

# Creating A 12-Month Business Plan With Joe Stumpf



## My Best Business

Your life is busy, it's complex, and it's hectic.

It moves quickly!

You have a lot of things going on in your life. Imagine that each thing going on in your life is like a flake of snow.

Have you ever experienced a snow blizzard?

A blizzard is millions of flakes of snow being driven by the wind. Because it's snowing so hard and the wind is blowing so intensely, it gets very dense and it's hard to see where you are going.

Now imagine how it feels when we have hundreds of things flying around in our heads . a blizzard of ideas and priorities. When we don't have the categories to put them all into, it's like a blizzard in our own heads.

How do you shut that blizzard off?

A blizzard is only a blizzard because of the wind . you have to find a way to cut the wind off.

The wind in your head is your day-to-day hectic schedules. The hectic pace at which we live our lives creates wind.

Think about what happens to a blizzard when the wind stops. The air is crystal clear and the snowflakes are still there except each flake is in its natural place - on the tree branches, on the roof tops and on the ground. It's calm and you can see for miles in all directions - especially the one you want to go in.

When I designed this course for you, I thought that you, like me, want to get out of the wind and let the pieces of snow in your life come to rest in their proper place. This course focuses on getting clarity about how your business operates and the goals in your life. Through my seven-step process you'll identify the significant things you want to achieve during the next 12 months.

Some of the highest-producing agents and lenders I know have little or no willpower or self-discipline.

So if willpower and self-discipline are not the secret to success, then what is?

The answer is high performers have highly developed performance rituals. And in business we call them *systems*. A *ritual* is a highly specific behavior that becomes so automatic over time it's *systematized*.

A *systematized behavior* is something we do automatically without thinking about it. Systems planning like you're doing here requires *mental focus*. *Mental focus* is the ability to pour yourself single-mindedly into one thing for 90 minutes without any interruptions at all.

## Your 90-Minute Commitment

Focused thinking for 90 minutes is one of the greatest rituals you can practice in your life.

Create a reflective environment where you can dedicate 90-minute blocks of time do this planning. You may need to go get out of your current environment, go to a neutral place where you can sit and give all you energy into this process.

## Common Language for Bankable Results

Let's review some common language to plan with. In this program I use the term *bankable results*, which means collectively *lead generation, appointments, contracts, closings and referrals*. When setting goals, it's critical to know what your goals are in each area so you know where you are headed and you know when you achieve and even exceed your goal.

One of the goals of this program is if I asked you on any given day, ~~Today~~, what bankable results did you create?+you tell me the number of leads you generated and their source, the number of appointments you set, the number of contracts you wrote, the number of closings and the number of referrals you had today.

### Lead Generation

This is your ability to attract low-cost, high-quality Five-Star Prospects systematically and predictably.

A lead is defined as a person who indicates a level of interest by identifying themselves to you. Now, since referrals are also a type of lead, we want to have a simple distinction between a person whom you attract through your marketing in your Before Unit, and a person you attract in your During and After Unit.

Experience shows that when you have systematized your Before Unit so you can attract Five-Star Prospects at will in your Before Unit, you become much more referable in your During and After Units because you no longer *need* referrals. Have you noticed how much more referable you become when you are not needy?

As you create your business plan for Before, During and After, the first thing you do is create leads, which is the first step in helping anyone make their dreams come true.

So if I asked you, ~~How~~ many leads did you generate today?+you would report how many Before leads, how many During leads and how many After leads, because your business is really three separate and distinct systems.

### Appointments

Look at your calendar. How many Five-Star Prospects do you currently have scheduled to meet to conduct your Initial Consultation with right now? Your level of anxiety is greatly reduced when you know that you have opportunities in your future.

When you have plenty of people to meet with consistently and predictably, no single transaction will make you or break you.

One of the worst feelings in business is to look at your calendar and see no future opportunities.

One of the most certain feelings is looking at your calendar and seeing several great future opportunities.

Your ability to convert your Before, During and After leads to appointments is the second type of bankable result. The point from which a person identifies themselves as a potential buyer, seller or borrower to the point that they are ready to meet with you and share what is really important to them could take from 5 minutes to 5 years.

Before leads convert at a different rate than During and After leads. So when you are creating your goals for the Before Unit expect to convert at a 10% rate, in the During Unit a 50% rate, and in the After Unit you can expect to convert at about a 20% rate.

