

WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

Unlocking the “Business of Your Dreams”
Begins in:

10:00
Stop

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

Unlocking the “Business of your Dreams”

“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”

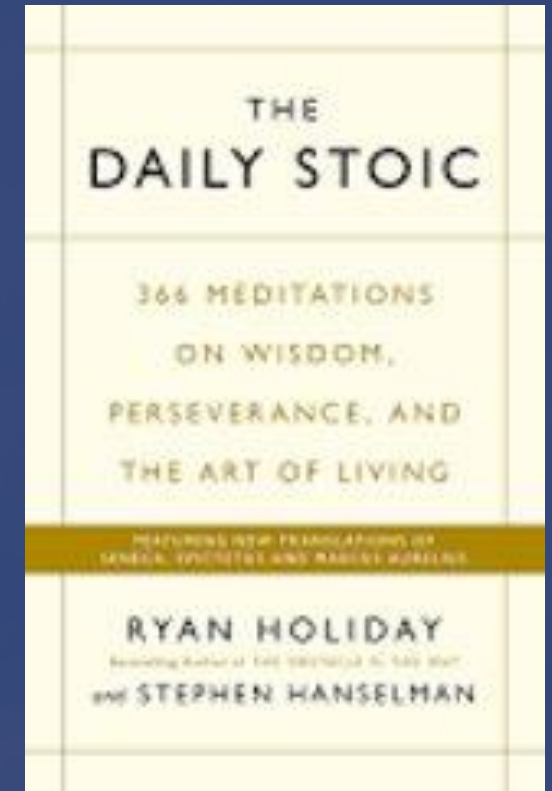
