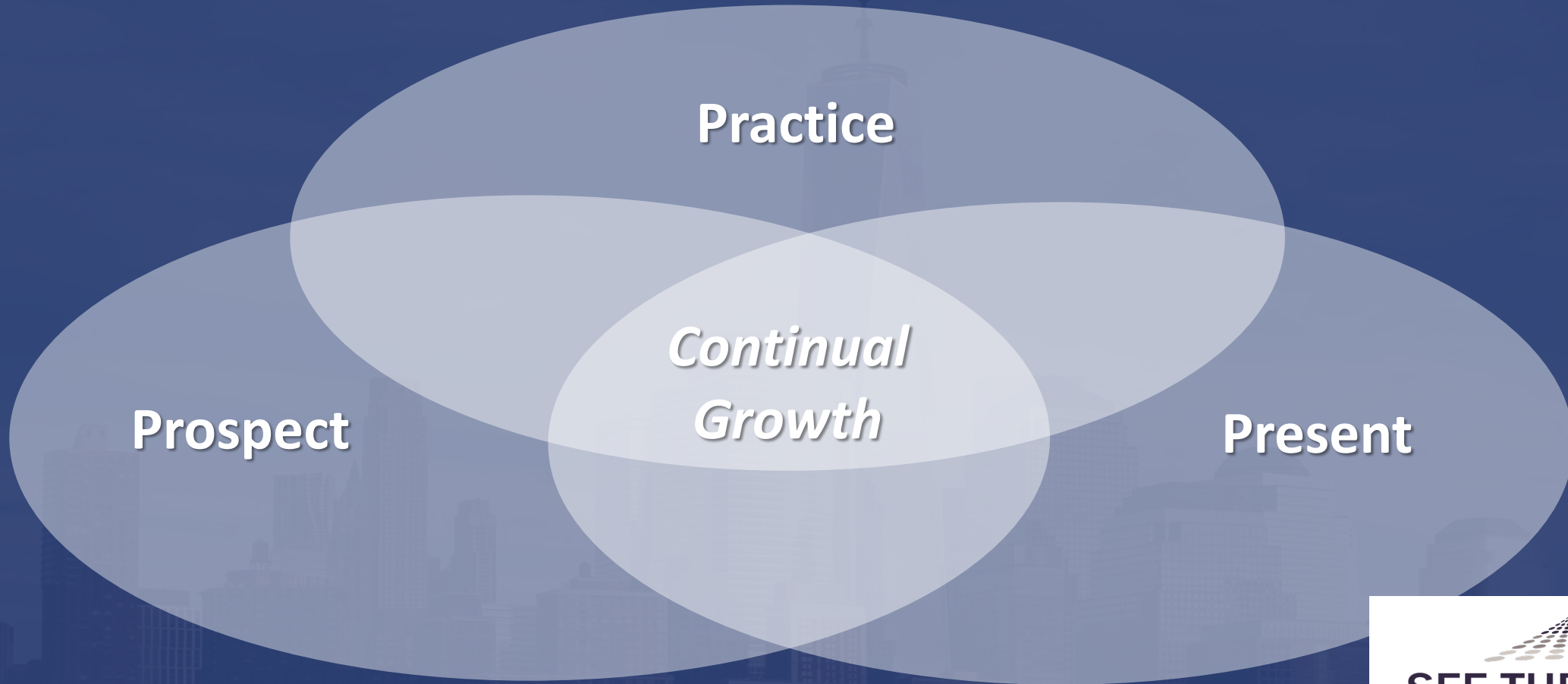
The 3 “D’s” of Success

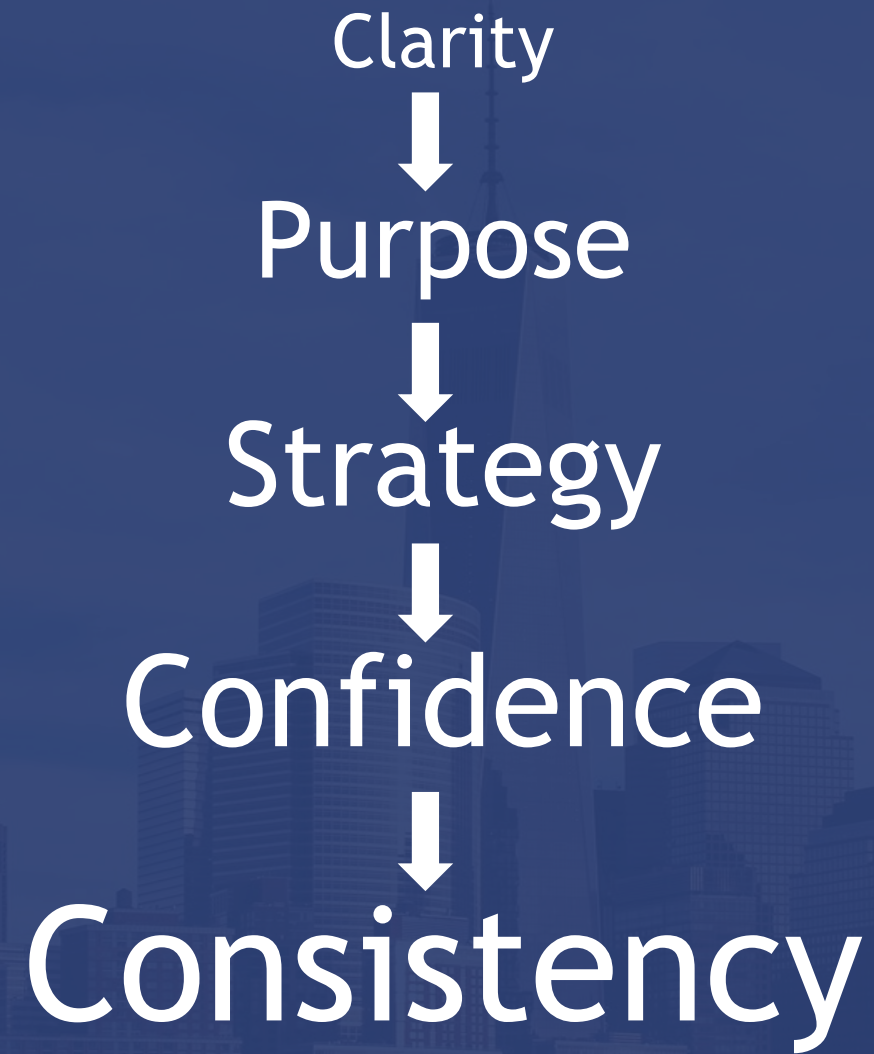


The 3 “C’s” of Action



The 3 “P’s” of Growth





You will only take consistent action on what you believe in, are equipped to do, and is behaviorally “In Tune” with your core being.

The biggest
challenge in
growing any
business is...

BEING INTENTIONAL

Who are you?

THE PRO...Focused on 2-3 of the possible options for lead generation, know every subtle nuance of the play, and are incredibly consistent at conversion

THE TWEENER...Dabbles in multiple strategies, but execution is sporadic and inconsistent. (Most Agents)

THE ROOKIE...“Everywhere and no where” at the same time, operating out of fear, and “chasing” business

The Big Dilemmas

...

1. EVERYTHING WORKS!

2. So many options...So little TIME

“TWEENER DEATH RATTLE”

250-300



“TWEENERS” LACK FOCUS!

“Principle of Priority” states:

- (a) You must know the difference between what is urgent and what is important
- (b) You must do what’s important first.

— Steven Pressfield, *The War of Art*

3 ISSUES...

SKILLS

DISCIPLINES

HABITS

EVERYTHING in our lives can be traced back to these issues!



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- TALENT AWARENESS & RECOGNITION
- KNOWLEDGE FACTUAL/EXPERIENTIAL
- REALITY HABIT
- FOCUS
- CONSISTENCY
- OTHERS



**20% of the
global
workforce feel
that their
strengths are
in play every
day...**

Two flawed assumptions...