The secret is to have all three systems working together to attract your best business.

## **Contracts**

Converting your appointments to contracts means converting the prospect to a client.

How skilled are you at converting that prospect to a client? Out of every 10 people you meet with, what percentage list with you, sign a buyer broker agreement with you, or sign a loan application with you?

How systematized are your dialogue skills? Dialogue skills are the words you use in your During Unit to create credibility and approachability. This is where you demonstrate your mastery of dialogue, your Magic Words for sellers, buyers and borrowers.

Your lead-generating skills in your During Unit come from your ability to ask for referrals. Your appointment-generating skills come from your ability to follow through with each referral you receive, and your contracting skills come from your ability to influence people to list with you, work with you as their buyer agent, or to apply for a loan with you.

## **Closings**

Now the next result is to be skilled enough to get their home sold, to help them purchase their next home, or get them their next loan. Closing is your fourth bankable result.

At By Referral Only we call converting your contracts into closings *celebrations*. A celebration is when all your During Unit touchpoints create a seamless experience for each person who is experiencing your unique process of making their dream come true.

So if you get a lead, turn it into an appointment and then contract with the client, you now deliver the service needed to close the transaction.

## **Referrals**

This is your fifth bankable result and it's essential to reconnect with your purpose of being a By Referral Only Consultant . referrals. As a By Referral Only Consultant, you commit to show up in all your relationships knowing that your advice, your knowledge, your wisdom, your love, your compassion, all your systems, methods and procedures, all your actions are leading to one simple outcome, which is that your clients respect you so deeply that they introduce you to the people they care about most.

Experience shows that when a person is buying a home, selling a home or getting a loan, they are going through a life-changing transition and during that transition, they want a consultant who is unwavering, trustworthy, intelligent, and flexible enough so he or she doesn't crack with turbulence. They want direction, guidance, and they want you to be the Rock of Gibraltar. Your purpose is your highest priority. Your purpose guides all your choices. The single most important question you ask whenever you are making choices is, *What am I thinking, saying, and doing leading me in the direction of my primary purpose?*

## **How To Stop Setting Goals If You Would Rather Solve Problems**

Now it's important that I talk about a simple concept I was taught by Bob Biehle in his book, *Stop Setting Goals If You Would Rather Solve Problems*.

Since most people are problem solvers not goal setters, you may look at this program as a goal setting program and you are already frustrated.

If that's the case, every time you notice I say *goal* I want you to think *problem to be solved*...

## The Seven-Step Business-Planning Process

To develop your business plan, you'll be asking yourself several thought-provoking questions I designed to help you develop meaningful and specific goals that are measurable and attainable.

Here are the seven steps:

- Step 1. Determine Monthly Revenue Goal and a Transaction-to-Revenue Ratio**
- Step 2. Define Your 5, 6 and 7**
- Step 3. Close the gap between where you are and where you want to be, and fully experience your 5, 6 and 7!**
- Step 4. Pick the most productive system to work on now!**
- Step 5. The 10-Step Action Plans for Systematizing Your Business**
- Step 6. Break Through All Your Resistance to Getting Started Now**
- Step 7. Get Going Now!**

Let's look at the first step:

### Step 1. Determine Monthly Revenue Goal and a Transaction-to-Revenue Ratio

***What is your monthly money goal (or what amount of money each month will solve your problems)? What do you want to achieve, and how many transactions a month do you need to close to achieve that monthly goal?***

Imagine how much monthly gross income it would take for you to be really excited about your business.

I like the word *excited* better than *happy*. I got this distinction from Timothy Ferriss's book, *The Four-Hour Work Week*. I like the notion of having exciting goals, especially when you think about what the monthly money will do for you and how it will help you experience life more fully.

Imagine living a life that most excites you. How much monthly money will that take?

Pick a number that excites you, not frightens you. There is a number that when you think about it, you are right there at the edge of what would be easy and what would be exciting.

The formula is easy. Take your monthly goal and divide it by the average amount of money you make per transaction.

If you said \$12,500 a month is your exciting income goal, and your average transactional fee for one side of a transaction is \$5,000, you do 2.5 transactions a month.

2.5 transactions a month creates \$12,500 a month.

So your focus now is how to build a systematic Before, During and After Unit in your business that create a consistent and predictable \$12,500 a month by doing 2.5 transactions a month.