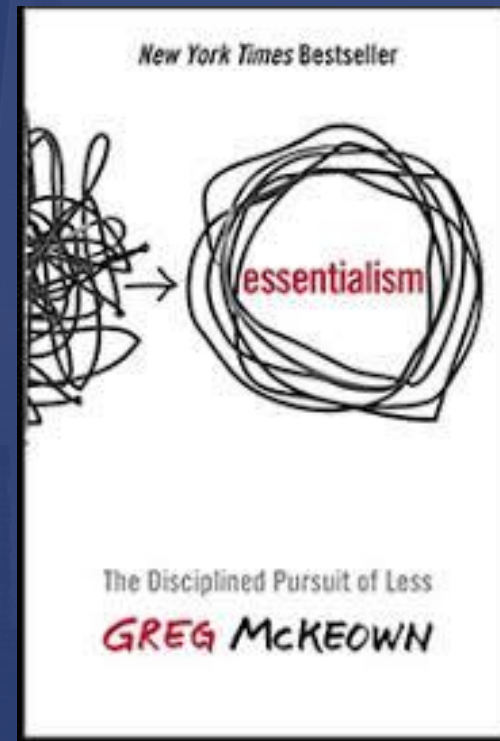
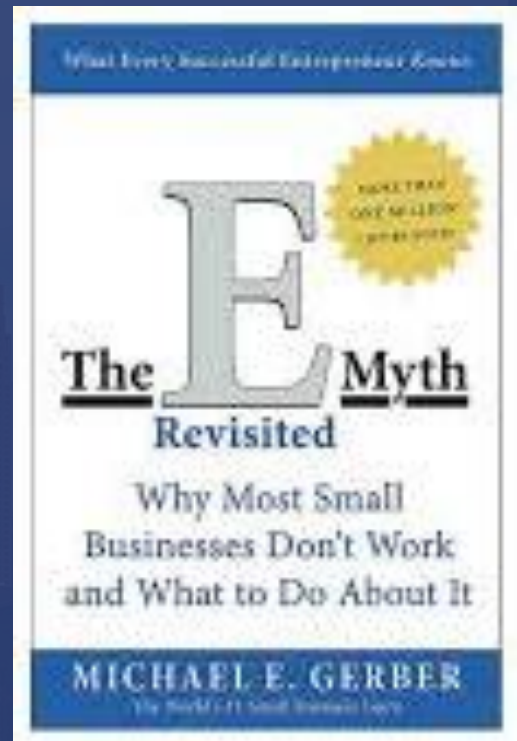
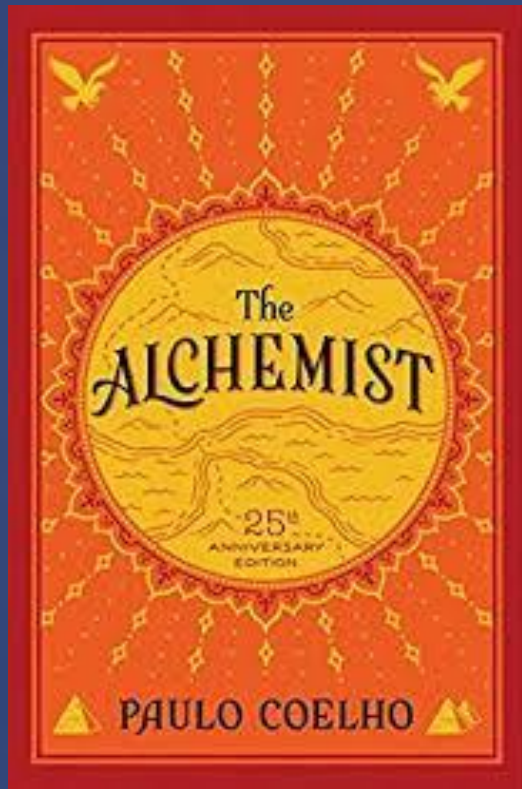
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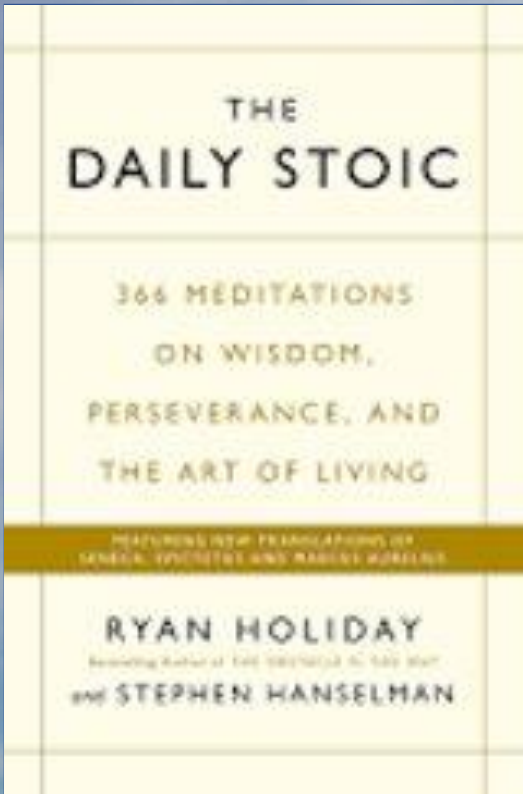
“Have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

