

HEART AND SOLD

by Valerie Fitzgerald



REFLECTIVE WORKBOOK

Reflective Workbook

Companion to

Heart and Soul

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“The longest journey begins with a single step.”

--- Chinese Proverb

A REFLECTIVE WORKBOOK

This workbook is a compilation of summaries and reflective questions for each chapter in *Heart and Sold*. When reviewing the book, I realized there was a great deal of information to digest and reflect upon, and so I included this workbook for you. You may find it useful to have a notebook to write down things you want to remember from what you've read. There is a new journey for all of us. And without realizing it, you may have just begun yours.

CHAPTER 1

MY STORY: THE WILL TO SURVIVE

No matter what situation we find ourselves in, there is always room for positive growth. Part of my growth was to heed my own instincts and intuition, whether it was a queasy stomach or a feeling of fear. I learned to proceed with caution when necessary, or face the consequences.

- DO YOU KNOW WHAT IT FEELS LIKE FOR YOU WHEN YOUR INSTINCTS ARE ALERTED TO SOMETHING UNCOMFORTABLE?
- ARE THERE ANY INSTANCES IN YOUR LIFE RIGHT NOW WHERE YOUR INSTINCTS ARE TELLING YOU WHAT TO DO OR NOT TO DO?
- WHAT ARE THEY TELLING YOU?

I grew up like most girls, reading fairy tales and believing in white knights. Even though today's heroines are more self-reliant and self-reflective, often they still fall back on a man who, in theory, will eventually protect and ultimately save them. Having given my power away like this, I always thought about my husband and eventually I forgot to think about me.

I was in a relationship that was poisoning me. I thought I needed to stay for the longest time because I didn't know how to leave. Once I found the

courage to leave him, I knew one of the consequences would be losing my material possessions.

- HAVE YOU EVER HAD THE INSTINCT TO LEAVE A PROFESSIONAL OR PERSONAL SITUATION AND DIDN'T?
- WHAT IS MORE IMPORTANT TO YOU, DOING WHAT YOU KNOW IS BEST FOR YOU OR THE CONSEQUENCES OF NOT DOING IT?
- DO YOU BELIEVE YOU ARE BETTER LIVING WITH OR WITHOUT A SITUATION?
- DO YOU MAKE EXCUSES FOR YOURSELF AND OTHERS?
- ARE YOU CONCERNED ABOUT WHAT OTHER PEOPLE MAY THINK OF YOU?
- WHAT'S STANDING IN THE WAY OF THE HAPPINESS YOU DESERVE?

Part of giving away my power was because I didn't believe in myself. At the time, I looked to my husband for validation. Once I left him, I began to understand that money can mean freedom and power. It is also true that money can be the great equalizer in a relationship. When one person controls the money, whether it's the husband or the wife, they control all the power. The one with the power then determines how much power, if any, is relegated to their

partner. Because decisions were made for me, my decision-making "muscle" became weak.

Today I would never give myself or my money away like that. Today's a very different time from the days I wasn't allowed to read the things I signed. I will never again let someone take control of my personal or financial life, and I will never, ever surrender myself.

- ARE THERE AREAS OF YOUR LIFE WHERE YOU HAVE SURRENDERED YOURSELF?
- IF YOU HAVE SURRENDERED YOURSELF, ARE YOU WILLING TO TAKE BACK YOUR POWER?
- ARE YOU READY TO MAKE A PLAN TO TAKE BACK YOUR POWER?
- DO YOU HAVE A STRONG OR WEAK DECISION-MAKING MUSCLE?
- DO YOU FEEL YOU HAVE THE POWER TO MAKE DECISIONS FOR YOURSELF?
- ARE YOU A PART OF YOUR PERSONAL AND FINANCIAL DECISIONS?

CHAPTER 2

QUITTING IS NOT AN OPTION

The will to act boldly is a quality usually exemplified in the movies, and somehow it always turns out all right for the character. In real life that isn't always the case. We have no guarantees of a happy ending. It is these experiences and valuable lessons that you learn along the way that make life worth living.

Strength is not only determined by the size of your biceps or how much weight you can lift at the gym. True strength is what lives in your heart and gets you out of bed in the morning, when you think you don't have the strength to go on. There were times in my life when I went on simply because I had no other choice. Every mother reading this will understand that feeling. No matter how tired you are, no matter how sick you're feeling, and no matter what you did today or have to do tomorrow, you drag yourself out of bed at a moment's notice with your child's cry. You find a way. The great thing about life is that just when you think you can't do any more, you dig deep down and find a little bit of effort left to keep you going. That's how you get strong. Overcoming painful things does build strength and character.

- WHAT THINGS IN YOUR LIFE HAVE GIVEN YOU THE GIFT OF PERSONAL STRENGTH?

- WHAT ARE SOME WAYS YOU CAN HONOR YOUR ABILITIES?
- ARE YOU OPEN TO TRYING NEW THINGS TO CREATE THE LIFE YOU WANT? (The answer to this one is yes; after all, you're reading this book.)
- IF THINGS DON'T HAPPEN EXACTLY THE WAY YOU WANT, DO YOU BERATE YOURSELF, OR PICK YOURSELF UP AND MOVE ON?
- DO YOU BELIEVE THAT YOU NEED TO BE MENTALLY STRONGER?
- ARE YOU WORTH YOUR HOPES AND DREAMS?

There's a time and place for everything. This is also true for your feelings. It's important to learn to compartmentalize your feelings and save certain ones for private moments. There are many ways to express yourself. You can write out your feelings in a journal. You can put them in an email or call a friend. Or you can take a hot bath, crawl into bed and cry yourself to sleep. Sometimes that old adage really works - have a good cry. But then, stop. This is about getting through those moments in a healthy way so you can get on with your life. Feelings have energy. You can use that energy to push yourself to do great things for yourself and your family.

