

WEDNESDAYS  
with  
WAYNE   
LIVE AGENT TRAINING

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”

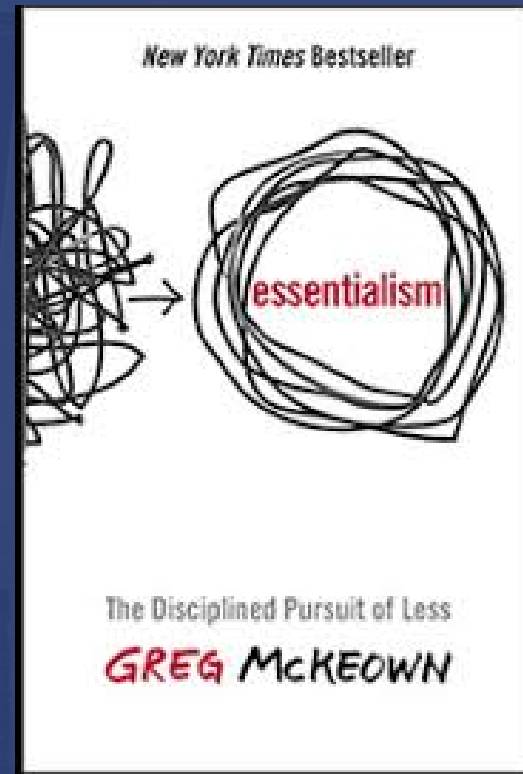
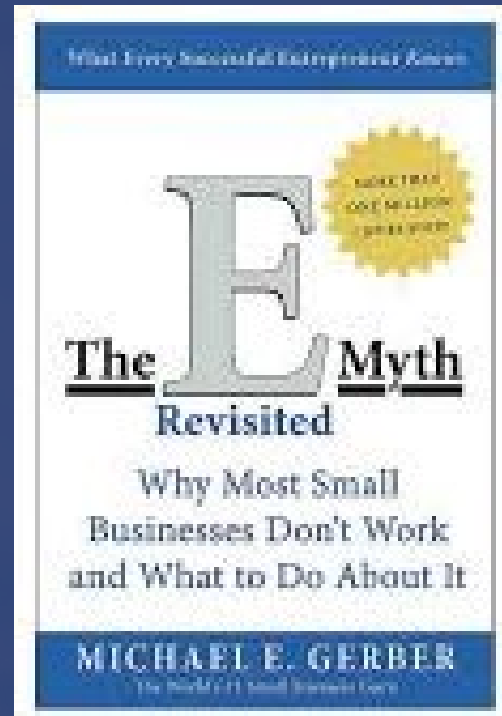
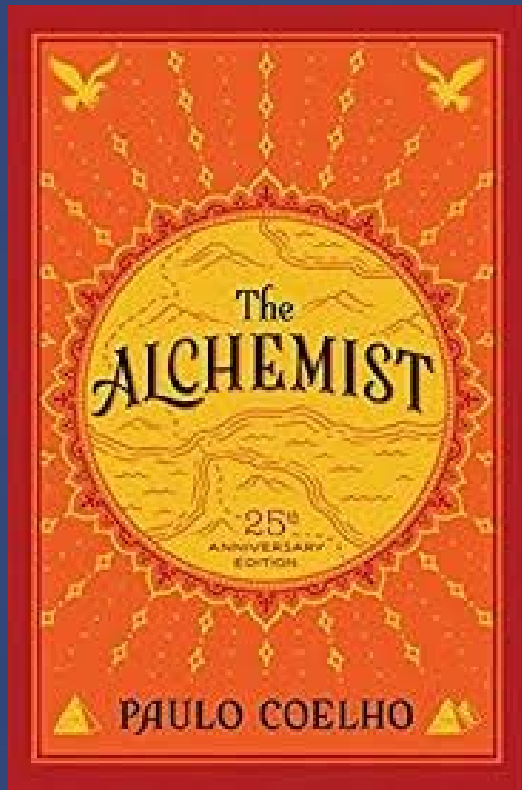
Anonymous

“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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CONSULTING  
— 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*