Steve Jobs



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November 29th

YOU'RE GOING TO BE OKAY

“Don't lament this and don't get agitated.”

-Marcus Aurelius, *Meditations*, 7.43

There's that feeling we get when something happens: *It's all over now. All is lost.* What follows are complaints and pity and misery-the impotent struggle against something that's already occurred.

Why bother? We have no idea what the future holds. We have no idea what's coming around the bend. It could be more problems, or this could be the darkness before the dawn.

If we're Stoic, there is one thing we can be sure of: whatever happens, we're going to be OK.



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

-Lin Yutang

Worrying about what you can't control is NON-ESSENTIAL!



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Things You Can't Control:

Interest Rates

Housing Inventory

The Class Action Suits

The Quality of a Lead

Other People

Things you CAN Control:

Your Activities

Your Processes

The Quality of Your Materials

Your Conversations

Your Follow-up

Being Proactive

Your MINDSET



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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?

Learn?

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?

“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

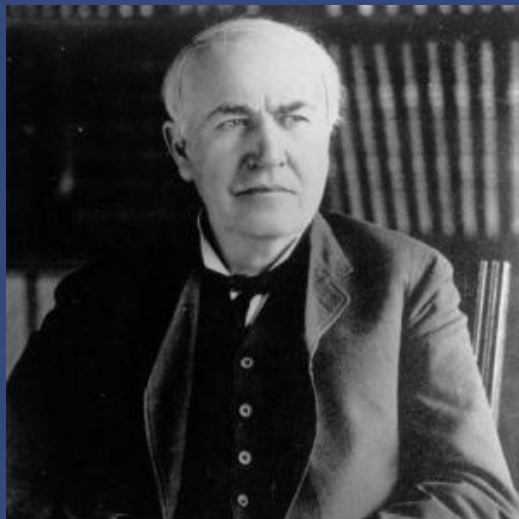
Make the same income with LESS WORKLOAD

Make MORE INCOME with LESS WORKLOAD

Please Understand...

There is ZERO correlation between the number of hours you work, and the amount of income you produce!

However, if you want work life balance, but at a higher income level, your life WILL go out of balance for a period, in the pursuit of balance at a higher level!



“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



Social Media is NOT INPUT!

The average adult spent 151 min per day (2 hours 32 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

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”?

Are you a better player today than you were 12 months ago?

How many hours are you working per week?

How many of those hours are dollar productive?

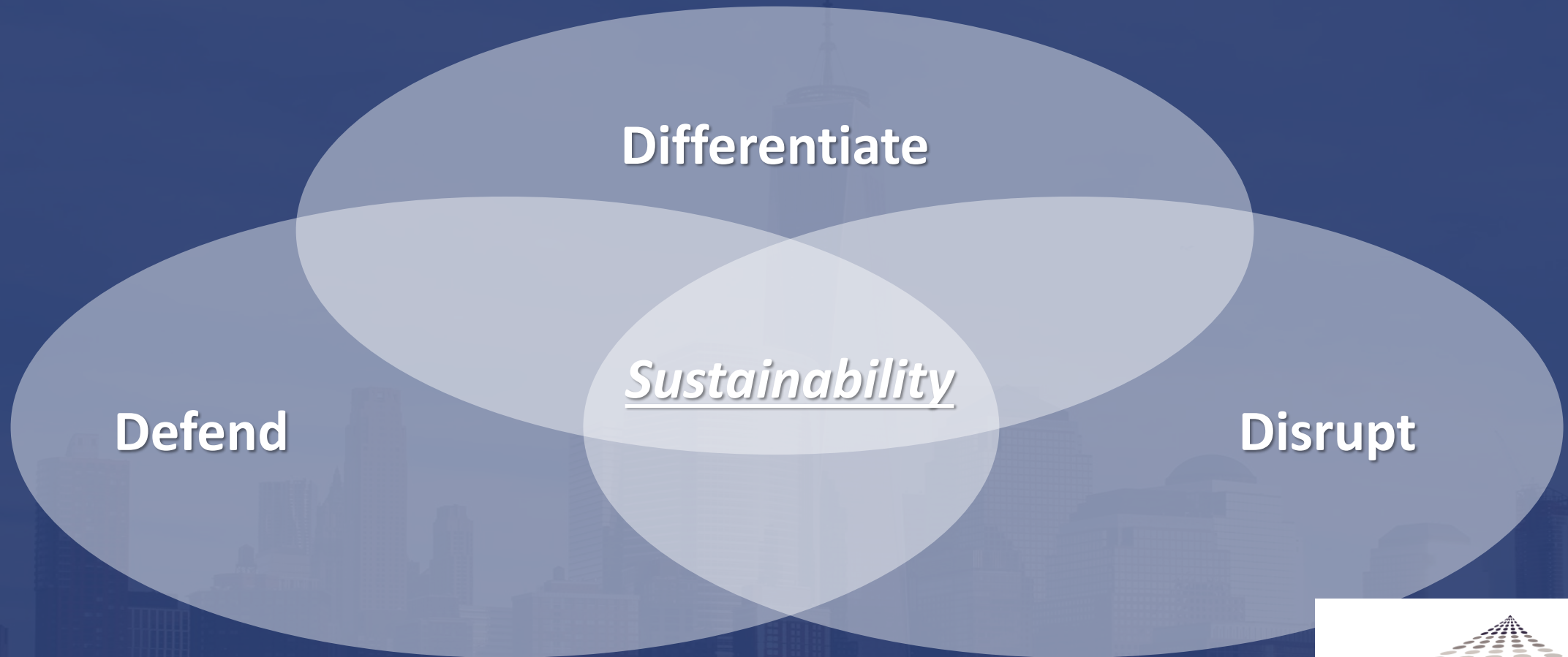
What are the dollar productive activities of a real estate agent?