- IF YOU HAD A BLANK CANVAS AND CALLED IT YOUR LIFE, WHAT WOULD YOU PUT ON IT?
- WHAT ARE SOME OF THE FIRST STEPS YOU'D MAKE TO TAKE RESPONSIBILITY FOR YOUR LIFE?

- AS THE CLOCK OF LIFE TICKS BY, WHAT DO YOU URGENTLY NEED TO DO TODAY?
- CHANGE IS OFTEN UNCOMFORTABLE. WHAT WILL YOU DO TO BE UNCOMFORTABLE TO GET WHAT YOU WANT?
- WHAT CAN YOU DO TOMORROW THAT WILL MAKE YOUR DAY LOOK DIFFERENT THAN ANY OTHER DAY?
- WHAT WILL BE THE GREATEST CONSEQUENCE TO YOU IF YOU ARE NOT TRUE TO YOURSELF?
- DESIGN YOUR BIGGEST DREAM STEP BY STEP. HOW DOES IT FEEL TO GET WHAT YOU'VE ALWAYS WANTED?
- WHEN WAS THE LAST TIME YOU REMEMBER BEING A CHILD, LAUGHING, EXPLORING, AND TAKING RISKS?

CHAPTER 3

WHAT I NEEDED TO KNOW

STRESS MANAGEMENT

Mounting strains from deadlines, self-imposed expectations, perceived external pressures and responsibilities can pile up before you realize it. However, it is entirely possible to diffuse a stressful situation before it gets to the boiling point. It's a simple matter of being aware, alert and prepared.

WAYS OF COPING WITH STRESS:

- LET OFF STEAM IN A POSITIVE WAY
- COUNT TO TEN
- DON'T ENGAGE IN A HEATED CONVERSATION
- KNOW YOUR LIMITS
- EXERCISE
- TAKE SOME TIME TO RELAX
- GET ENOUGH SLEEP
- BE PREPARED AND ORGANIZED
- DON'T BE AFRAID TO ASK FOR HELP

HOW YOU THINK

When you change your mindset, you change your life. A lot of people think that life is just a series of random events and coincidences. I believe that there are no coincidences in life and that everything matters and has a purpose. Every thought, every spoken word and every action are important. You are the person you see in the mirror. You are the voice you hear in your head. You have the power to think positively, to encourage yourself and act responsibly and swiftly.

What makes you successful?

- **Passion**

Passionate people are dedicated people. They are tenacious and relentlessly pursue their goals.

- **Commitment**

Committed people are reliable people. They are accountable until the end, through all the ups and downs, no matter what.

- **Determination**

Determined people are strong people. They don't waiver. They walk the walk and talk the talk.

- MAKE YOUR WORK YOUR PASSION
- DEVELOP THE DESIRE TO SUCCEED

- BE AN INDEPENDENT THINKER
- HAVE A POSITIVE ATTITUDE
- DEVELOP SELF DISCIPLINE
- HAVE INTEGRITY
- CULTIVATE GOOD PEOPLE SKILLS

BEGINNING THE JOURNEY

If you are interested in real estate, find a local real estate training school where you can take classes. Start investigating real estate offices in your spare time. Ultimately, you will need to place your license with a real estate company.

SELECTING THE RIGHT COMPANY

WHAT TO ASK WHEN BEING INTERVIEWED:

- ASK ABOUT THEIR TRAINING PROGRAMS.
- WHAT ARE THE FEES ASSOCIATED WITH WORKING THERE?
- WHAT KIND OF HELP DO THEY OFFER AGENTS IN FINDING BUSINESS?
- WHAT'S THEIR COMPANY'S ORIENTATION PROCESS?

- WHO IN THEIR MANAGEMENT WILL HELP YOU WITH ANY QUESTIONS OR CONCERNS WITH BUYERS AND SELLERS?
- WHAT KIND OF WORKSPACE AND EQUIPMENT DO THEY OFFER?
- ARE THE OFFICES SOMEWHERE YOU WOULD BE PROUD TO BRING YOUR BUYERS AND SELLERS?
- WHAT'S THE COMMISSION SPLIT?

SEEKING GUIDANCE

Seek out a mentor, ask an experienced agent for advice. Don't spend time reinventing the wheel. Your day will be filled with many more important things to do. Recognizing that I needed a mentor was a turning point in my career.

- IDENTIFY THE TOP PRODUCER IN YOUR OFFICE AND SEEK THEIR ADVICE.
- ASK AN EXPERIENCED AGENT TO MENTOR YOU.
- IT'S JUST THE NEWS.

POWER SOURCE

As with anything in life, it is important to carefully reflect on the "why" of your pursuits and actions. In this case, you need to consider the "why" of your goal to take on a real estate career.

- WHO OR WHAT IS YOUR POWER SOURCE?
- WHY WOULD YOU CONSIDER A CAREER IN REAL ESTATE?
- WHAT GOALS DO YOU BELIEVE A REAL ESTATE CAREER WILL HELP YOU ACCOMPLISH?
- WHAT TALENTS AND SKILLS DO YOU BRING FROM A PREVIOUS CAREER?

Some of the appealing aspects of real estate are that it can work for different lifestyles and at various times in anyone's life. You can tailor your new career to your situation, which means you may work less or work more because of your life circumstances. There's room for everyone who has a desire to get started in real estate. To begin, you need a plan.

BEGINNING BUSINESS PLANNING

You need to map out a schedule to provide continuity, organization and alleviate stress. Start with a daily schedule and expand it to a weekly one. Once you're comfortable with the routine, work your way up to a monthly plan and ultimately a yearly organizational chart. This is the beginning of goal setting, one

step at a time. Systematically approach your business as if you were your own client.