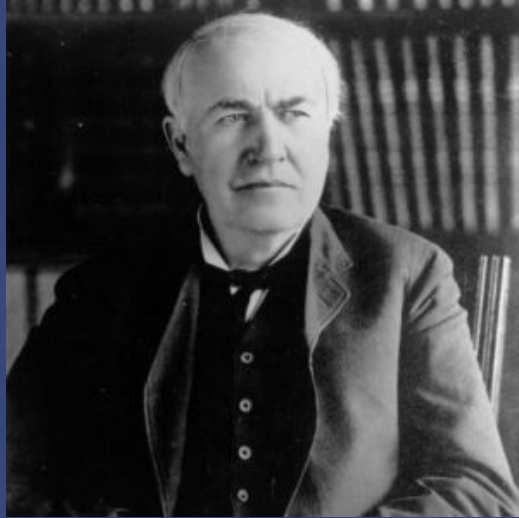
The  
goal for  
today...

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?

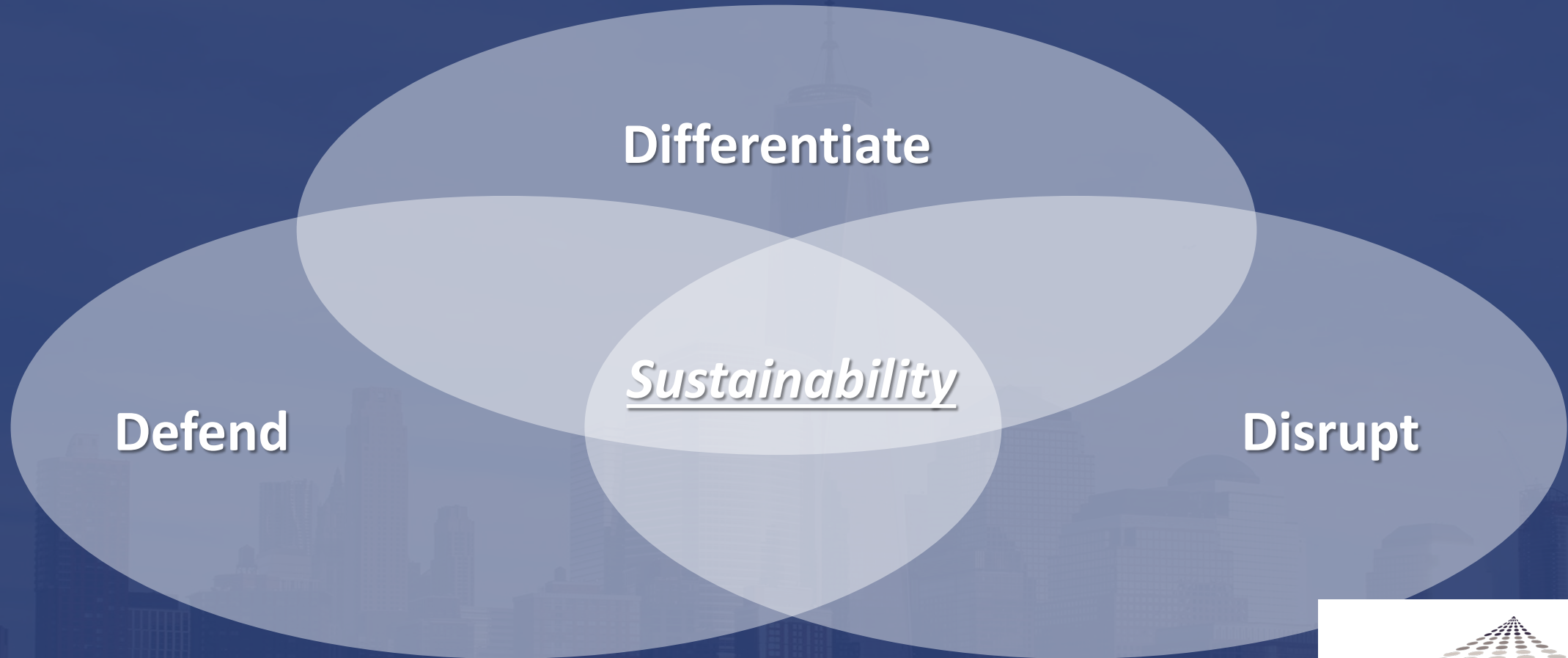
What are the most dollar productive activities?

