

WEDNESDAYS

with

WAYNE



LIVE AGENT TRAINING

Controlling Your Controllables
The Power of FOCUS
Begins in

10:00
Stop

WEDNESDAYS

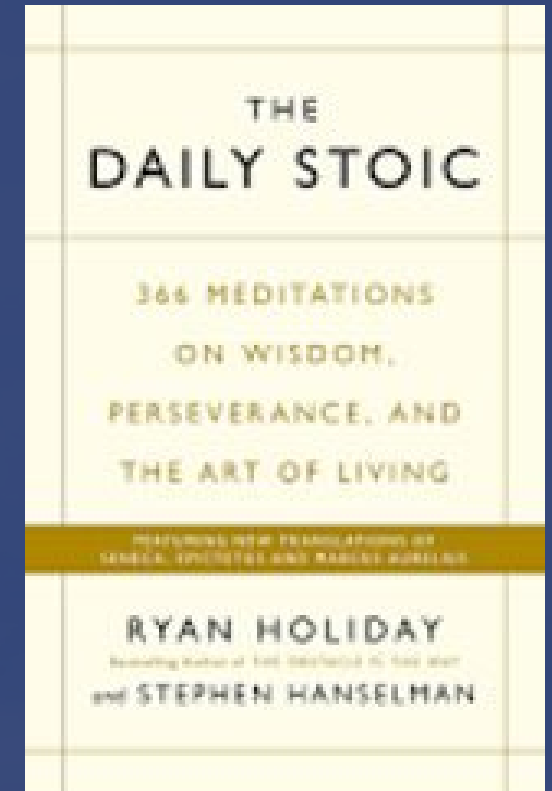
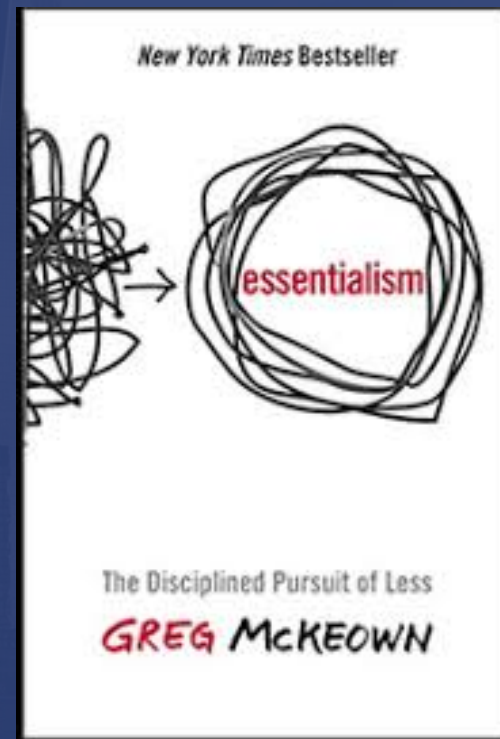
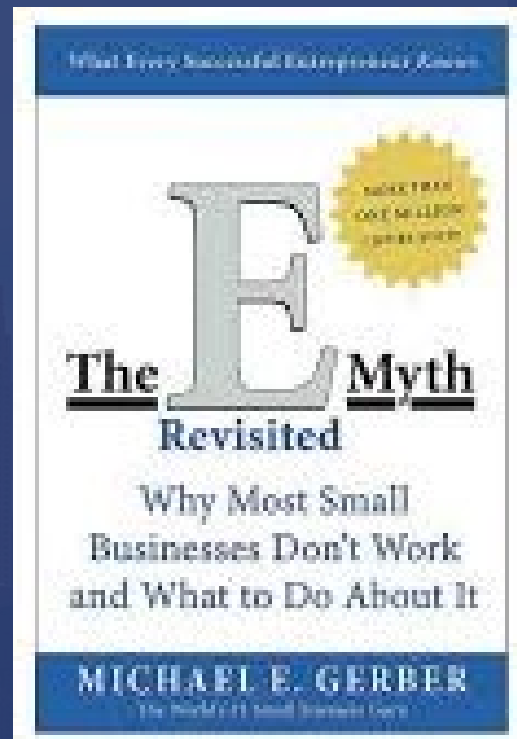
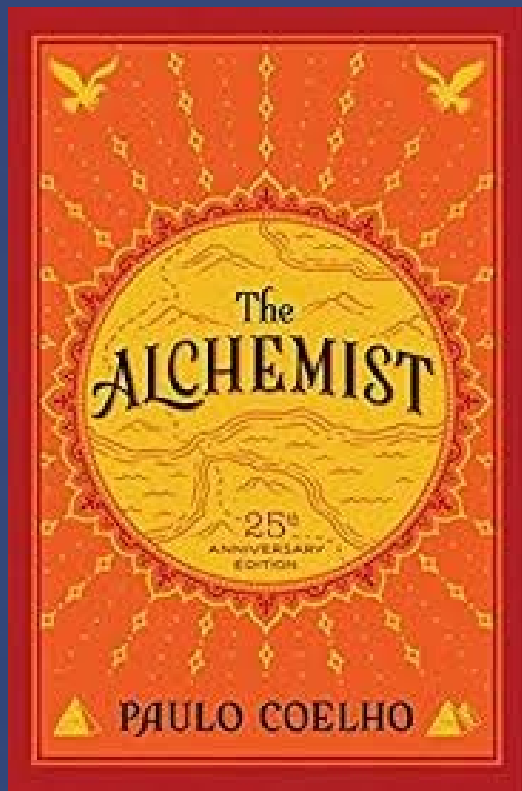
with