- HAVE A ROAD MAP
- BE ORGANIZED
- WORK SMART
- BE CONSISTENT
- BE INFORMED ABOUT YOUR MARKETPLACE
- BE INFORMED ABOUT BUSINESS
- REFLECT ON YOUR DAY AND MAKE NOTES
- PLAN YOUR NEXT'S DAY'S SCHEDULE THE DAY BEFORE

SETTING BOUNDARIES

Lead, direct and protect your clients. Real estate is a service-oriented business, and you are hired to provide the best in service and advice. Always be clear and honest when delivering the news. Don't avoid the tough questions. If your client asks a question that you can't answer, then research it and provide an intelligent answer.

- LISTEN TO YOUR CLIENTS
- ESTABLISH A RELATIONSHIP BUILT ON TRUST AND RESPECT
- LEAD, DIRECT, AND PROTECT YOUR CLIENTS

- BE ENTHUSIASTIC AND POSITIVE
- BE PROFESSIONAL, DON'T GET EMOTIONAL
- BE THOROUGH AND KNOWLEDGEABLE
- SET BOUNDARIES
- BE AVAILABLE DURING WORKING HOURS

FINDING A COACH

A good coach can help you design your life personally and professionally. Take the time to find a coach with whom you can communicate effectively and who will take the time to understand your needs and goals. The following are some ideas of how a coach may help you.

- PROVIDE MOTIVATION
- HELP YOU TO CLARIFY YOUR GOALS AND ESTABLISH DEADLINES
- CREATE A PLAN THAT WORKS FOR YOU
- HOLD YOU ACCOUNTABLE TO YOUR PLAN
- HELP YOU INCREASE YOUR PRODUCTION AND LONG-TERM SUCCESS
- EVALUATE YOUR PROGRESS ON A REGULAR BASIS

CHAPTER 4

YOU BECOME WHAT YOU BELIEVE

MULTI-TASKING

Multi-tasking is a skill that is important for you to learn. There are only so many hours in a day. You have a finite amount of energy and an infinite number of tasks to accomplish and dreams to fulfill.

I want you take a pen and paper and make a chart of what you did for the last week, from the time you awoke until you got into bed. When you've finished, I want you to look over your list of activities very carefully. Where did you find you spent most of your time?

- GETTING READY TO WORK?
- ACTUALLY WORKING?
- PERSONAL AGENDA?
- FAMILY COMMITMENTS?

BLIND FAITH

It's important to purposefully move forward to achieve your objective. Believe that you can make your dreams come true. This is one of the most

important lessons and one that separates the super-achievers from the crowd. Belief systems drive your mind and direct your heart. Remember, you are what you believe.

- DO YOU BELIEVE IN YOUR DREAMS?
- DO YOU BELIEVE IN YOURSELF?
- DO YOU ALLOW YOURSELF TO HAVE BIG DREAMS?
- ARE YOU EMBARRASSED BY YOUR DREAMS?
- ARE YOU WILLING TO TAKE PERSONAL RISKS?

AMBITION

You have to have the will to be brave and act boldly so your dreams will mirror your beliefs. You must be resilient, even when you foresee and actually experience obstacles and setbacks.

- WHAT WOULD YOU DO IF YOU KNEW YOU COULDN'T FAIL?
- WHAT BOLD THING WOULD YOU DO RIGHT NOW?
- DO YOU BELIEVE THAT A BOLD ACT COULD CHANGE YOUR LIFE?
- NAME ONE OBSTACLE IN YOUR WAY.

- WOULD YOU ALLOW OBSTACLES TO STAND IN YOUR WAY?
- CAN YOU TAKE ONE STEP BACK TO TAKE TWO STEPS FORWARD?

THINKING BIG

Thinking big involves risk, and often doesn't meet with the approval of others. It's marching to the beat of your own heart and soul; it's doing what feels right to you. When you take a leap of blind faith and put your energy behind your dreams, a combination of feelings rise to the surface.

- WHAT SPECIAL TALENT DO YOU FEEL YOU HAVE?
- WHAT DO YOU DO THAT COMES NATURALLY, WITHOUT MUCH EFFORT?
- WHAT DO YOU DO THAT DRAINS YOU OF YOUR ENERGY?
- WHAT HAVE YOU DONE WELL IN YOUR ADULT LIFE?
- WHAT ACCOMPLISHMENTS MAKE YOU FEEL MOST FULFILLED?
- AS A CHILD, IN WHAT AREAS DID YOU SUCCEED, MAKING YOU HAPPY? OR UNHAPPY?
- WHAT WOULD YOU DO TODAY IF YOU KNEW YOU COULDN'T FAIL?

ATTITUDE

As Lou Tice says, "Attitudes are not positive or negative, until you make a decision to go for a goal." There is no room for indifference. You must choose an

attitude and take a position. To be successful, you have to make a commitment to a goal.

- DO YOU HAVE A POSITIVE ATTITUDE?
- WHEN YOU MAKE A DECISION, DO YOU MOVE FORWARD IN A POSITIVE WAY?
- DO YOU CHANGE YOUR MIND OFTEN?
- CAN YOU MAKE A DECISION AND STICK TO IT?

BELIEF SYSTEMS AND A GOAL-SETTING LIFESTYLE

Ask yourself if you have any core beliefs or fears that would hold you back. Do you believe that you're "not smart enough", "not educated enough" or "technologically-challenged"? How can you dramatically alter your life to change your path and reach your goal? Is your present environment conducive to growth or change? Do you have money concerns? What's stopping you from taking a chance on yourself? How would you dramatically alter your life if you chose to do so?

- WRITE DOWN YOUR FEARS.
- NAME ONE THING YOU COULD DO TO DRAMATICALLY TO ALTER YOUR LIFE.

- WHAT IN YOUR ENVIRONMENT DO YOU NEED TO CHANGE SO YOU CAN GROW?
- DOES THE FEAR OF NOT HAVING ENOUGH MONEY HOLD YOU BACK?
- MAKE A COMMITMENT TO FIGURE OUT HOW TO RESOLVE ONE ISSUE IN YOUR LIFE TODAY.