What are YOUR most dollar productive activities?

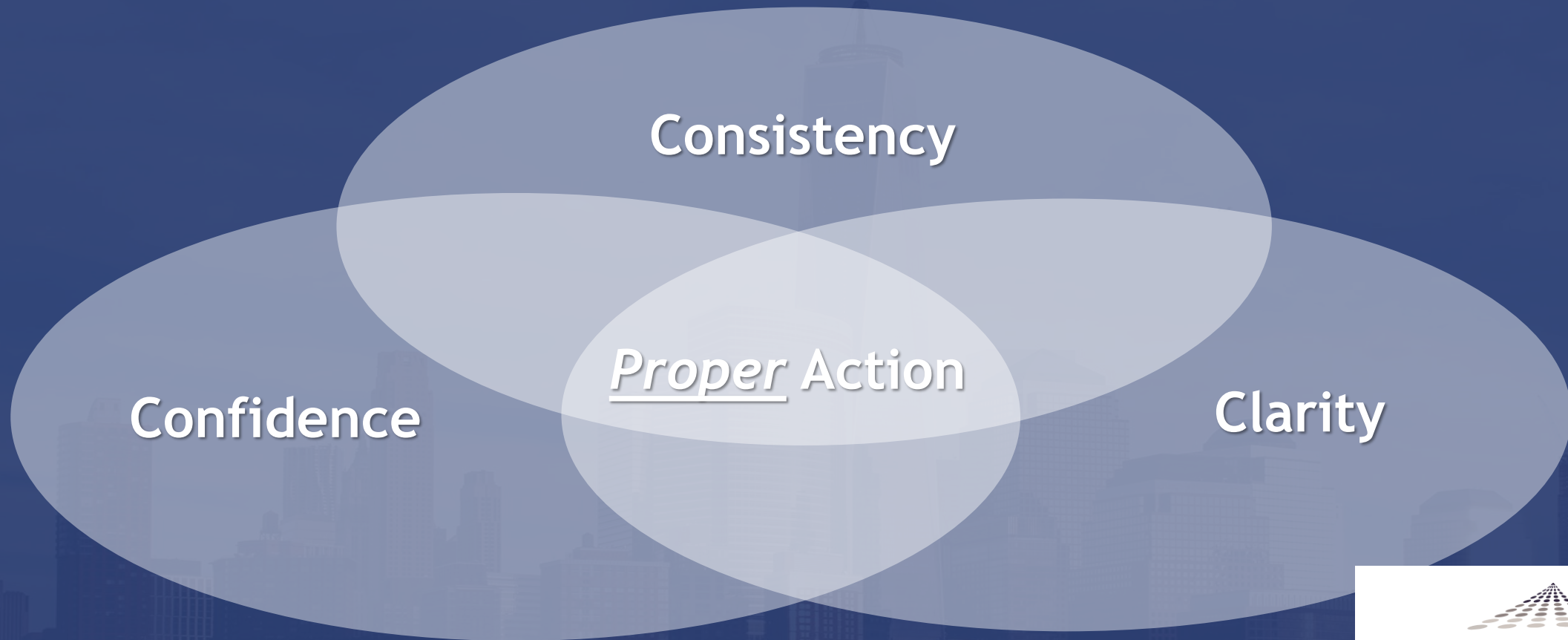
Are your activities in harmony with consumer behavior?