Don't go on to the next step until you're clear on how many transactions a month you will do to realize the amount of money you choose to make each month.

## Avoid the Five Big Mistakes

Now, there are five big mistakes I see people make when setting their number.

### **Mistake #1: Setting an annual income goal.**

You live life one day at a time, you pay your bills one month at a time. What we want to do is create a system that gets you to your monthly income goal within 90 days. So if you want to make \$12,500 a month we can get there in 90 days – that is exciting. Most people are setting annual goals and are not inspired because they don't achieve their goal for an entire year. Let's build a system that gets you to your monthly goal in 90 days.

### **Mistake #2: Underestimating the predictability power of your Before Unit.**

The Before Unit is another form of attraction. The frame of reference that would best serve you for your Before Unit is, when people pursue you they are referring themselves to you.

All the marketing that we teach in the Before Unit is people pursuing you. Whether it's a person listening to your free recorded message or a person giving you their email address.

One thing we don't teach and never will teach is cold calling. That is not attraction; that is pursuing people. Remember the formula PPRA: People Pursued Run Away.

I hear people say they don't have a Before Unit like it's a badge of honor when in fact, a Before Unit like we teach will keep your income consistent and predictable during all kinds of marketplaces.

### **Mistake #3: People underestimate the size of the team that is required when they set goals.**

Experience shows that an agent can do four transactions a month and a lender can do eight transactions without a full-time assistant and still create a referral experience.

For most people, you are far better off with a helper doing your four or eight than you are building team of buyer agents and mortgage brokers trying to do five or six a month for an agent and nine or 10 for a lender.

I would suggest that you first build a predictable, automatic system where you can achieve your monthly income goal with as few people as possible.

### **Mistake #4: Trying to do more business instead of achieving your monthly goal in less time.**

This is a big mistake people make when they plan. *More* is not always *better*. Find a monthly income number that really inspires you, then find ways to automate your business so you can do it in less time. Then, if you want to make more money, explore the possibilities of reducing your expenses while doing the same volume, or increasing the amount of money you make per transaction instead of doing more transactions. You can do that by charging more or doing larger transactions. The answer is not *more*, it's *better*, and the mistake most people make is automatically thinking, *do more*.

### **Mistake #5: Too much time planning, not enough time acting.**

The steps we are about to go through are action steps. I wrote this program with a very specific mindset. I said if I had to get you to your monthly income goal as fast as possible while not sacrificing your integrity, and build systems wherever we go, what would I suggest you do? This plan is about *movement*, not *meditation*. After you go through all the steps you must move, not meditate. I'm not looking for your applause from this, I am looking for your action.

So I hope you can see that when you focus all your energy on monthly income, it excites you and sets you up to create a plan that is doable.

Let's look at the next step.

## **Step 2. Define Your 5, 6 and 7**

### ***What is important about (monthly income) to you?***

Let's find your 5, 6, 7.

Just like you ask your clients, what is important about earning \_\_\_\_\_ a month to you? What is your drive behind your drive?

Before we start to look at your actions, you want to know what is driving you.

The 5, 6, 7 is what gets you into action. Action may not always be exciting, but there is no excitement without action.

We want to discover what is important about your monthly income because we want to start today to move towards that amount. When you know what inspires you to act, you are more likely to implement immediately.

As you may or may not know, IBM did a study many years ago and they discovered the one quality that the most successful entrepreneurs had in common. It was speed of implementation. It was how fast they got into action. They set a goal, then quickly got into action. They spent little time analyzing. They found a proven formula then they followed it exactly. They all used their drive behind their drive to get them going.

Do you have a strong enough 5, 6, and 7 to get into action right now?

### **Step 3: Close the gap between where you are and where you want to be, and fully experience your 5, 6 and 7!**

#### ***Where are you now and where do you want to be? (Think in terms of specifics!)***

A father is at the kitchen table with his little boy and he wants to get his little boy occupied. So he takes a weather map and rips it into pieces and says, "Put this puzzle together." About 10 minutes later the little boy is done. The father looks at it and sees it's not the weather map, it's a picture of a man that was on the other side of the page.

The moral is it's easier to put together one person than to fix the world.

While you're planning your next business move, focus on one simple goal and close the gap—your gap, no one else's gap. The best way to choose where to start is looking at the gap of where you are now and where you want to go.