In order to set goals, there are important questions to ask yourself what you want. The following are some thoughts to reflect upon. Be honest. Only you will know if your answers are true for you.

- I LOOK FORWARD TO ACCOMPLISHING _____ TODAY.
- I INTEND TO _____

- MY 1st STEP WILL BE _____
- I CAN SEE MYSELF DOING _____
- I WANT TO GIVE UP _____ ATTITUDE.
- I WANT TO GIVE UP _____ EMOTION BECAUSE IT NO LONGER WORKS IN MY LIFE.
- I WILL NO LONGER AVOID _____
TO ACCOMPLISH MY GOALS.

- ARE YOUR FEELINGS AND ACTIONS OFTEN AT ODDS WITH EACH OTHER?
- ARE YOU CONCERNED WITH HOW OTHERS SEE YOU OR HOW YOU SEE YOURSELF?

LEADERSHIP

Webster's dictionary describes a leader as "one who shows the way, guides in direction".

SEVEN LEADERSHIP REALITIES

1. Leaders are secure and able to lead with ease.
2. Leaders are open to suggestions and are willing to learn from others.
3. Leaders take the responsibility of leading without infringing on the rights of others.
4. Leaders are prepared, and make decisions that are well thought out and researched.
5. Leaders often learn how to lead from a position of adversity.
6. Leaders have a strong work ethic and are not afraid to go with the flow when appropriate.
7. Leaders are often motivated by new ideas they've learned from others.

TEAMWORK

The process may differ from state to state, but the core group of players remains the same. There are agents for the buyer and seller, inspectors for the property who come to test the systems of the house, lenders who supply the money, and of course the buyer and the seller. Teamwork is essential in the real estate business. Establish a strong working relationship with agents representing the other parties in your real estate transactions.

- ARE YOU A TEAM PLAYER?
- DO YOU LIKE TO WORK IN GROUPS?
- DO YOU WORK WELL WITH OTHERS?
- DO YOU LIKE TO BE THE ONE IN CHARGE?
- ARE YOU WILLING TO TAKE DIRECTION FROM OTHERS?

CHAPTER 5

FINDING YOUR WAY

Once you have established the company with which you'll be affiliated, you'll need guidance from the manager of the office. Managers are fully aware that new real estate licensees need training in every aspect of the real estate business. They'll be happy to share their experience and time with you. You are an investment in the office's potential overall production and achievement. This is the time and place you begin developing your skills. Think of your manager as your first mentor.

- MAKE A LIST OF QUESTIONS TO ASK YOUR MANAGER
- ASK YOUR MANAGER'S OPINION OF THE TOP FIVE THINGS YOU COULD LEARN ABOUT REAL ESTATE
- ASK YOUR MANAGER WHAT IS THE MOST IMPORTANT SKILL YOU NEED TO DEVELOP
- ASK WHAT YOU NEED TO DO TO GET STARTED

ORGANIZING YOUR OFFICE

Whether you work from home or the office, you need to find a space where you can be organized.

- WHERE WOULD YOU LIKE TO WORK, FROM HOME OR AN OFFICE?
- WHAT DOES YOUR WORK AREA LOOK LIKE?
- IS IT PRIVATE SO YOU CAN CONCENTRATE ON WHAT YOU'RE DOING?

PROSPECTING

It all starts with baby steps. Have a daily routine and stick to it. Now what? Are you ready to get to work? Are you sitting at your workspace? Who are your clients? They're out there, but they won't find you, you have to find them. How do you do that?

- WHO ARE THE FIRST FIVE PEOPLE YOU'LL CALL TO LET THEM KNOW THAT YOU'RE IN REAL ESTATE?
- HOW MANY PEOPLE WILL BE IN YOUR DATABASE?
- HOW MANY CALLS AND EMAILS WILL YOU COMMIT TO EACH DAY?

DIALOGUE FOR PHONE CALLS AND EMAIL CONTENT

One of the most important tools will be your communication skills. How are you going to keep the conversation going? What will you say? You're calling for a reason. You want their business or their referrals to other people. You should be positive, affirmative and not too aggressive or demanding. Make sure that you have a working knowledge of the inventory and ideas for the people with whom you speak.

- REMEMBER WHEN I WAS CAUTIONED BY EXPERIENCED AGENTS NOT TO WASTE MY TIME MAILING? JUST KEEP IN MIND THAT AS PEOPLE THROW AWAY YOUR MAILER, THEY'LL SEE YOUR NAME.
- WHEN TALKING TO NEW PROSPECTS, WHAT'S THE FIRST THING YOU'LL SAY?
- IF YOU GET A DOOR SLAMMED IN YOUR FACE, WILL YOU KEEP GOING?

LEARNING THE INVENTORY OF PROPERTIES IN YOUR MARKETPLACE

A thorough working knowledge of your marketplace is imperative to your success in real estate. It makes no difference which city or town you live in, or whether your particular market is experiencing a real estate boom or a less active market.

- WHAT ARE THE FIRST FIVE STEPS YOU'LL TAKE TO LEARN THE INVENTORY IN YOUR AREA?
- HOW WILL YOU TRACK THE HOMES THAT YOU SEE?

BUILDING A RAPPORT

What's a rapport? It's a relationship, a connection built upon an understanding between you and your prospect. Building a rapport with your prospect is essential to the process of buying and selling homes. When you establish rapport with people, it becomes easier to discuss important concerns such as:

- WHAT'S IMPORTANT TO YOU IN A HOME?
- WHAT STYLE OF HOME DO YOU LIKE?
- WHAT DO YOU DO FOR A LIVING?
- DO YOU HAVE CHILDREN?
- ARE SCHOOLS IMPORTANT TO YOU?
- WHAT ARE YOUR INTERESTS AND HOBBIES?