1. Each person can learn to be competent in almost anything
2. Each person's greatest room for growth is in his or her areas of greatest weakness.

As opposed to...

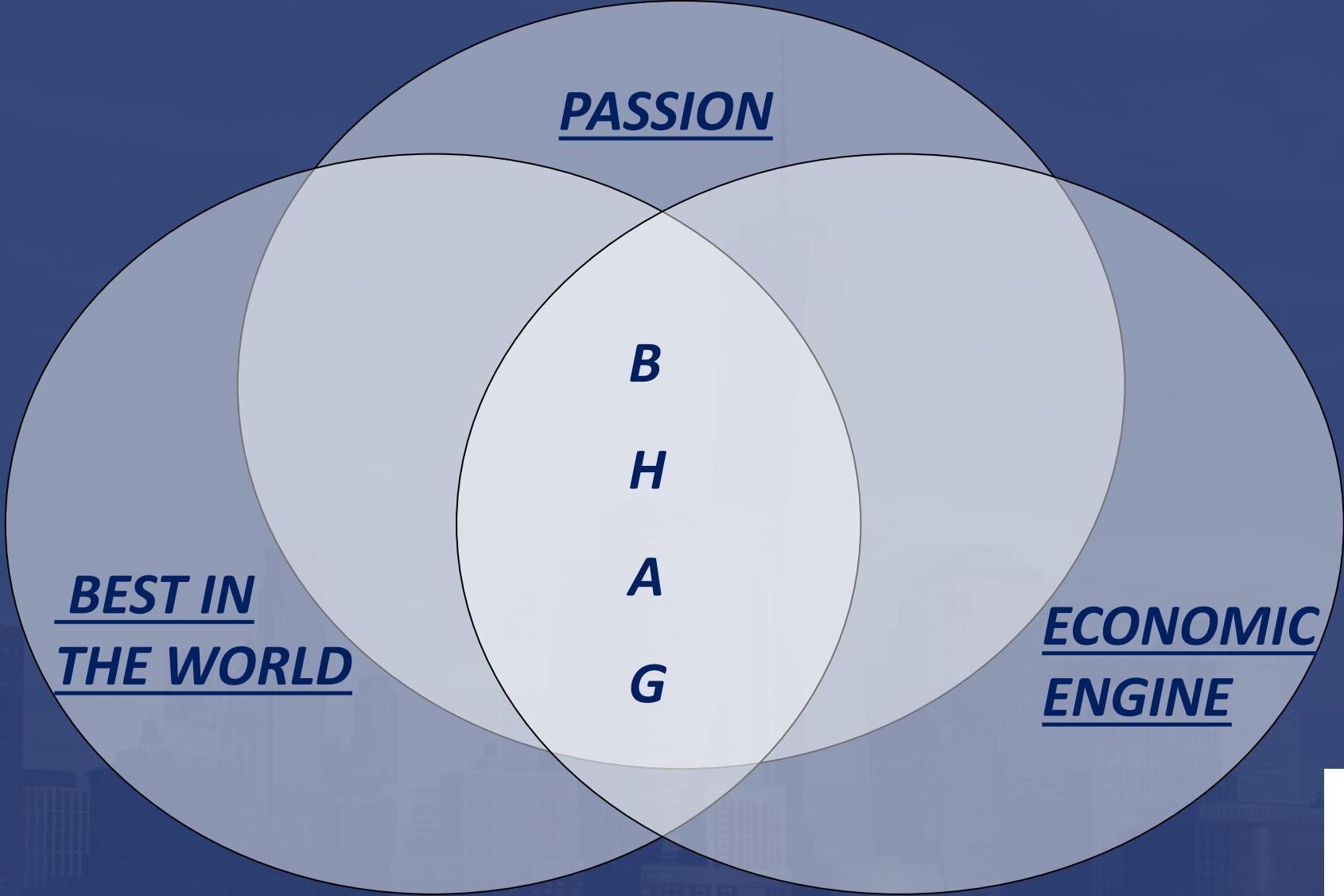
1. Each person's talents are enduring and unique
2. Each person's greatest room for growth is in the areas of his or her greatest strength

“Good” is the enemy of *GREAT!!!*



VS.