What has been your monthly income over the last 3 months?

If you told me you have been averaging less than \$1,666 because you have closed one transaction in the last 90 days and you earned \$5,000, then the gap you want to get closed as fast as possible is between \$12,500 and \$1,666.

What can you do as quickly as possible to get to a place where your average income over a 3-month period is \$12,500?

This is a very strategic decision; you must get momentum. Your first goal is to close the gap fast!

#### **Step 4. Pick the most productive system to work on now!**

***What is the fastest, most productive system I can install that will generate leads right now so I can move in the direction of my 5, 6 and 7?***

Imagine you were an outside consultant for your business and you had to make a recommendation to your business for what to do to produce the fastest results. Now imagine that as a consultant, you don't get paid your consulting fee unless what you recommend produces the result.

With that in mind I imagine your suggestion would be all about action.

Why must you get into action? Because we both know that the leads you generate today must be converted to an appointment first, then the appointment must turn into a contract, and those contracts must turn into a closing, and the cycle takes between 30 days and 90 days.

So if your goal is \$12,500 a month, you must close 2.5 transactions a month, which means you must start setting appointments right away with buyers, sellers and borrowers because the buyer, seller or borrower leads you get today will not be paying you for another 30 days (which would be very fast) to 90 days.

So the first question you ask is . . . what is the fastest system to install in my business that is the most effective, most productive way to generate leads right now so I can move in the direction of my 5, 6 and 7?

Keeping in mind that we want to get to our monthly income goal as fast as we can. Once you get to your goal you can think differently—but the first step is get your goal produced consistently.

So you have three different units to generate leads from:

Your Before Unit.

Your During Unit.

Your After Unit.

Let's look and see if the best place for you to start is the Before Unit.

Keep in mind, the goal is to generate enough leads so you can get your income goal to the level of excitement in the next 90 days.

## **Is The Before Unit The Place For You To Start?**

As you recall, the goal of the Before Unit is to generate low-cost, high-quality appointments that become clients in you During Unit.

**We have three turnkey systems for you in your Before Unit.**

- The 30-Day Lead Blitz Program.
- The Art of Finding, Getting and Selling Listings.
- The Finding Buyers Program.

If you choose to start here because you know that it will be the fastest way for you to get to your monthly income goal, then go directly to **Step 5: The 10-Step Action Plans for Systematizing Your Business.**

## Is The During Unit The Place For You To Start?

You could start with the During Unit if you can answer **yes** to this question: Do you have a current client you're working with right now that you could call today and they would introduce you to a person who is interested in buying, selling or borrowing now?

If the answer is **yes**, make that call. And when the call is complete, where are you then with regards to having enough leads to achieve your income goal month consistently and predictably?

### ***How close am I to a 50% referral rate from my During Unit?***

The best way to measure this is begin with a rolling average of your last 10 transactions.

Here is a During Unit Score Card:

### **During Unit Score Card**

	<b>During Client</b>	<b>Close Date</b>	<b>Yes</b>	<b>No</b>
<b>1</b>	John and Nancy Miller	3/17	X	
<b>2</b>	Larry Johnson	3/25	X	
<b>3</b>	Ron and Barbra Balance	4/15		X
<b>4</b>	Gus Sundernier	4/21		X
<b>5</b>	Susan Kline	5/7		X
<b>6</b>	Gary and Rene Robins	5/14	X	
<b>7</b>	Mark and Susan Smith	5/30		X
<b>8</b>	Rob and Cindy Michaels	6/4		X
<b>9</b>	Tom and John O'Connor	6/6		X
<b>10</b>	Debbie Meson	6/18		X
			<b>3</b>	<b>7</b>
	Current During Referral Rate is 30%			

Blank score cards are on the following page for your use.

### During Unit Score Card

	During Client	Close Date	Yes	No
<b>1</b>				
<b>2</b>				
<b>3</b>				
<b>4</b>				
<b>5</b>				
<b>6</b>				
<b>7</b>				
<b>8</b>				
<b>9</b>				
<b>10</b>				
	Current During Referral Rate is __%			

### During Unit Score Card

	During Client	Close Date	Yes	No
<b>1</b>				
<b>2</b>				
<b>3</b>				
<b>4</b>				
<b>5</b>				
<b>6</b>				
<b>7</b>				
<b>8</b>				
<b>9</b>				
<b>10</b>				
	Current During Referral Rate is __%			

## During Unit Transactional Timelines

The During Unit has four transactional timelines (Seller, Buyer, Mortgage Purchase and Mortgage Refi). The client goes through seven stages within each timeline.