OPEN HOUSE

Now that you're on your way and are developing your database to contact prospects, you'll need to begin holding Sunday open houses. A Sunday open house gives you the opportunity to meet the neighbors. They may be interested in selling their home, or know co-workers, friends or family members who might be interested in buying the house that you're holding open. Remember, neighbors love their neighborhood! Although you may not have listings of your own, it would be valuable to hold an open house for an agent in your company, if the opportunity is available to you.

- ARE YOU COMFORTABLE TALKING TO PEOPLE YOU DON'T KNOW?
- WOULD YOU ASK NEW PROSPECTS IF THEY WERE WORKING WITH ANOTHER AGENT?
- WOULD YOU ASK THEM IF THEY NEED TO SELL THEIR HOME BEFORE BUYING?

THE LEAD FOLLOW UP

So now you've implemented a database, you're doing Sunday open houses, and you're accumulating leads. That's great; but now you have to do something with them. You have to act upon these leads in an intelligent, organized and professional manner. How do you differentiate between leads? Are they all of

equal importance? Do you deal with them in the order you received them? Do you work with them inside your buyer's and seller's timeframes?

Categorize your leads:

- | | |
|----------------------|------------------------|
| A - Hot | 30 days or less |
| B - Warm | 60 days or less |
| C - Luke warm | 90 days or less |

- HOW DO YOU CONTACT YOUR DATA BASE? BY EMAIL? PHONE? MAILER?
- HOW WOULD YOU DECIDE WHO TO CALL FIRST?
- DO YOU KNOW WHAT A GOOD LEAD IS?
- HOW WOULD YOU STAY IN TOUCH WITH YOUR LEADS?

MASTERING YOUR PAPERWORK

Ask your office to provide you with copies of all the paperwork required for a transaction. Read it carefully, become familiar with it and ask questions of your manager or training director if you don't understand what it means. Contact your local real estate board or check with your office regarding the use of real estate purchase contracts. Be intimately familiar with them and what they mean. You will be expected to explain to a buyer or seller every document which they're signing during the course of every transaction.

- BE ORGANIZED
- KEEP FILES
- KEEP COPIES

LOOKING THE PART

Dress professionally when going into the office, on showings, holding open houses, and when visiting other agents' open houses. Make sure when you have appointments that you are on time and well dressed. When you represent the seller, you are the first introduction to the house for the buyer and the buyer's agent. Dressing appropriately gives you the appearance you'll need to be representing clients professionally.

- DO YOU HAVE CLOTHES THAT MAKE YOU FEEL PROFESSIONAL?
- CAN YOU PUT TOGETHER A COUPLE OF PROFESSIONAL-LOOKING OUTFITS FROM WHAT YOU CURRENTLY OWN?

SHOWING PROPERTY

When you represent the sellers, you show the property for them. You are hired to sell the home within a specific timeframe, preferably in the shortest time

possible for the greatest amount of money. You're expected to do this in a professional manner. Always arrive early, and prepare the house to be viewed by the buyer and buyer's agent.

When representing the buyer, you have a different set of responsibilities; you show the property to them. You will be expected to research appropriate properties in the buyers' price range that suit their needs. This search will need to cover the style, size and location wants and needs of the buyers. Most likely, you will end up showing a number of houses so that the buyers will have a basis for comparison from which to make a decision.

- WHEN REPRESENTING THE SELLER, BE EARLY AND PREPARE THE HOUSE FOR THE SHOWING.
- WHEN REPRESENTING THE SELLER MAKE A PLAN OF HOW YOU WILL SHOW THE HOUSE.
- WHEN REPRESENTING THE BUYER, WILL YOU SHOW THE MOST INEXPENSIVE TO EXPENSIVE HOMES FIRST?
- WHEN REPRESENTING THE BUYER WILL YOU SHOW HOMES THAT NEED WORK, OR DON'T NEED WORK FIRST?

MAKING PROGRESS

As you progress, be sure to make an appointment with your manager weekly to monitor your progress. Even if you're consistently working every day to build your real estate business, you could easily get off track or lose your focus.

There will be a lot of new information being given to you, and a lot to learn daily. Having a manager to help you stay on track and sort through and explain things is invaluable. There's always more to learn, and that should be looked upon as an exciting facet of this business.

- EACH DAY CHECK IN WITH YOURSELF
- ASK YOUR MANAGER TO HOLD YOU ACCOUNTABLE

THINGS I NEED TO FINISH

At the end of the day, choose those things that you know you can finish the next day. You will find that this list will help remind you of the things you need to complete. Following this list, you'll become a little more accomplished each day. If you truly want to be successful, you'll need to complete daily activities and know that they'll lead you straight to your goals.

- HOW DO YOU SPEND MOST OF YOUR TIME? HOW WOULD YOU CLASSIFY YOUR DAILY ACTIVITIES, FROM MOST TO LEAST IMPORTANT?
- BY THE END OF THE DAY, WHICH ACTIVITIES HAVE YOU ACCOMPLISHED? THE MOST OR THE LEAST IMPORTANT?
- HOW COULD YOU BE MORE PRODUCTIVE ON A REGULAR BASIS?

EYE ON THE COMPETITION

Real estate is a very competitive profession. As you're learning, you'll need a lot of focus, consistency, determination and sheer will to become successful. Be aware of all activity involving your business. This could range from public media perceptions, to keeping an eye on how your competitors are doing. Be informed. Learn as much information about your marketplace as possible, and share it often with your client base.

- READ PUBLICATIONS THAT CAN GIVE YOU NEW IDEAS, AND SHARE THEM WITH YOUR CLIENTS
- READ THE NEWSPAPER EVERYDAY
- NOTICE HOW YOUR COMPETITORS ARE ADVERTISING
- WHY DO YOU THINK SOMEONE IS GETTING MORE BUSINESS THAN YOU?