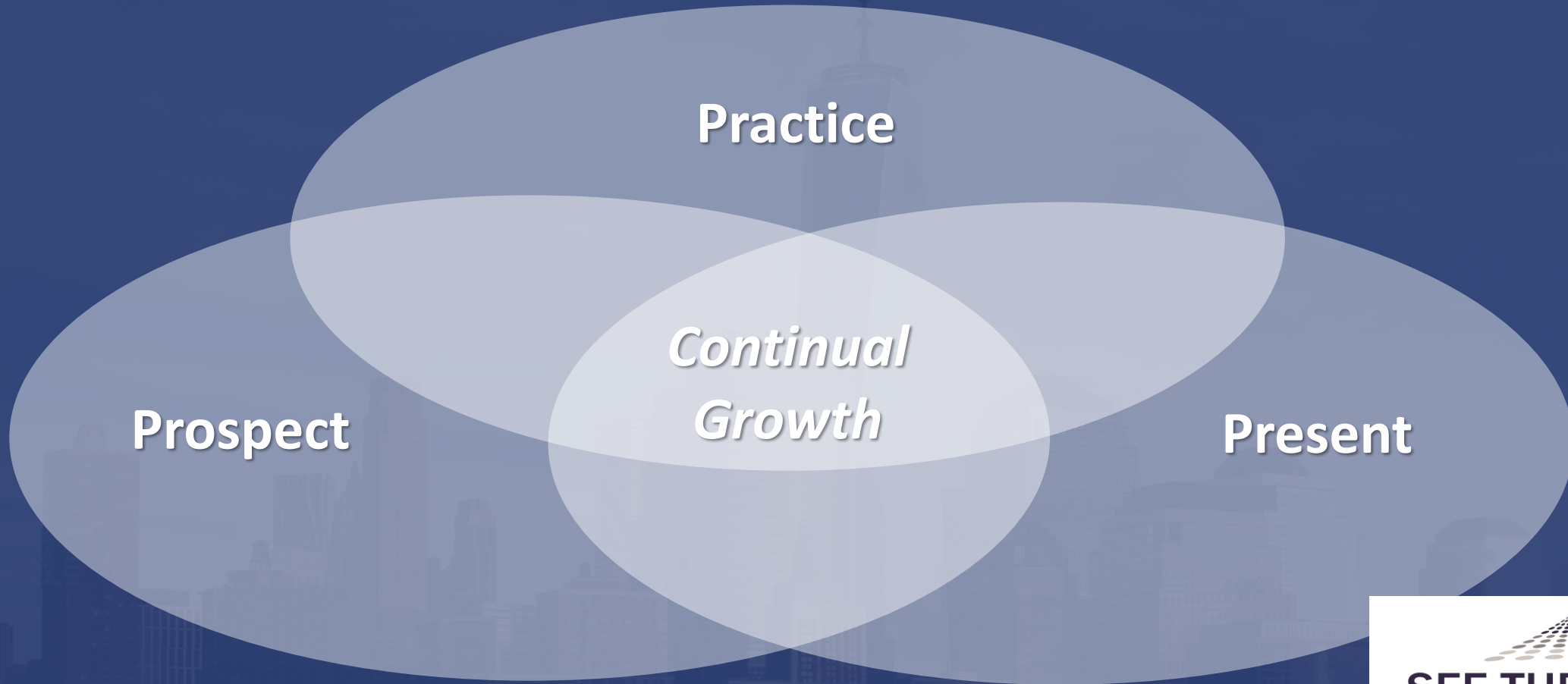
The 3 “D’s” of Success



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

Lead Generation Methods

Mailing Expired	Personal Notes to Past Clients
Calling Expired	Personal Videos to Past Clients
Door Knocking Expired	Past Client Events
Mailing to Open House (Move Up Neighborhoods)	Past Client Pop By
Mailing to FSBO	Calls Asking for Reviews
Geo Farming	Google Verification
Calling Open House (Move Up Neighborhoods)	Text Asking for Reviews
Calling FSBO	Buying Zillow Leads
Calling Geo Farm	Buying OpCity Leads
Door Knocking Open House (Move Up Neighborhoods)	Buying HomeLight Leads
Door Knocking FSBO	Buying Sold.com Leads
Door Knocking Geo Farm	Buying Ideal Agent Leads
Google Business Page	Billboards