### **Seller**

1. Pre-Listing Process
2. Initial Consultation
3. Finding a Buyer
4. Negotiations
5. Removing Conditions
6. Celebration
7. 30/60/90 Days After Celebration

### **Buyer**

1. Pre-Buyer Appointment Preparation
2. Initial Consultation
3. Finding a Home
4. Negotiations
5. Removing Conditions
6. Celebration
7. 30/60/90 Days After Celebration

### **Mortgage Purchase**

1. Pre-Loan Appointment Process
2. Initial Consultation
3. Researching Loan Options
4. Selecting a Loan
5. Removing Conditions
6. Celebration
7. 30/60/90 Days After Celebration

### **Mortgage Refi**

1. Pre-Loan Appointment Process
2. Initial Consultation
3. Presenting Loan Options
4. Selecting a Loan
5. Removing Conditions
6. Celebration
7. 30/60/90 Days After Celebration

## Seven During Unit Components

When you build your During Unit you have seven components you can use to create a systematic process that yields a 50% referral rate:

1. **Basic Touchpoints:** This is all set up in the *myClients Referral Management System*. The first thing to do is ensure each person who buys, sells or borrows with you has a consistent experience.
2. **Basic Dialogues:** This is the core By Referral Only Initial Consultation, what we call level one.
3. **Planting Referral Seeds:** These are your casual conversation skills
4. **Asking For Referral Dialogues:** This is using the BRAG and ACTS scripts
5. **Handling Resistance Dialogues:** These are the dialogues through the 7 stages when you meet with resistance, stalls or objections
6. **Advanced Touchpoints:** Only after you have mastered the basics, add more advanced touchpoints
7. **Advanced Initial Consultation Dialogues:** These are level two dialogues, when you're ready for mastery and taking your referral rate in the During Unit up to 70% to 80%.

The During Unit is the perfect place to work in when your income is consistently reaching your monthly goal. Maybe you're at that place right now and it's time for you to create more leads from the During Unit. If that is the case, go to **Step 5: The 10-Step Action Plans for Systematizing Your Business.**

## Is The After Unit The Place For You To Start?

You can look in your After Unit and ask yourself: If you needed to get a lead today, how many people would you be able to call and confidently ask for an introduction to a person who would buy, sell or borrow in the next 90 days?

Have you built enough relationship equity with enough people that you have permission to rely on them for their introduction? The goal of the After Unit is to systematize a 20% return on relationship. So if you have 150 people and you got a 20% yield, that would be 30 transactions over the course of a year. Some of you may start right here because you have the relationship equity. There is a ramp-up time; it might happen in 30 days or it may take six months before you are producing at a rate of 2.5 transactions a month.

The goal of the After Unit is to create 30 referrals from your Top 150 people from 30 strategic touchpoints over a 12-month period of time. That would mean you would be yielding a 20% return on your Top 150 people.

The biggest mistake that people make in their After Unit is they fail to see the interconnectivity of all the activities in their After Unit.

What I notice is sometimes you send out a Letter From The Heart, sometimes you don't; sometimes you do an Evidence of Success and sometimes you don't. It's that lack of contiguity that causes a low or no return on the relationships in your After Unit.

So the plan is to create a list of 150 people and you have 30 different, meaningful communications with each one of them over the course of one year.

That means you look at each person and think, I'm going to connect with him or her 30 times in 12 months, and I will do it in such a way that they are going to look forward to each communication more than the last one.

Look at your After Unit as 150 people. Each have 30 high-impact, meaningful communications with you, so after 5 years every one of them has referred or repeated with you at least one time. That is a 20% annual return on your relationships.

Look long-term and imagine that 150 people, 30 communications a year, over 5 years, is 150 communications to 150 people over a 60-month period. This is a significant commitment to building relationship with core people.

But imagine that if you earn between \$3,000 and \$5,000 per transaction, that means over 5 years your Top 150 people have a value of between \$450,000 if you earn \$3,000 per transaction, and \$750,000 if you earn \$5,000 per transaction. And that doesn't even count the referrals you get from them in the During Unit.