CHAPTER 6

DOING IT!

DATABASE DIALOGUE

Now that you have your database set up, this is the foundation you'll use to build your business. Once it begins working for you, it will be a great networking tool and referral source. In any situation with a potential client you need to pause or reflect on what you're going to say and how you're going to respond. Before you call, make sure that you have a few questions in mind. Can you focus your mind for these phone calls, and be clear about what you want to say?

- "HELLO, IS THIS A CONVENIENT TIME TO TALK?"
- WHAT WILL YOU DO IF PEOPLE ARE ABRUPT ON THE PHONE WITH YOU?
- HOW WILL YOU HANDLE IT IF PEOPLE MAKE YOU FEEL AS THOUGH YOU'RE BOTHERING THEM?
- IF SOMEONE YOU CALL IS RUDE TO YOU, WILL YOU LET IT RUIN YOUR DAY?

OPEN HOUSE

A critical part of building your business is to regularly hold open houses. Once you have an open house, ask questions to let the buyers know that you're interested in their needs. A good open house can generate leads. It's a treasured way to get started in real estate. Question you may consider asking people at open houses may be:

- IF YOU FOUND THE PERFECT HOME WOULD YOU BUY IT RIGHT AWAY?
- WHAT PRICE RANGE IS COMFORTABLE FOR YOU?
- WHAT STYLE HOME DO YOU PREFER?
- DOES THE STYLE OF THIS HOME WORK FOR YOU?
- WHAT AREAS OF THE CITY INTEREST YOU?
- WHAT'S IMPORTANT ABOUT THE AREAS YOU PREFER?
- HOW SOON WOULD YOU LIKE TO BUY?
- DO YOU HAVE QUESTIONS OR CONCERNS ABOUT THE BUYING PROCESS THAT I CAN ANSWER FOR YOU?
- WHERE DO YOU LIVE NOW?
- WHAT DO YOU LIKE OR DISLIKE ABOUT YOUR CURRENT NEIGHBORHOOD?
- ARE SCHOOL SYSTEMS IMPORTANT TO YOU?
- WHERE IS YOUR WORKPLACE LOCATED?

SHOWING YOUR BUYER

Being a buyer's agent is a specialty in itself. You can develop the talent to tune into someone's needs and fulfill them. This will be enormously gratifying for you and them. When showing buyers homes for sale, you'll need to begin by showing them exactly what they described they're searching for in a home. Often as consumers we look for things that fit our requirements, and ultimately buy something entirely different. Think about yourself, and how many times you believed that you wanted one thing and ended up with another. The point is, show your buyer everything. Keep moving them through their own thoughts and ideas until they say, "This is what I want." This is how you can lead them to making a decision that works for them.

- DOES THE FLOOR PLAN WORK FOR YOU?
- DO YOU LIKE THE LAYOUT OF THE HOUSE?
- DO YOU FEEL COMFORTABLE IN THE HOUSE?
- WHAT DO YOU LIKE ABOUT THE HOUSE?
- WHAT DON'T YOU LIKE ABOUT THE HOUSE?
- DO YOU HAVE ANY QUESTIONS ABOUT THE HOUSE?

LISTING APPOINTMENT

There are few moments that can compare to when you have a confirmed appointment to list someone's home for sale. Whether you're a new agent or an experienced agent, getting listings is imperative to your real estate success. Think of it this way; when you have a home listed, in many markets, there's a possibility of thousands of other real estate agents who may have a buyer for the home. In all real estate communities, agents know that listings are gold. If you want to be a listing agent, it's important to focus on each listing appointment for you to be a top professional. You need to be sharp and be knowledgeable. Some questions to consider asking a seller during a listing appointment may be:

- HOW SOON WOULD YOU IDEALLY LIKE YOUR HOME TO BE SOLD?
- WHAT ARE THE FEATURES OF YOUR HOME THAT YOU HAVE ENJOYED THE MOST?
- ARE YOU LOOKING TO LIST YOUR HOME WITH AN AGENT WHO GIVES YOU THE HIGHEST PRICE?
- WILL YOU PRICE YOUR HOME TO SELL?
- WHERE WOULD YOU LIKE TO MOVE ONCE YOUR HOME IS SOLD?

CHAPTER 7

USING YOUR TIME AND MONEY

INDEPENDENT CONTRACTOR

A real estate agent is an independent contractor. The definition of an independent contractor is one who maintains independent control of one's business work schedules, and activities associated with operating a business. That means that you'll have to be self-motivated and creative. Focus now on your daily activities.

- ARE YOUR ACTIVITIES PREDICTABLE, ACCOUNTABLE, PRODUCTIVE, OR WASTING TIME?
- ARE YOU GOOD AT MANAGING YOUR OWN TIME?
- BE HONEST WITH YOURSELF. DO YOU FINISH ALL YOUR RESPONSIBILITIES / ACTIVITIES:
 - ALWAYS
 - SOMETIMES
 - RARELY
 - NEVER

DESPERATE PEOPLE DO DESPERATE THINGS

Surely you will experience human behavior at its finest and at its worst in the real estate world.

Stay on your own path and don't be swept into the drama that may present itself.

- DO YOU ENJOY GOSSIP?
- DO YOU ALWAYS BELIEVE WHAT YOU HEAR?
- WOULD YOU REPEAT THINGS YOU'VE HEARD, BUT DON'T KNOW TO BE TRUE?
- DO YOU FEEL IF SOMEONE LOSES YOU WIN?
- WOULD YOU HAVE THE COURAGE NOT TO GET INVOLVED?
- DO YOU FEEL POWERFUL HAVING INFORMATION ABOUT OTHER PEOPLE?