What are YOUR most dollar productive activities?

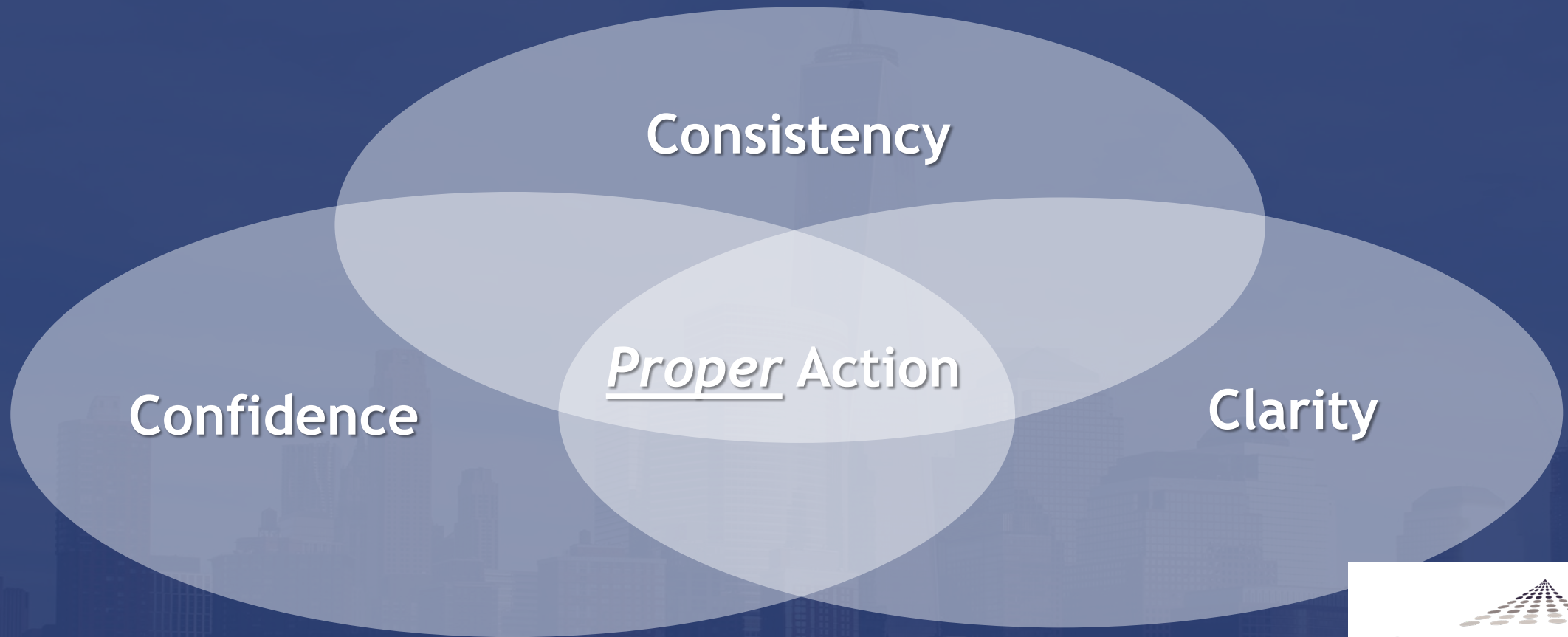


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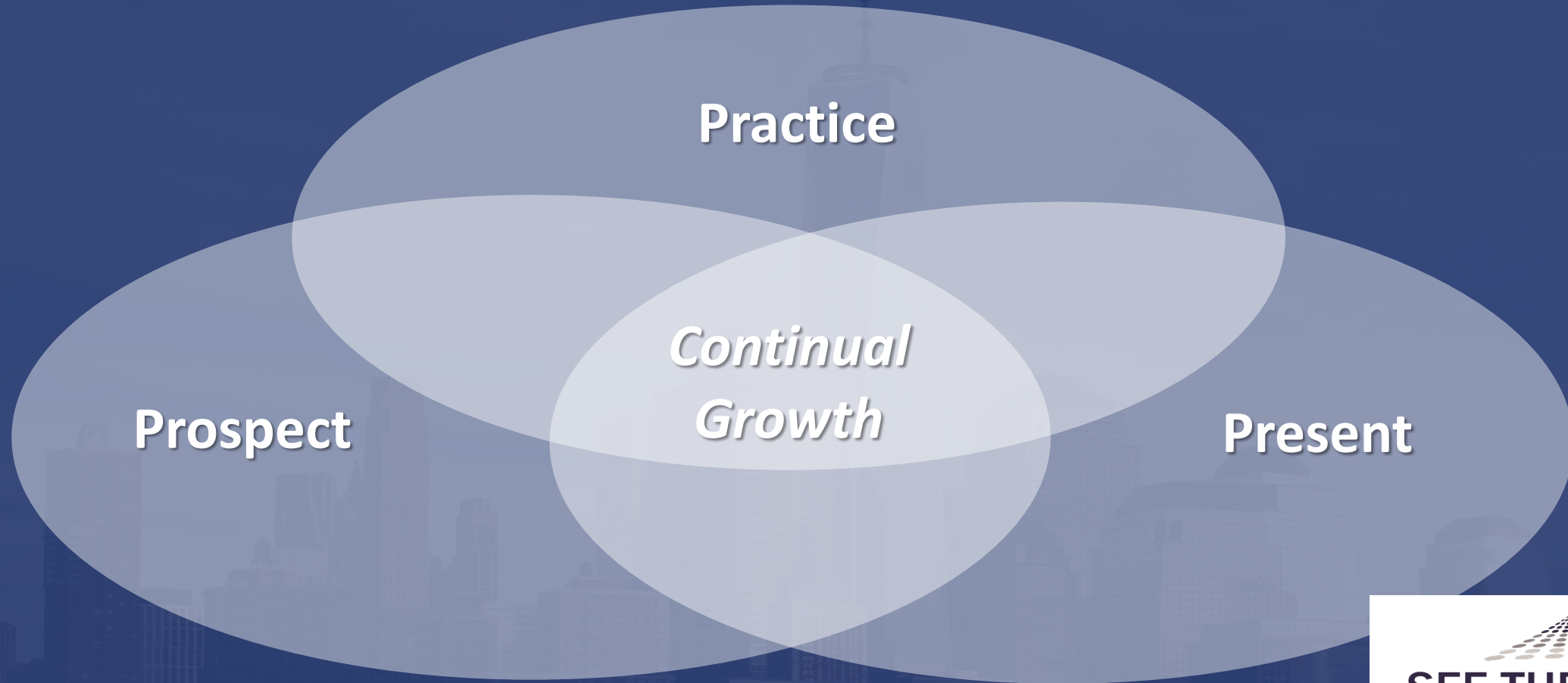
# The 3 “D’s” of Success