When you consider that it's possible that 50% of the people they refer to you refer another person to you, and 50 of those people refer someone to you, and 50 of those people refer someone to you

It makes the lifetime value of your After Unit in 5 years worth \$900,000 to you if you earn \$3,000 per transaction, and \$1.5 million if you earn \$5,000 per transaction. It's quite staggering and it is possible to accomplish all this in the next 5 years if you're ready to systemize your 30 touchpoints.

Now to getting into the program, each person must receive a Reconnect Letter, followed up with a one-time permission to stay in touch call.

After they have received that they are qualified to go into your 30/30 program.

Here are the 30 touchpoints:

1. 12 Newsletters with Letters From The Heart
2. 12 Evidence of Success Postcards
3. 1 Thanksgiving Day Card
4. 1 Anniversary Card/Congratulations Call
5. 1 Client Event Invitation and RSVP Call
6. 3 FORD Phone Calls

The question is, what can you systematize in your business the fastest to get you enough leads to get you to your monthly income goal? If you believe the place for you to start is the After Unit, go to **Step 5: The 10-Step Action Plans for Systematizing Your Business.**

## **Step 5. The 10-Step Action Plans for Systematizing Your Business**

Now that you have chosen the unit of business that is the best place for you to generate enough leads to get you to a consistent, predictable income goal or sustain your consistent, predictable income goal, pick your 10-Step Action Plan for that unit.

### ***The 10-Step Before Unit Action Checklist***

- Step 1. Go to [www.MyByReferralOnly.com](http://www.MyByReferralOnly.com) and review each program.
- Step 2. Pick one program.
- Step 3. Create a Do Group. Listen to The Purpose Of a Do Group Training (11/9/07 blog).
- Step 4. Read all the threads on the Member Message Board on the program you are starting.
- Step 5. Start the program when you're 100% prepared to finish what you start.
- Step 6. Report weekly on your progress to your Do Group.
- Step 7. Any questions you have, come to the Community Message Board and ask.
- Step 8. Keep your Coach informed on each call and be open for direction.
- Step 9. Call 800-950-7325, ext. 4 if you need inspiration or guidance in between coaching calls.
- Step 10. Celebrate your success and learn from your failures.

### ***The 10-Step During Unit Action Checklist***

- Step 1. Pick one of the seven components of the During Unit you are going to work on.
- Step 2. Go to [www.MyByReferralOnly.com](http://www.MyByReferralOnly.com) and find all the training on the process you have chosen to systematize.
- Step 3. Create a Do Group. Listen to The Purpose Of a Do Group Training (11/9/07 blog).
- Step 4. Read all the threads on the Member Message Board on the program you are starting.
- Step 5. Start the program when you are 100% prepared to finish what you start.
- Step 6. Report weekly on your progress to your Do Group.
- Step 7. Any questions you have, come to the Community Message Board and ask.
- Step 8. Keep your Coach informed on each call and be open for direction.
- Step 9. Call 800-950-7325, ext. 4 if you need inspiration or guidance in between coaching calls.
- Step 10. Celebrate your success and learn from your failures.

Continue to repeat the 10-step process until you are using all seven components and fully optimizing your potential in the During Unit.

## The 10-Step After Unit Action Checklist

- Step 1. Use the sample 30 Touchpoint Timeline to schedule After Unit touchpoints in *myClients* for your Top 150.

### 30/30 Program Touchpoint Timeline

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
Monthly Client Newsletter w/Letter From The Heart (12)	X	X	X	X	X	X	X	X	X	X	X	X	
Monthly Evidence of Success (12)	X	X	X	X	X	X	X	X	X	X	X	X	
One Thanksgiving Day Card											X		
One Anniversary Card/Congratulations Call								X					
One Client Event Invitation/RSVP Call												X	
Three FORD Telephone Calls	X				X				X				

- Step 2. Go to [www.MyByReferralOnly.com](http://www.MyByReferralOnly.com) and find all the training on the process you have chosen to systematize.
- Step 3. Create a Do Group. Listen to The Purpose Of a Do Group Training (11/9/07 blog).
- Step 4. Read all the threads on the Member Message Board on the program.
- Step 5. Start the program when you are 100% prepared to finish what you start.
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- Step 9. Call 800-950-7325, ext. 4 if you need inspiration or guidance in between coaching calls.
- Step 10. Celebrate your success and learn from your failures.