REPUTATION

As you grow and change in life, you will experience many changes along the way, as you adapt to building your business. Don't underestimate the importance of a good reputation. A good reputation will be a gratifying resource for you. Clients and agents will want to do business with you because you can be counted on to tell the truth. Although there will be times when you'll feel personally and professionally challenged making decisions, it is critical you keep your focus on the long-term picture, not the short-term gain. Once you cross the

line of business integrity, it is almost impossible to resurrect. There may be times when you'll need some breathing space to absorb what's going on around you. Some helpful thoughts to consider if you are questioning yourself might be:

- WHAT DO I DO EXCEPTIONALLY WELL?
- DO I TELL THE TRUTH, NOT ONLY TO MYSELF, BUT TO THOSE AROUND ME?
- CAN I PUT MY PERSONAL DISCOMFORT ASIDE TO SPEAK THE TRUTH TO MY CLIENTS?
- AS MUCH AS I WOULD LIKE TO BE ACCEPTED IN THE BUSINESS, GOSSIPING ABOUT OTHER PEOPLE IS NOT AN OPTION.
- HOW DO I FEEL WHEN PEOPLE COMPLAIN?

COMMISSION STRUCTURES

Perhaps there is no more uncomfortable discussion than discussing your value with someone. It's difficult enough to try and figure out the basic real estate business and then have to discuss, with a stranger, how valuable you will be to their organization. Unfortunately, there's no way around this discussion, if you want to get paid for what you do. You'd better convince them of what you'll do. As previously mentioned in this chapter, your first negotiation is with your company affiliation. In many businesses, people have agents negotiate for their

services, but as independent contractors, we negotiate for ourselves as well as our clients.

- WOULD YOU FEEL COMFORTABLE NEGOTIATING YOUR COMMISSION SPLIT WITH YOUR MANAGER?
- DO YOU HAVE A SENSE OF YOUR OWN WORTH?
- ARE YOU COMFORTABLE DISCUSSING YOUR VALUE?

BUDGETING

Most of us are not very good at budgeting our lives in any way. Although I love the concept to this day, I have a difficult time predicting and staying within a financial spending restraint. One part of your financial considerations will be budgeting, and the other will be the working capital that you can leverage to build a business. Although it may seem like you need a lot of money to begin this process, it isn't true. You're going to need to figure out how much working capital you'll have to get started in real estate, to support you and your efforts.

- HAVE YOU EVER CONSTRUCTED A BUSINESS OR PERSONAL BUDGET?
- WHAT ITEMS WOULD YOU PUT IN YOUR BUDGET?
- HOW WOULD YOU PRIORITIZE YOUR BUDGETS?

TRACKING YOUR EXPENSES

There are so many things to consider when building a business. As I mentioned, figure out what you'll be paid when you earn a commission. Budgeting the dollars you've made and hope to make are all key components to figuring out what your life and business costs you. If you don't know what you spend, you'll over spend. It's time for you to begin to think about where your money goes.

- DO YOU HAVE A SYSTEM TO TRACK YOUR EXPENSES?
- WHAT DO YOU CONSIDER YOUR BIGGEST EXPENSE?
- WHAT EXPENSES COULD YOU CUT OUT?
- WHERE DO YOU THINK YOU SPEND THE MOST MONEY?
- ARE YOU UNCOMFORTABLE THINKING ABOUT MONEY?
- DO YOU CURRENTLY KNOW WHAT YOU OWE AND TO WHOM?
- DO YOU PAY YOUR BILLS ON TIME?
- COULD AN UNEXPECTED EXPENSE THROW YOU INTO CHAOS?

SPENDING YOUR MARKETING DOLLARS WISELY

Whether you are thinking of marketing yourself with personal promotion or by marketing and advertising your business, it will take allocating dollars to make this happen. The most effective marketing is done consistently over a long period

of time. This process will begin the branding of your name and image in your marketplace.

- WHAT DOLLARS DO YOU HAVE AVAILABLE TO SPEND FOR MARKETING?
- WOULD YOU MARKET YOURSELF OR PROPERTIES FIRST?
- WHAT MARKETING EFFORT DO YOU THINK WOULD BRING YOU THE GREATEST RETURN?

CHAPTER 8

YOUR WORTH

To figure out your net worth, take a pen and a sheet of paper and draw a line down the middle. Title one side of the list: ASSETS. Under this heading, write down all of the things that you currently own. Depending on where you are at this moment in your life, the items on your list will vary. Remember, this is an exercise. Whether you have a little or a lot is not the point. Title the opposite side of the page: LIABILITIES. The liability column is the debt, or what you owe for each item you have listed as an asset.

- LIST YOUR ASSETS
- LIST YOUR LIABILITIES
- DO YOU KNOW YOUR CURRENT FINANCIAL CONDITION?
- IS IT MORE OR LESS WHAT YOU EXPECTED?

As you are moving along the entrepreneurial road of expenses, take a moment to find some clarity about your self commitments in the process. Let's call this the **REAL** Balance Sheet. I heard about this concept a few years ago at one of my mastermind coaching seminars. I hope it will be helpful to you. It goes like this:

R: Reasons why you are doing what you are doing today.

- "I'M ABLE TO ..."
- "I'M WORTH..."
- "THE MORE THE BETTER ..."

It is understandable that our reasons change from time to time for doing things.

E: Excuses

- "I CAN'T BECAUSE ..."
- "OTHERS ARE ..."
- "I DON'T HAVE ..."
- "I PROCRASTINATE BECAUSE ..."

A: Assets

What are my assets, personally and professionally?

- ARE MY ASSETS REAL OR PERCEIVED?
- HOW CAN I INVEST IN MYSELF?

- HOW CAN I BE OF MORE VALUE TO MY FAMILY, MY BUSINESS AND MYSELF?