WAYNE



LIVE AGENT TRAINING

Controlling Your Controllables



THE DAILY STOIC

366 MEDITATIONS
ON WISDOM,
PERSEVERANCE, AND
THE ART OF LIVING

FEATURING NEW TRANSLATIONS BY
GENERAL THEOLOGICAL AND PRACTICAL WORKERS

RYAN HOLIDAY
Executive Editor of THE DAILY STOIC
and STEPHEN HANSELMAN

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.



SEE THE FIELD
CONSULTING

— Find **Your** Path —

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

Realtor Association Forms

Outcomes

Things you CAN Control:

of People you Engage#

The Quality of your
Conversations

The Quality of your Materials

The Professionalism you Display

Your Follow-up

Being Proactive

Your Presentation Skills

Your MINDSET



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?

Expect and Accept

In golf, and in life, the key is mindset! If you are a golfer, you must expect to hit each shot perfectly, but accept wherever the shot goes. There is no reason to lament where you hit it, it is OVER.

Now, you must go to where your ball now lies, and EXPECT to hit it perfectly, but once again ACCEPT where it goes.

Golf mirrors life!

Where Does Lack of Acceptance Come From?

Unrealistic Expectations!

Where Do Unrealistic Expectations Come From?

Not Identifying and Leaning into Your Strengths!

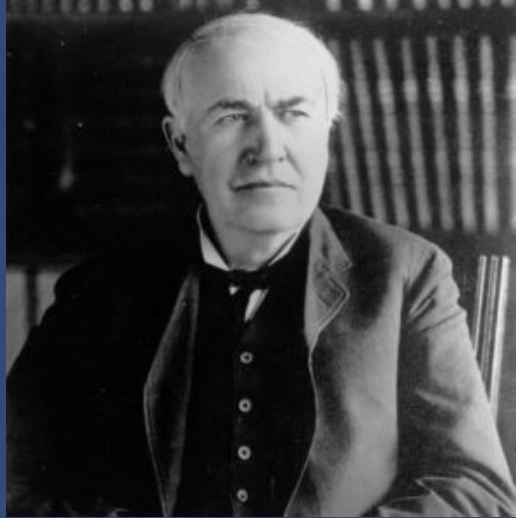
**20% of the
global
workforce feel
that their
strengths are
in play every
day...**

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



“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

Take FULL CREDIT!

Wherever you happen to be right now, you get to take full credit. If you are happy and living your best life, stay focused and keep it up! If you are on the other end of the spectrum, and feel challenged, pause, assess, and regain a new focus!

You can't get yourself in a situation you didn't try to get yourself in.