## Step 6. Break Through All Your Resistance to Getting Started Now

These steps are a proven track for you to achieve your monthly income goal. This is the plan for you to get from where you are now to where you want to be.

### What's holding you back from action?

Now that you have listened to the entire program it's important that you understand what will stop your taking action.

For 25 years I have been helping agents and lenders like you get from where you are to where you want to be. I have witnessed all types of behaviors that sabotage success and I have narrowed it down to what I believe are the four biggest mistakes you make when it comes to implementing your plan:

#### Mistake #1: Being Interrupt-Driven

Are you driven or interrupted driven? Meaning, you get started on one project then get distracted and start another project. This is a major mistake.

One of my early mentors, Gerry Ballinger, had a concept called *addicted to your struggle* meaning that you have a story and you have become your story. If your story is you're busy and you have a lot to do, you get stuck in your OCD loop . obsessive compulsive disorder loop. You check your emails, then you go to your Web stats, then you go to your brokerage account, then your dating site. And you do this all unconsciously. It is a way to stay interrupted when it's time to stay focused

Another big distraction is focusing on what your fellow agents or lenders are doing, focusing on the competition. Have you ever looked at your competitors' stats, wondered how they were doing it, how they were getting the listing, the sales? *Stop focusing on them.*

#### Mistake #2: Too Many Tolerations

A mentor and coach of mine, Thomas Leonard, taught a concept called *Toleration-Free Zone*. A *toleration* is anything in your life that you say, "I should do that."

Some people are standing knee-deep in tolerations. For example, in my life at one time I could make a list of over 100 things I was tolerating. The light in my closet was burned out and I had to move my ties into the light to see the colors. I was tolerating the burnt-out light bulb.

I had a gate latch that was broken, and when I closed the gate I would have to lean a brick up against the gate to make sure it closed. Every time I closed my gate, I would hear myself say, I should fix that.

My garage door would not close every time I hit the switch and I would say I should fix that. The door in my downstairs bathroom was broken and when I would have guests they would get locked in the bathroom. And I would say, I should fix that.

I could give you over 100 examples, because that was one of the first exercises that Thomas gave me. Because he didn't want me to confuse *tolerations* with *goals*. You see, if your life is filled with tolerations, you start to act like they are goals.

When your life is filled with tolerations, you set small goals. When you live in a toleration-free zone, you set BHAGs . Big, Hairy, Audacious Goals

So make a list of 100 things in your life that you're tolerating and over the next 24 months see how many you can handle. I promise you will set bigger, better goals.

#### Mistake #3: Unaware Of Your Opportunity Cost

Warren Buffet, the most successful investor in the world, says the single most important thing you must consider when you're investing your time and money is called *lost opportunity*.

If you're considering investing your time into a new project, you must recognize that you can only put your energy into one thing at a time. And when you pick something, everything else you did not pick is gone forever. So when Warren is about to buy a new company for say, \$100 million, before he invests he asks, "Should we just invest that money into something that we already have and that we know is successful or should we try something new?"+

This is a great way to think. If you're working the 30-Day Lead Blitz program and it's generating 20 to 30 leads a month, and you're converting 2 to 3 leads to appointments, instead of trying a new lead-generating program like Getting Listings, you may want to solve the problem called *convert more leads for the blitz program first*. The opportunity is in what you're already doing, and when you start something new, you lose that opportunity.

#### **Mistake #4: Not Aware Of Your Unconscious Weakness**

I wonder if you're aware of the things you may be doing unconsciously that could impact your business? What is the one thing you're doing now that is impacting the business in a way you're not aware of?

Over the years here are things I've noticed that many agents and lenders do unconsciously that negatively impact their business

1. Starting too many new projects constantly.
2. Trying to control everything.
3. Not focusing on moneymaking.
4. Worrying about things outside of their control.
5. Getting involved in low-dollar-per-hour activity.
6. Confusing being busy with making money.
7. Spreading themselves too thin instead of focusing on only one project at a time.

#### **Conclusion**

So there you have it. My Best Business+ and the process to create a supporting business plan is about action, getting things done, being inspired to get to your monthly income goal as fast as possible, and then staying there because you have systematized the process.

#### **Step 7. Get Going Now!**

Let me know how you are doing on the Message Board.