L: Liabilities

- WHAT DO I NEED TO UNDERSTAND THAT KEEPS ME FROM MENTALLY AND PHYSICALLY GOING FOR A GOAL?
- DO I HAVE A NEGATIVE ATTITUDE?
- DO I BELIEVE MONEY WILL SOLVE ALL OF MY PROBLEMS?

To believe your life can and will be successful, you need to review your assets and liabilities, and eliminate your excuses.

CREATING WEALTH

There is no security equal to knowing that you are able to care for yourself and your family financially. The confidence from knowing this is unparalleled. So, how can we better harness the power of financial investments to best serve our future? What exactly is financial investment?

- DO YOU UNDERSTAND WHAT FINANCIAL INVESTING MEANS?
- DO YOU FEEL DEFEATED BEFORE YOU BEGIN, THINKING ABOUT INVESTING, BECAUSE YOU'RE WORRIED ABOUT SURVIVING?

- HOW WOULD YOU LIVE DIFFERENTLY IF YOU FELT FINANCIALLY SECURE?
- DO YOU THINK YOU COULD RECOGNIZE INVESTMENT OPPORTUNITIES?
- WHY WOULD YOU FEEL THEY WOULD BE SOUND FOR YOU?
- HOW WOULD YOU FEEL YOUR MONEY WOULD BE MOST PROTECTED, SO YOU COULD SLEEP AT NIGHT?

WEALTH-BUILDING THROUGH INVESTMENT

Now that you better understand your net worth, and ways to invest your hard-earned dollars, let us not forget that we're real estate agents. In so many disciplines across the board, the best advice is: do what you love! By loving what you do in life you're compelled to learn more, and reach higher. Applied knowledge equates growth and success. So when you make an investment, invest in what you know.

- WRITE DOWN YOUR IDEAS TO BUILD WEALTH
- DO YOU UNDERSTAND HOW TO BUILD WEALTH FOR YOURSELF AND OTHERS?
- HOW ARE YOUR IDEAS TO BUILD WEALTH FOR YOURSELF DIFFERENT THAN HOW YOU WOULD ADVISE A CLIENT?

OTHER PEOPLE'S MONEY

Investing other people's money is an interesting area of our business, but it also requires knowledge in the areas of cap rates and gross multipliers that you'll need to communicate clearly to the client. Investment property is purchased more on a business level than on an emotional one. Again, if you don't feel comfortable selling this type of property, don't do it; refer it to an agent who does specialize in investment properties.

- DO YOU UNDERSTAND THE CONCEPT OF INVESTING FOR OTHER PEOPLE?
- HOW WOULD YOU FEEL IF YOU GAVE ADVICE TO A CLIENT AND THEY LOST A LOT OF MONEY BECAUSE OF YOUR RECOMMENDATION?
- ARE YOU EQUALLY AS CAREFUL INVESTING FOR YOURSELF AND OTHERS?

INVESTING PERSONALLY

As you take the time to budget your life, you will begin to accumulate small amounts of money that you've saved from your real estate transactions. In time you may be able to save a hundred dollars, and then maybe five hundred dollars. These dollars will add up, and will one day be the nest egg that you might use to purchase your own personal residence. Look for the ugly duckling property opportunities.

- HAVE YOU TAKEN THE TIME TO LOOK FOR UGLY DUCKLING OPPORTUNITIES?
- WOULD YOU TAKE THE CHANCE ON YOUR PERSONAL INVESTMENT INTUITION?
- HOW WOULD YOU RECOGNIZE A GOOD OPPORTUNITY FROM A BAD IDEA?

you feel you may lose the one head you have. When you need to be in two places at the same time, it's helpful to have another you.

- HAVE YOU CONSIDERED PARTNERING WITH SOMEONE?
- IS TRUST AN ISSUE FOR YOU?
- WOULD YOU BE BETTER OFF BY HAVING A PARTNER OR WORKING ALONE?

In a partnership you should each be aware of your strengths and weaknesses. Be honest with yourselves and each other. You want to compliment, not mirror each other.

- WHAT DO YOU OFFER TO A PARTNERSHIP?
- LIST FIVE WAYS THAT YOU COULD BENEFIT FROM A PARTNERSHIP.

PICKING A PARTNER

Certain personalities like to concentrate and perform different aspects of the business. That's one component that makes for a wonderful working relationship.

- AS A PARTNER, IN WHAT AREAS DO YOU FEEL YOU'D BE MOST TALENTED?

- IN A PARTNERSHIP, DO YOU FEEL THAT YOU'D BE AN EQUAL PARTNER?

HIRING AN ASSISTANT

If you decide that sharing 50% of your business doesn't work for you, a better choice may be to hire an administrative assistant to help you with your business. The right time to make that decision will be based on your needs and requirements.

- DO YOU NEED AN ASSISTANT?
- HOW WOULD YOU GO ABOUT HIRING AN ASSISTANT?
- HOW WOULD AN ASSISTANT COMPLIMENT YOU?

GOING VIRTUAL

As you now know, finding the right assistant requires a significant amount of time and effort. It can make you wonder if there isn't an easier way. We've discussed the traditional way many agents go about hiring assistants, but what about using technology as a means of getting these same needs met?

- WOULD YOU CONSIDER WORKING WITH SOMEONE YOU CAN'T SEE EVERYDAY?

- WOULD YOU TRUST A "VIRTUAL ASSISTANT" TO DO THEIR JOB WELL?
- HOW WOULD YOU COMMUNICATE WITH A VIRTUAL ASSISTANT?
- DO YOU SEE THE VALUE A VIRTUAL ASSISTANT COULD ADD TO YOUR LIFE?

Hopefully this workbook has provided some new tools for you to apply to your personal and professional life. Remember, to accomplish great things you begin with achieving one goal at a time. Have many goals, and enjoy a long lifetime of achieving them.

"We fail forward to success."

- Mary Kay

The End