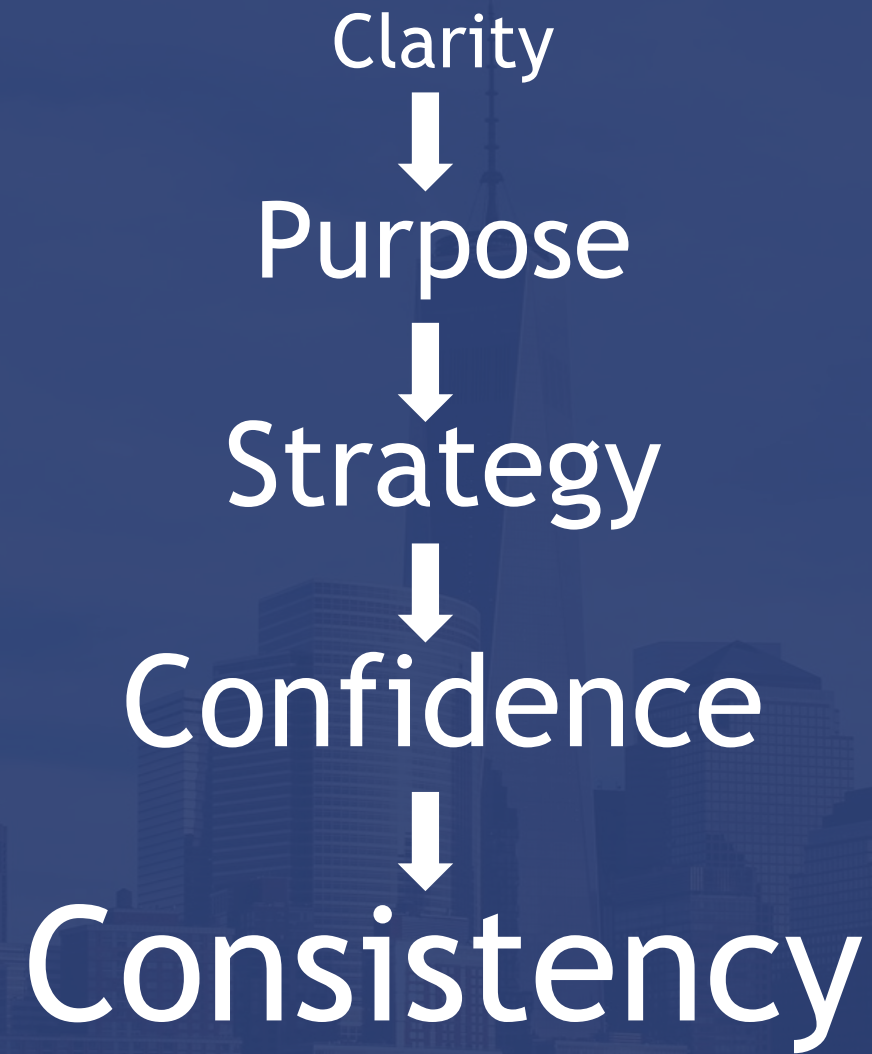


# The 3 “C’s” of Action



# 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!



- 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...