-Gary Keller

Your best thinking got you there.

-Andy Andrews



Nothing is good or bad,
everything just “is”

-Bob Proctor

What Happens is Objective

How We React is Subjective

There's *ALWAYS* something good in there, but sometimes you have to look for it!

The Growth Process



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.

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!

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?

What steals our Focus?

Is it *really* harder today to maintain Focus?

The average adult spends 144 min per day (2 hours 24 minutes) on social media per day. That's 876 hours!

The average American also checks their phone 159 times per day...

At 1/2 page per minute, and an average book length of 300 pages, you could read 88 books in a year!

The average CEO reads 60 books per year.

-Fast Company

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?

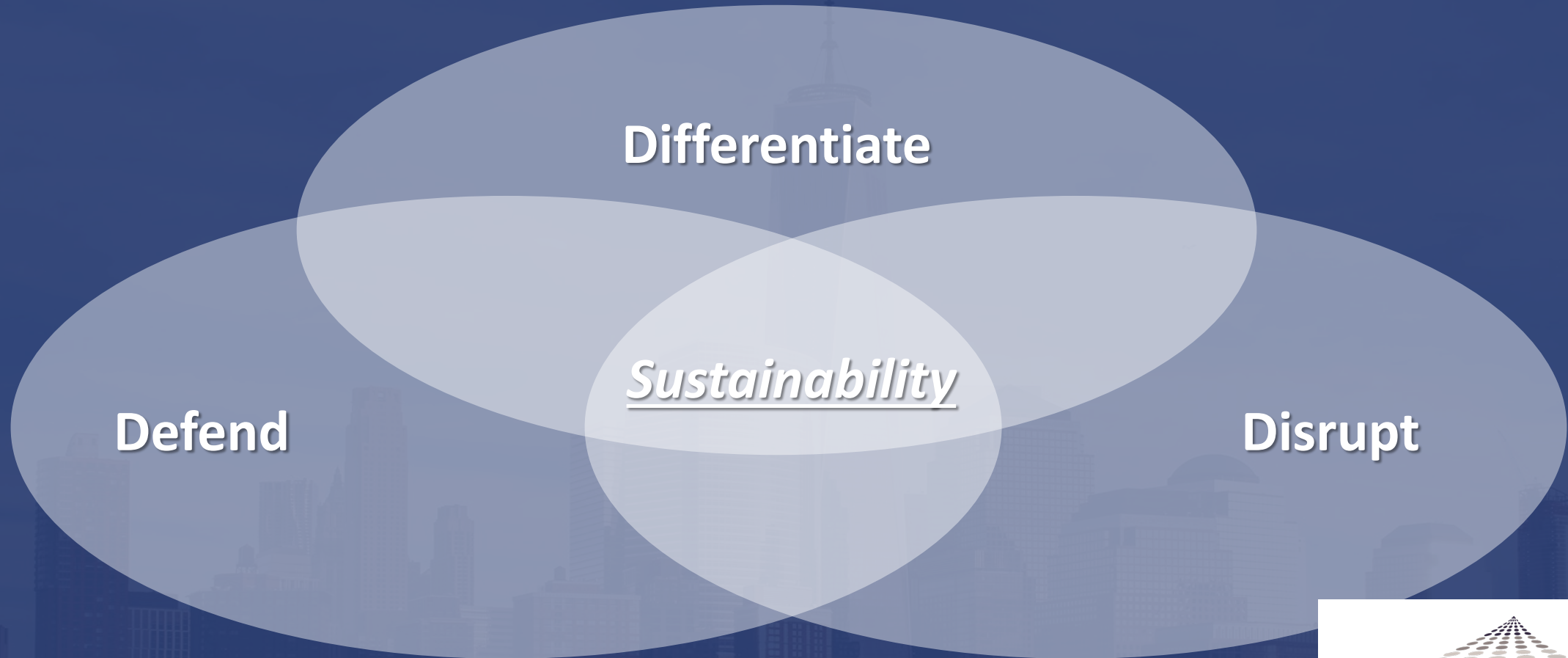
What are the dollar productive activities of a real estate agent?