Closed FaceBook Page	Radio Show
Personal Website	YouTube Videos
Instagram Reels	Circle Prospect Listings
FaceBook Video	Circle Prospect Open Houses
Instagram Video	Business Networking Group
FaceBook Direct Message	Google Local Service Ads
Client Events	Google Reviews
Homebuyer Seminar	Email Asking for Reviews
Investor Seminar	KvCore Listing Booster
Calling Past Clients	KvCore FaceBook Ads
Mailing Past Clients	KvCore Text to Geo Farm



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“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

Better Habits=Better Life



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

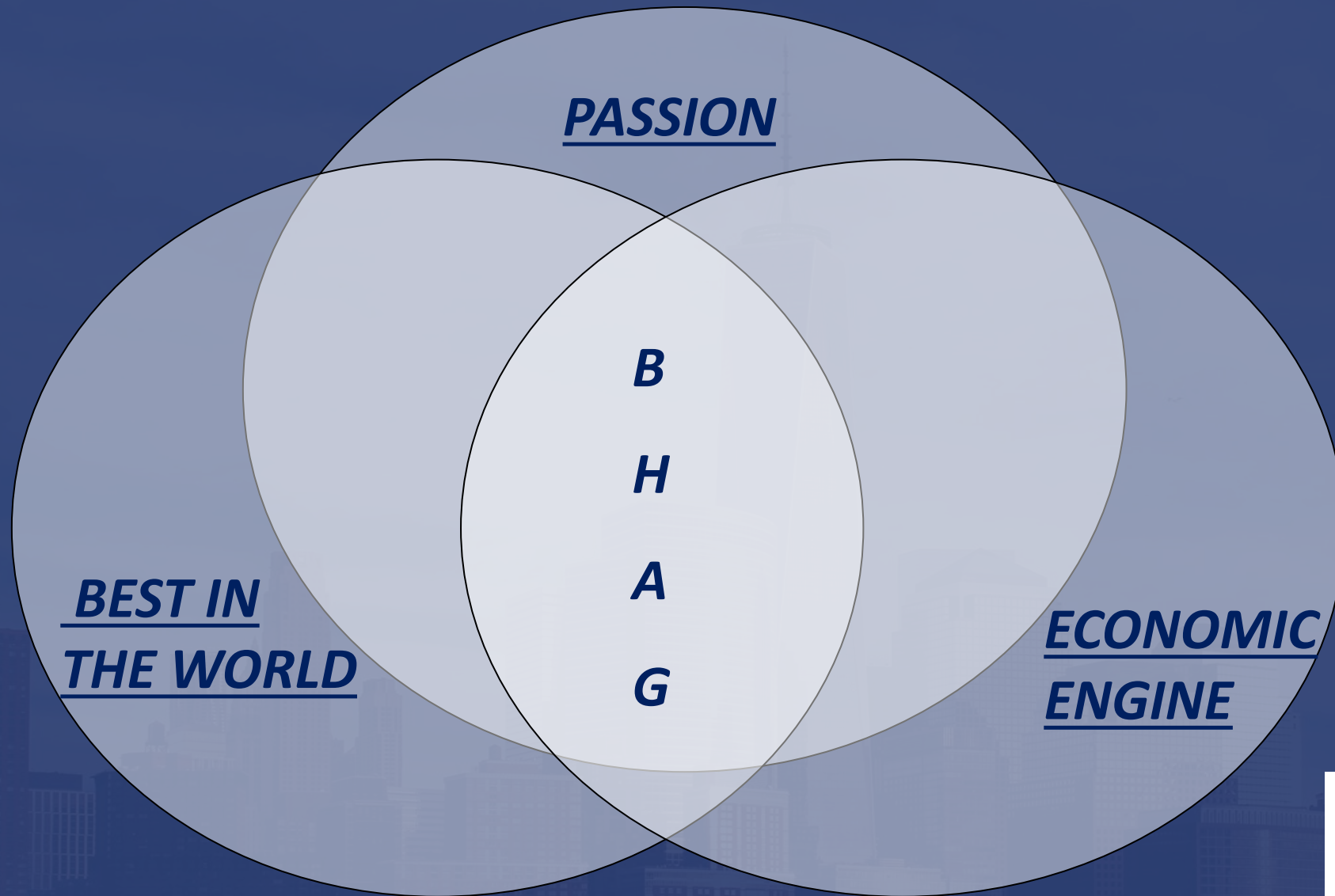
**20% of the
global
workforce feel
that their
strengths are
in play every
day...**