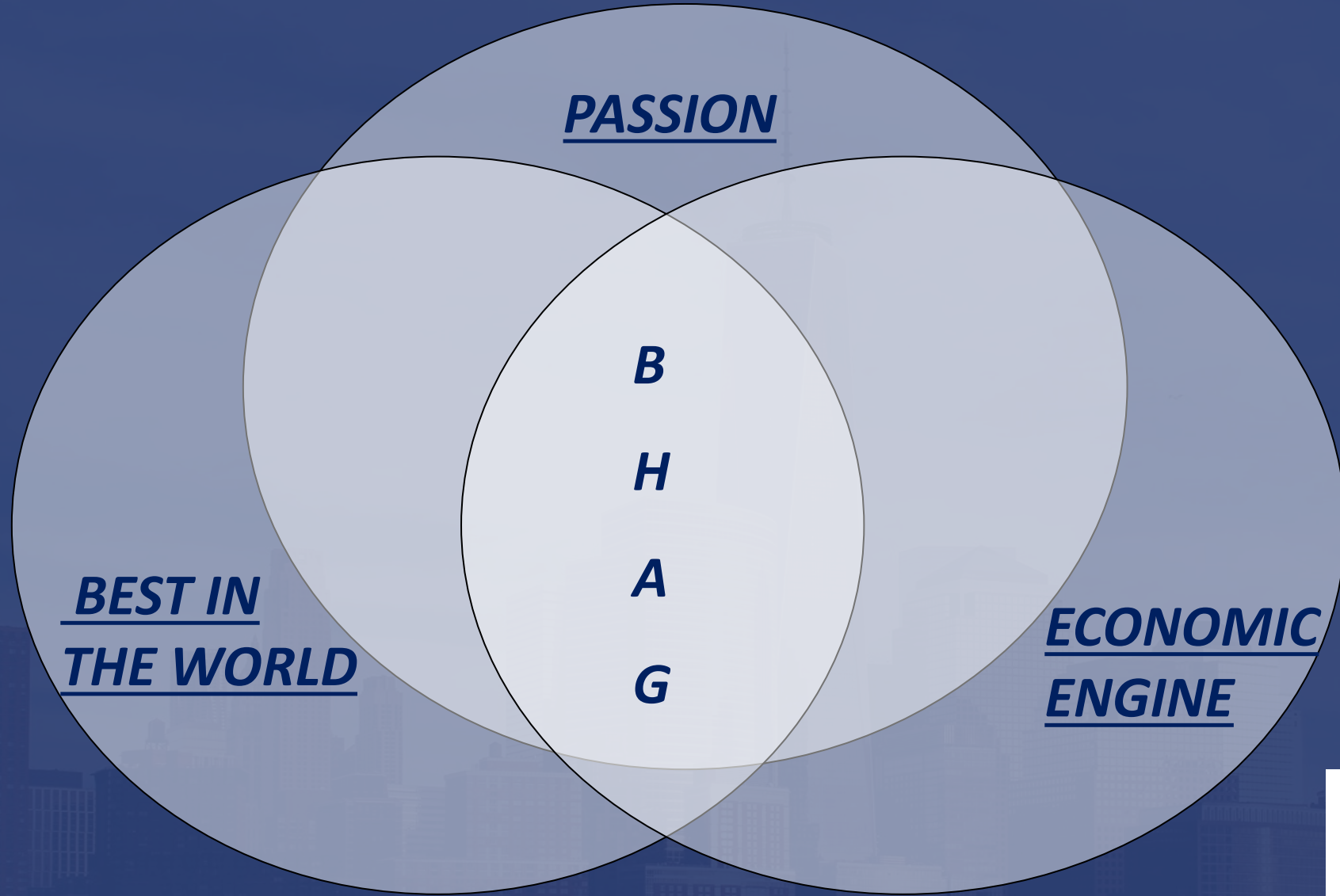
1. Each person's talents are enduring and unique
2. Each person's greatest room for growth is in the areas of his or her greatest strength

