

Let's Set Some Goals

But this may surprise you



Are you going to be Good, Better or Best?

- ▶ And we don't want to focus on numbers
- ▶ Jeff Gitomer says

“Going for the gold is wrong. Being the best you can be in order to earn the gold, or get the gold is a surer path to success.”

What path are you on?

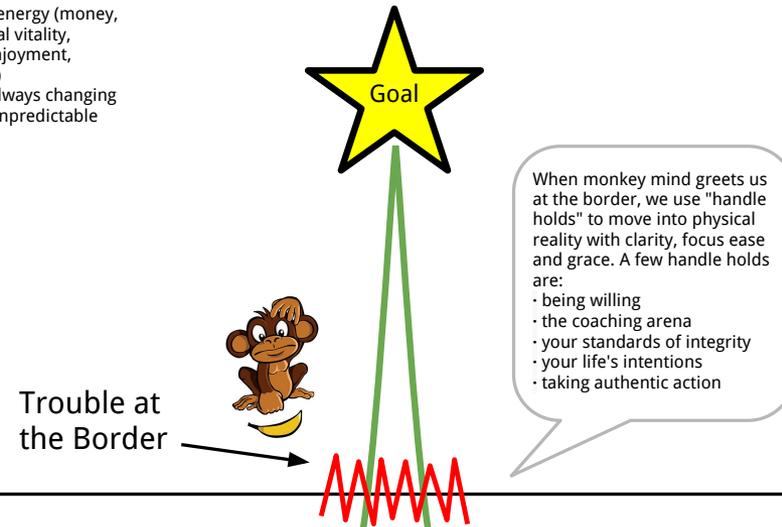
In Real Estate we Generally set Number goals

- And let's look... Are they Goals or are they Dreams.
- *Dreams live in the visionary world*
- Goals are in Physical Reality and require **energy**.

The Playing Field

Physical Reality

- Things take energy (money, time, physical vitality, creativity, enjoyment, relationship)
- Things are always changing
- Things are unpredictable



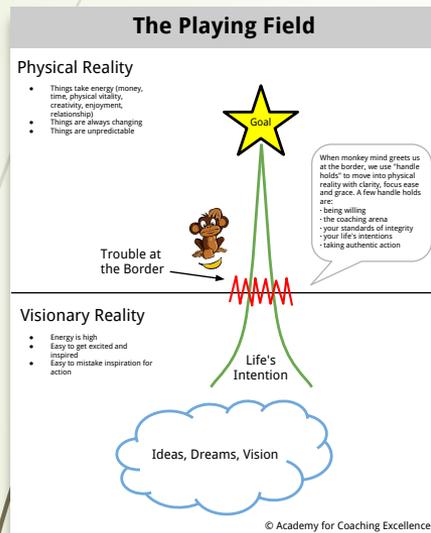
Visionary Reality

- Energy is high
- Easy to get excited and inspired
- Easy to mistake inspiration for action



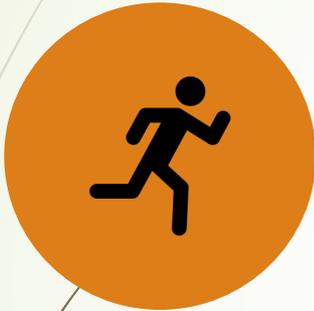
As we set number goals, we'd like you to also set goals about you!

- Money is just one of the 6 forms of energy
- *Focusing only on the money misses out on so much more: creativity, physical energy, enjoyment, time, and relationships.*
- *Material goals are things.*
- *“You Goals” are about becoming the BEST “you” that you can be!*





YOU Goals include personal achievements:



**PHYSICAL
FITNESS**



**MASTERING
BY OWNERS**



**EDUCATING
BUYERS**



Agents
whose
only goal
is BIG
Money



Rarely Achieve it



Often “feel” let down
or driven



Or become cynical



Agents
whose
Goal is to
be the
BEST



Love what they do
and...



Achieve financial
security!



***Do You Love
What YOU do?***

What Drives you to be the Best?

- Identify your Life's Intentions and develop a goal around one or two that selling real estate can make happen.
- See it clearly and passionately.
- Decide to Love what you need to do - even lead generation:)
- Be the Best Agent your clients have ever worked with.
- Don't cheat yourself with a bad attitude – you get to sell real estate – you don't have to. Hot Dog!
- This is a personal process.
- And you need to decide to be a life-long learner.