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



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10 SUCCESS KEYS

#1 Turn Pro



#2 Embrace the “Mirror Test”

“Good Enough” is no longer Good Enough!

#3 Practice/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?

#4 Understand Your Value

Your Value is **NOT**
INFORMATION!

Your Value is
INTERPRETATION

#5

LIVE

The Power of 15 and The Rule of 2

The Only Rule:
“If time and money were not the
issue, what would you do?”

The most
important thing
you can do for the
next 30 days?



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"

#8
Be “Po-gressive”

Polite

Aggressive

PO-GRESSIVE

#9 Have Great Materials!

BASELINE Materials in today's market

Pre-Listing Packet

Buyer Packet

Buyer Questionnaire

Listing Questionnaire

Client Survey

Post conversation intro videos

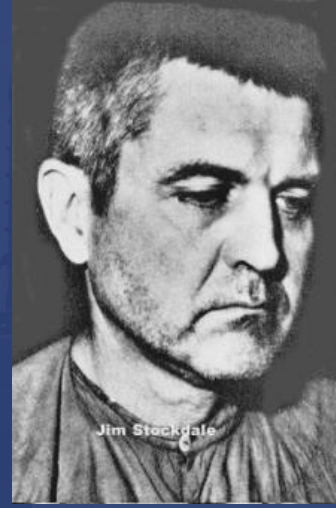
#10

Master the 3 Kinds of Time

Play Time

Pay Time

Prep Time



The “Stockdale Paradox”

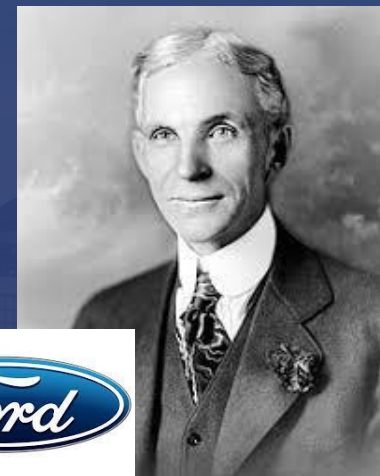
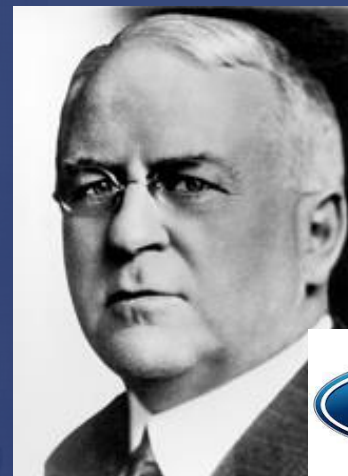
An unwavering faith that you can and will prevail regardless of difficulties, and also have the discipline to confront the most brutal facts of your reality.



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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 Wednesday Dec. 13th

Business Planning 2024

Modeling out your Vision

(recorded session)



THANK YOU!!

Your broker host will provide today's session materials

For more information:

waynefredrick.com

admin@stfconsult.com

417-860-4903

wayne@stfconsult.com

417-838-9944