What are YOUR most dollar productive activities?

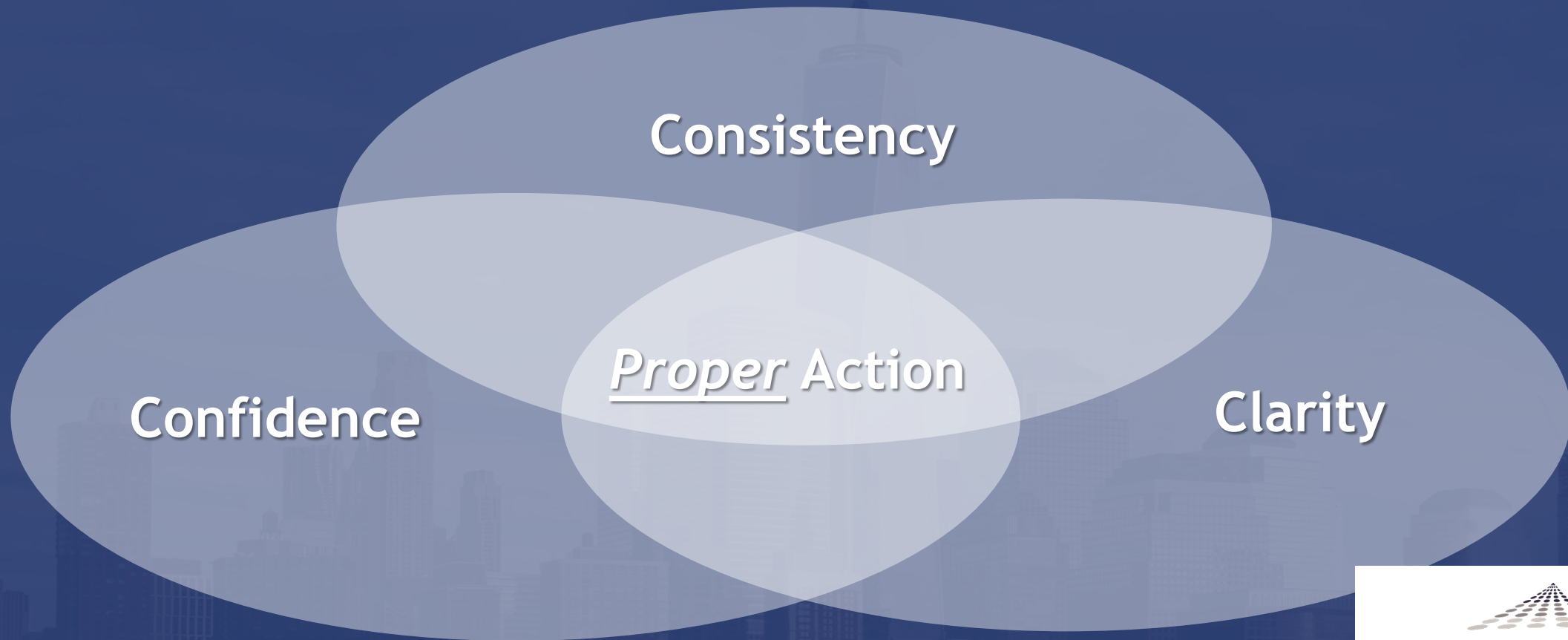
Are your activities in harmony with consumer behavior?