So with this
understanding

Let's move ahead in
Goal Setting in
November



2021 Business Planning Workbook

(to be completed before the
YCM Business Planning
Excel Spreadsheet)



Recommend you print out and write in black sharpie



Start with checking your *Mindset*

- ▶ Are you willing to look, see, and tell the truth - without thoughts, feelings or emotions) on the first few pages... and *THEN let them go wild on the rest of this?*

Circle Yes/No

- ▶ Are you open to seeing what you need to see, even if it takes a long time to see it? Check this out: <https://www.youtube.com/watch?v=Ahg6qcgoay4>

Circle Yes/No

- ▶ Are you willing to take the next step forward in your growth?

Circle Yes/No

- ▶ Most importantly... are you FOUCESED? AWAKE? Paying attention? Present? FOCUSED? Check this out: <https://youtu.be/ubNF9QNEQLA>

Circle Yes/No

YES? Great. Let's get started!

No? *Put it aside and come back when you are a yes!*



Step One

Reflection on BEST EVER

What was your
best year ever?

of Closings that
year:

Gross Income that
year:
\$ _____

Profit that year:
\$ _____

If you don't know
profit, leave
empty... and
note: as a
business owner,
you should know
that

What was the most important factor in it
being your best year ever?

(Circle one)

Was it “the Market” Or “Your Actions”?

Step Two

**A GPS doesn't work if
you don't know
where you are!**

**Look at THIS year
NOW**

*You know enough to
guess and can
always do again
later if it changes*

* Again - If you don't
know expenses and
profit, leave empty

THIS YEAR
Estimated # of
 Closings

Approximate
Gross Income:
\$ _____
Less Expenses:
\$ _____

=
PROFIT
\$ _____

Top 3 Sources of Business this year:

- 1.
- 2.
- 3.

What did you do... or not do... that got in the way of
even BETTER? Be specific:

What 3 things worked BEST for you this year?

- 1.
- 2.
- 3.



Step Three



A quick look at what is next:

In general, what do you want most from
Next Year – no detail, just in general?

More income?

More transactions?

More profit?

Greater EASE (systems/staff)?

Something Else?



Step Four



Time to put your Imagination to Work. If you can't imagine it, it's highly unlikely to occur.

It starts with this formula:

**Imagination + Intention + Expectation
+ Desire + Commitment =
A TRUTHFUL Decision about
what you truly want - DECIDE**

**Decide Defined: *“To separate (De) and
kill off (Cide) all other options.”***

Take time to visualize what it is you want.

Time to add in thoughts feelings and emotions!

What do you believe in and who you love?



What is it that the money you want will buy?



Write it out in a letter dated Jan 1 a year from now reflecting on the year and what you will accomplish



Or paint it!



What will you DO with more time due to hiring staff /implementing systems that smooth out the process?



Create a Vision Board or Book



Or any other creative way to SEE it as clearly as you possibly can!

Passion and emotion drive a clear vision!



Next : Create Authentic Actions

Small sweet steps that lead to the Manifestation of your Imagination. Start listing those actions & put in your calendar.

The last piece of the formula is **faith in your plan.**

If you don't believe in it, it doesn't have power.

Do the work to create the decision and the actions. Then have faith. Give thought to how to create that faith and keep it alive!



Step Five

What is it **specifically** you are willing to do differently next year to manifest your Vision?

Improve Sources of Business, how

Be more Focused in Efforts, how

Work a Schedule more Carefully, how

Work more hours - define

Hire more Staff – define what they do and why. - IS IT FOR YOU or for your CLIENTS:

Increase Accountability – how

Something else? Define it:

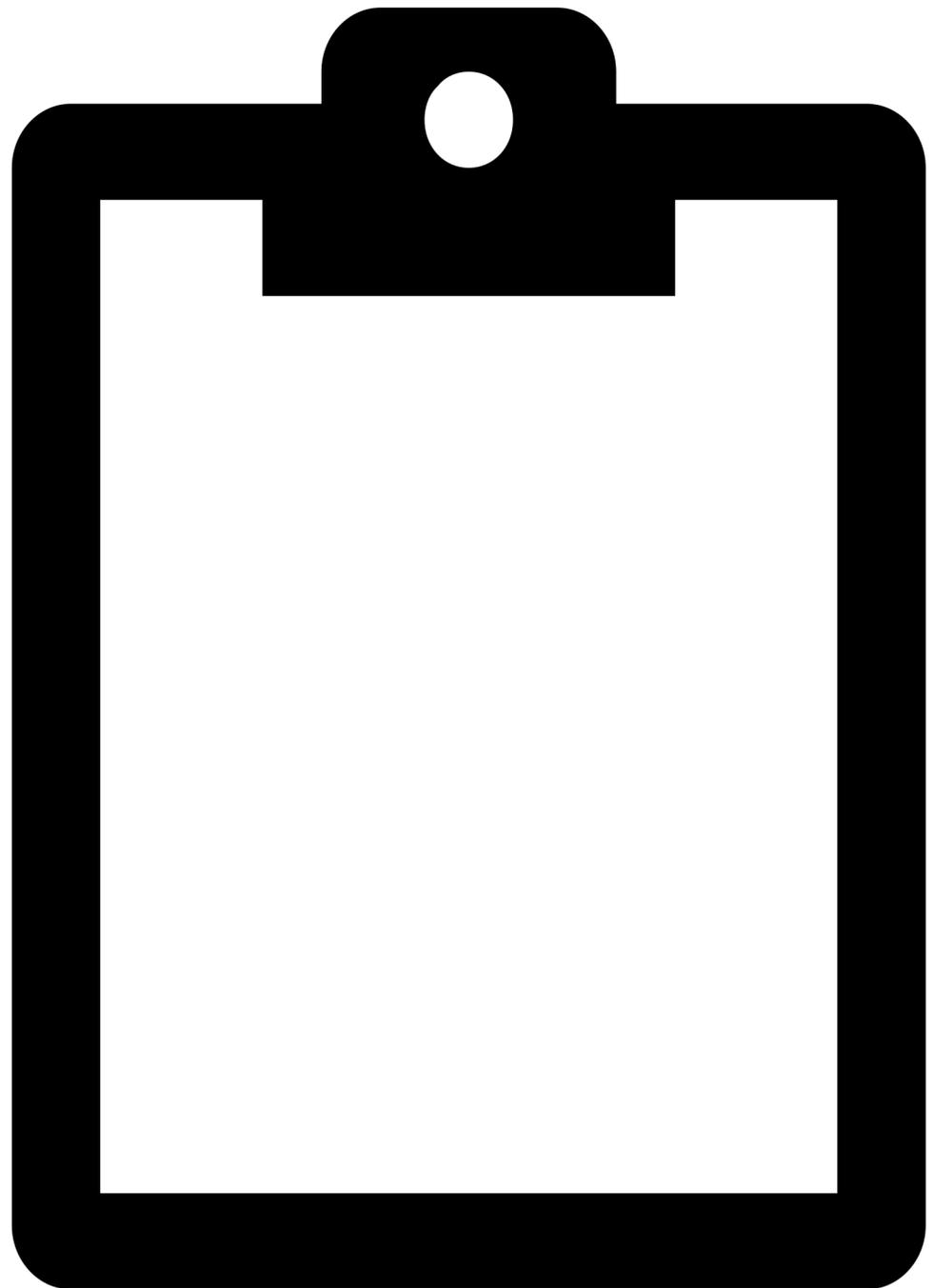
Of these choices, what do you need to work on most?

Step Six

- Lead Generate
- Improve Follow Up
- Market myself/my listings better
- Get more Support
- Streamline Systems
- Time Management
- Morning Routine
- My Mindset & Attitude
- My Persistence & Consistency
- Planning & Organization
- Something Else? _____

A decorative graphic on the left side of the slide. It features a solid brown arrow pointing to the right, positioned above several thin, curved lines in shades of brown and grey that sweep upwards and to the right.

**Based on the
prior pages,
write a
short clear
paragraph
about what
you want &
what it will
take to get
there:**





**Imagination + Intention + Expectation +
Desire + Commitment =
A TRUTHFUL Decision about what you
truly want**

- *What did you **IMAGINE**?*
- *Are you willing to set an **INTENTION**
to get there?*
- *Do you truly **EXPECT** to do it?*

**We believe you have the Desire and
Commitment, or you wouldn't be here!**



BONUS THOUGHTS

On Dec. 31 NEXT YEAR, what do you want to look back at as your proudest accomplishment?

Are you allowing “so-so” success be good enough for you? What if that was worse than failing on a higher level?

What Coaching Support level do you REALLY need to be the best you can be in your business?



From THE DAILY MOTIVATOR

Path forward

There is a way through. There is a path forward.

You may have to turn around and back up for a while. You may have to admit your assumptions were wrong.

Yet as you keep going, as you persist in doing what must be done, the progress will come. Your effectiveness increases, and your momentum grows.

The achievement will be more difficult than you thought it would be. And that makes it even more valuable than you first imagined.

Every twist and turn, every effort, every setback, every small victory, will add to that value. Working your way forward, you'll discover and develop new capabilities, new strength, new confidence.

Open yourself fully to the real and present possibility of success. And push yourself positively, constantly, to make it happen.

-- Ralph Marston

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