“Good” is the enemy of *GREAT!!!*



VS.





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# 10 SUCCESS KEYS

# #1 Turn Pro



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## #2 Master Your Dialogues

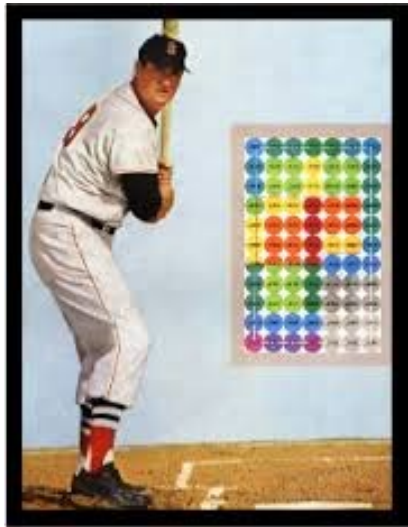
To effectively convert leads...You must have INTERNALIZED DIALOGUES!!

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: \_\_\_\_\_

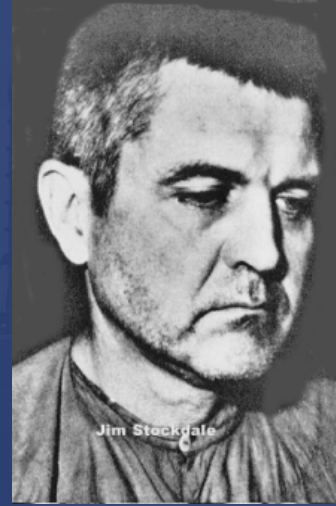
# #10

## 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*

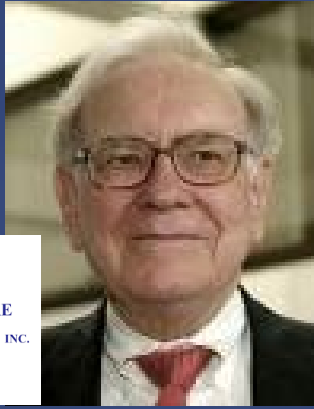


*Peer Partner*

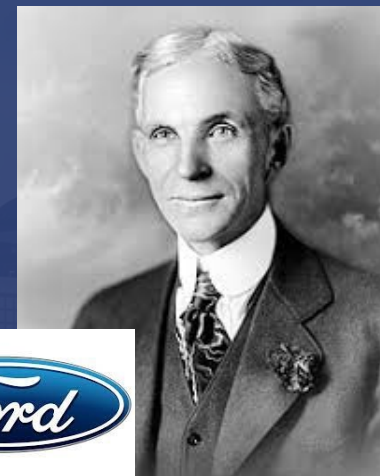


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# The Power of “Partnership”



“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 Wednesday July 26<sup>th</sup> for  
Online Lead Conversion  
Strategies!*



# THANK YOU!!

Your broker host will provide today's  
session materials

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