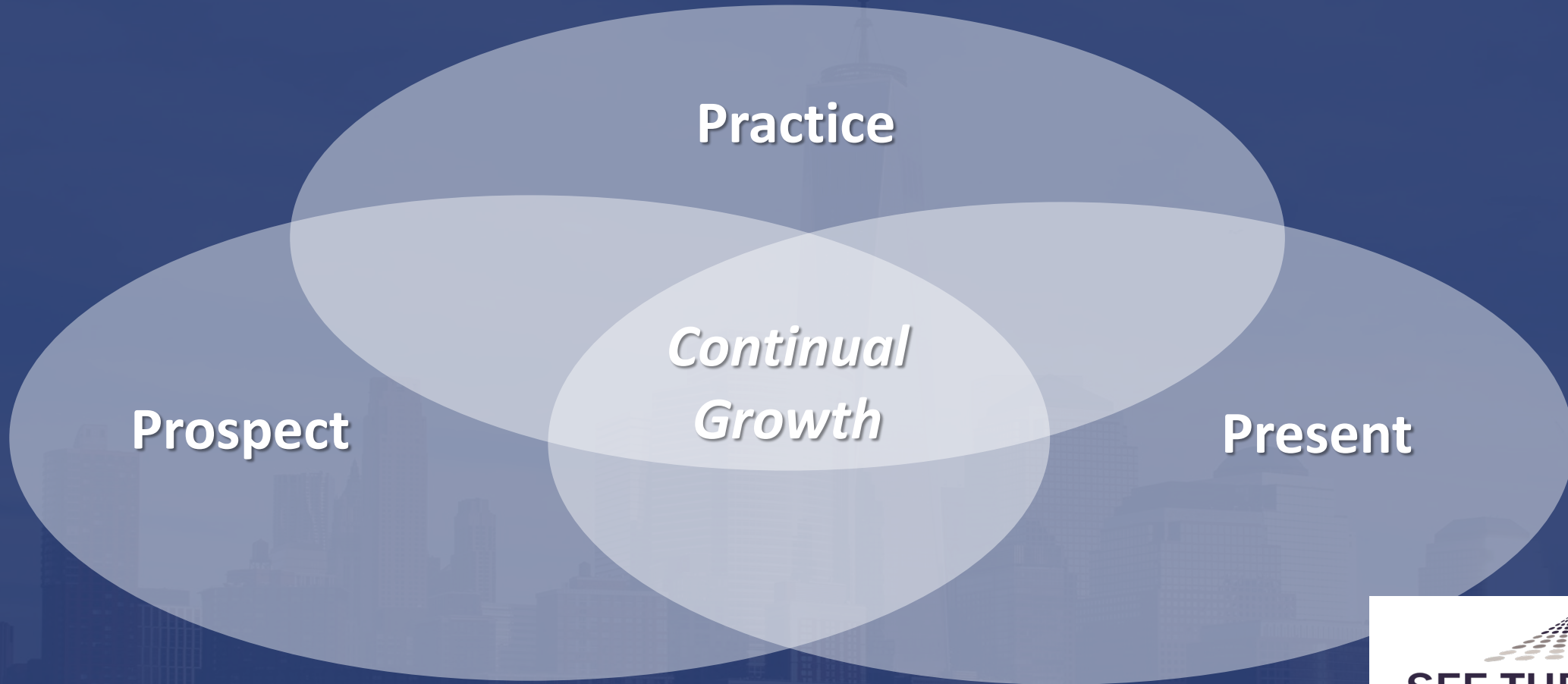
The 3 “D’s” of Success



The 3 “C’s” of Action



The 3 “P’s” of Growth



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

“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



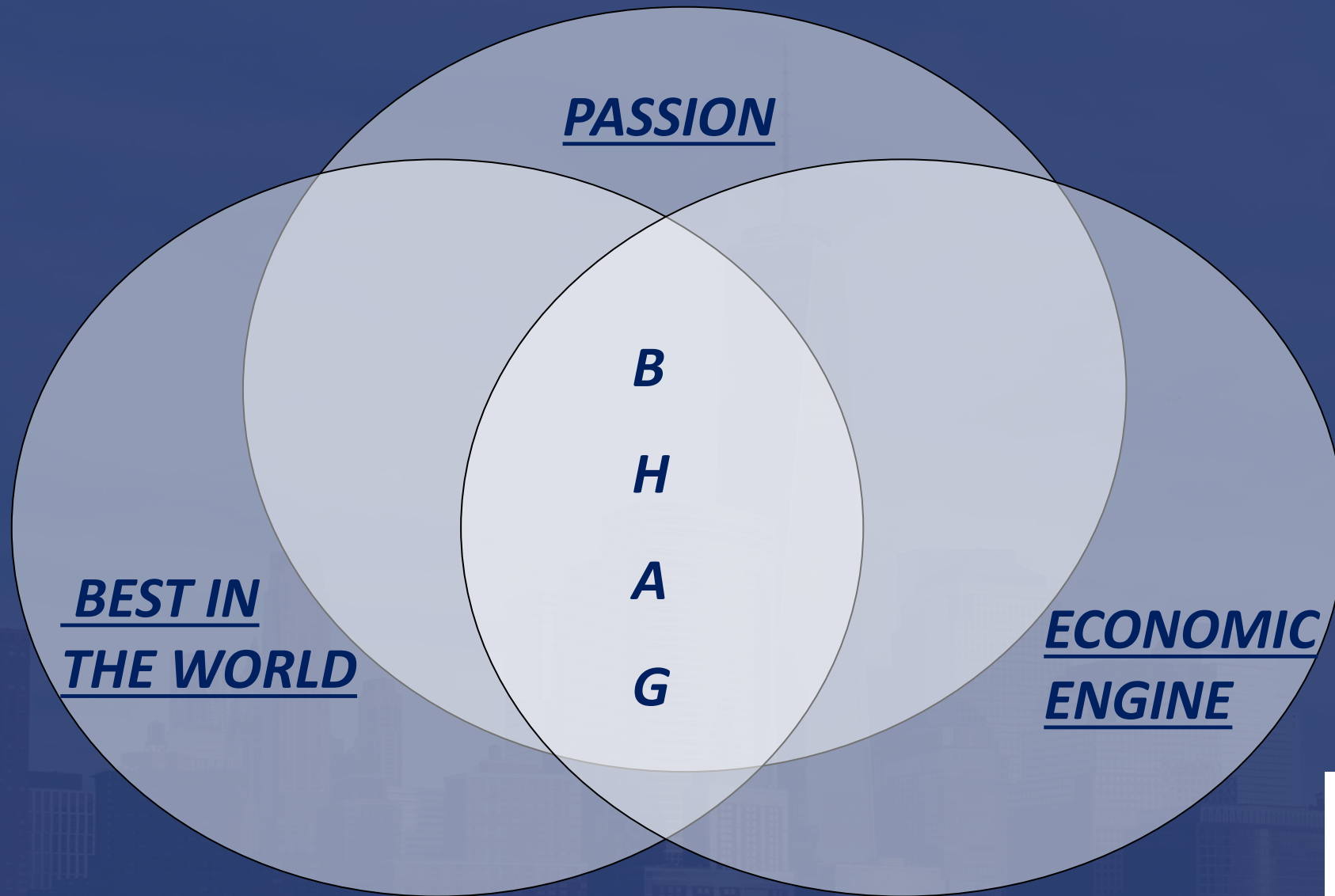
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Do You have a “Business Stool”?



What are the three non-negotiables for your business?



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10 SUCCESS KEYS

#1 Turn Pro



#2 Embrace the “Mirror Test”

“Good Enough” is no longer Good Enough!

#3 Understand Your Value

Your Value is **NOT**
INFORMATION!

Your Value is
INTERPRETATION

#4 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

#5 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

#6

Be “Po-gressive”

PO-GRESSIVE

#7 Have Great Materials!

BASELINE Materials

Pre-Listing Packet

Buyer Packet

Buyer Questionnaire

Listing Questionnaire

Client Survey

Post conversation intro videos

#8

Master the 3 Kinds of Time

Play Time

Pay Time

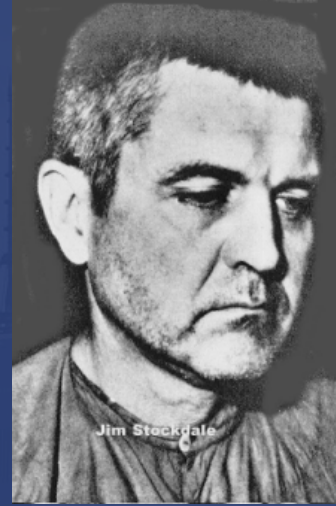
Prep Time

FINAL THOUGHTS...



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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 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 August 7th!

Seller Dialogue for the “New Normal”



THANK YOU!!

Your broker host will provide today's session materials

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