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10 SUCCESS KEYS

#1 Turn Pro



#2 Master Your Dialogues

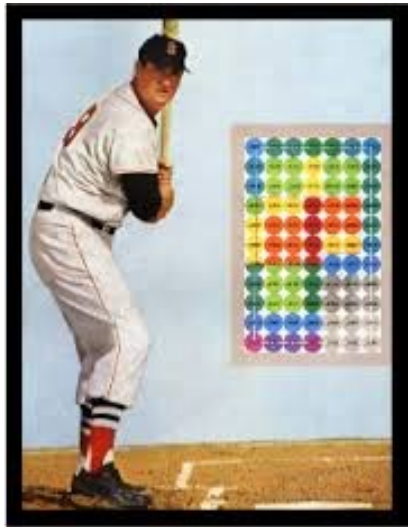
To effectively convert leads...You must have INTERNALIZED DIALOGUES!!

4 Things you need to determine at every contact:

1. Does the client have a *desire* to do a transaction?
2. Does the client have the *ability* to do a transaction?
3. Would the client like some *assistance* from an agent?
4. Would the client allow you to *interview* for the position?

#3

Live in Your “Sweet Spot”



1. Get in the game!
2. Wait for YOUR pitch
3. Don't "Chase" bad pitches!
4. Hit according to your style
5. Always be ready to adjust

#4 Understand Your Value

Your Value is **NOT**
INFORMATION!

Your Value is
INTERPRETATION

#5 Practice



Embrace: The Power of 15
Beware: The Rule of Two

Become a "STUDENT OF THE GAME"

Will Use You
May Refer / May Not

Average Level
Value-Relationship

Know/Like
Given Opportunity To
Use You - Maybe
Low Level Value-
Relationship



Advocates

Know/Like
Always Use
Always Refer

Very High Level
Value
Relationship

GENERAL PUBLIC

Don't Know You/Don't Like You
Value is One Created
By Marketing & RESPONSE TIME

#7

Stay in YOUR Process

Selling real estate is a battle of processes...

The goal of any contact is to IDENTIFY a potential client, not try to turn people into clients!

Embrace Pareto's Law

Avoid "Sunk Cost Bias"

Polite

Aggressive

#8

Be “Po-gressive”

PO-GRESSIVE

#9 Have Great Materials!



Date: _____

Buyer Name: _____

Address: _____

Phone Number _____ Work (H) _____ Hers _____

Email _____

How did you hear about the house? Sign Newspaper Homes Internet Neighbor

How long have you been looking? _____

How soon do you need to move? _____

Do you own or rent? _____

(if rent) Must you complete your lease before buying? _____

(if buy) Do you need to sell your home before buying? _____

Areas you are interested in? _____

How many in your family? _____

When you purchase, will you be paying cash or getting a loan? _____

If Loan, have you spoken to a lender? _____

If yes, whom _____

If no suggest X, LENDER X XXXXXXX

What do you want your monthly payment to be? _____

Have You signed a contract with any Realtors? _____

Special Requirements? _____

Name: _____

Address/City/State/Zip: _____

Home Phone: _____ Office: _____ Cell: _____

Is this your principle residence? _____

Are you planning to stay in the area? _____

If not, what is your time frame for being in your new location? _____

Can we send a referral to that city for you? _____

Please tell me a little about your home:

Bedrooms: _____ # Car Garage: _____ Opener?: Y N

Full Baths: _____ # Half Baths: _____ Fireplace/location: _____

Basement: _____ Walkout?: _____ Finished: _____

Formal Dining: _____ Family Room: _____

Age of Home: _____ Sq. Ft.: _____ Central Air?: _____

Heat: G E Dryer: G E Utility Rm Location: _____

Exterior: All Brick Partial Brick Perm. Siding Other: _____

Yard: _____ School District: _____

Do you have a price in mind? _____ What would that be?: _____

Are you going to interview any other Realtor?: _____

Great - Who are you talking to? _____

How did you hear about me/us? _____

My first appointment will only take 10-15 minutes. What would be a good time for me to come by and have a tour of your home? _____

Great, now if I can go ahead and set a time to go over the marketing analysis and complete the listing? Date: _____ Time: _____

May I have directions to your home?: _____

(Name here)
RE/MAX (Company Here)

CLIENT SURVEY

NAME: _____ NAME: _____

BIRTHDAY: _____ BIRTHDAY: _____

ANNIVERSARY: _____

MAILING ADDRESS: _____

PHONE NUMBERS

HOME: _____ OFFICE: _____

MOBILE: _____ DIRECT: _____

EMAIL ADDRESS: _____

Facebook: YES or NO If yes: _____

LinkedIn: YES or NO If yes: _____

CHILDREN LIVING AT HOME:

NAME: _____ AGE: _____ BIRTHDAY: _____

NAME: _____ AGE: _____ BIRTHDAY: _____

NAME: _____ AGE: _____ BIRTHDAY: _____

NAME: _____ AGE: _____ BIRTHDAY: _____

PETS: _____

HOBBIES: _____

BUSINESS THAT YOU WOULD LIKE PROMOTED:

NAME: _____ PHONE: _____

ADDRESS: _____

BUSINESS TYPE: _____

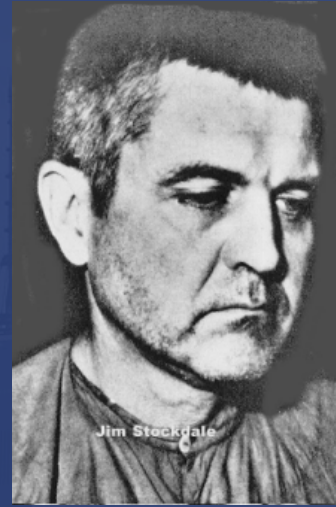
#10

Master the 3 Kinds of Time

Play Time

Pay Time

Prep Time



The “Stockdale Paradox”

An unwavering faith that you can and will prevail regardless of difficulties, and also have the discipline to confront the most brutal facts of your reality.



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You will overestimate what you can
accomplish in a year, and
underestimate what you can
accomplish in ten.

3 Key People To Your Success



Consultant



Mentor

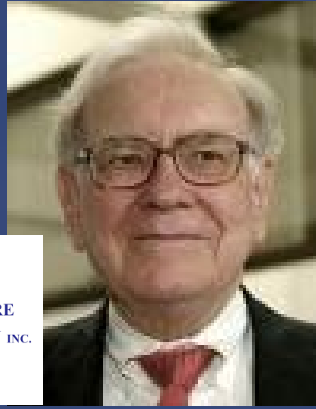


Peer Partner

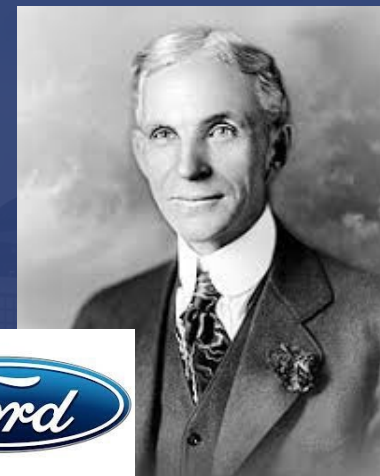


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The Power of “Partnership”



“The hardest struggle of all is to be more than the average person.”

-Charles Schwab

“When we strive to become better than we are, everything around us becomes better, too.”

— Paulo Coelho, *The Alchemist*



*See you November 30th for
Business Planning Part 1!*



THANK YOU!!

Your broker host will provide today's
session materials

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