



The Mindset of Watering
your Garden
for **BIGGEST BEST HARVESTS!**

Monday Mindset

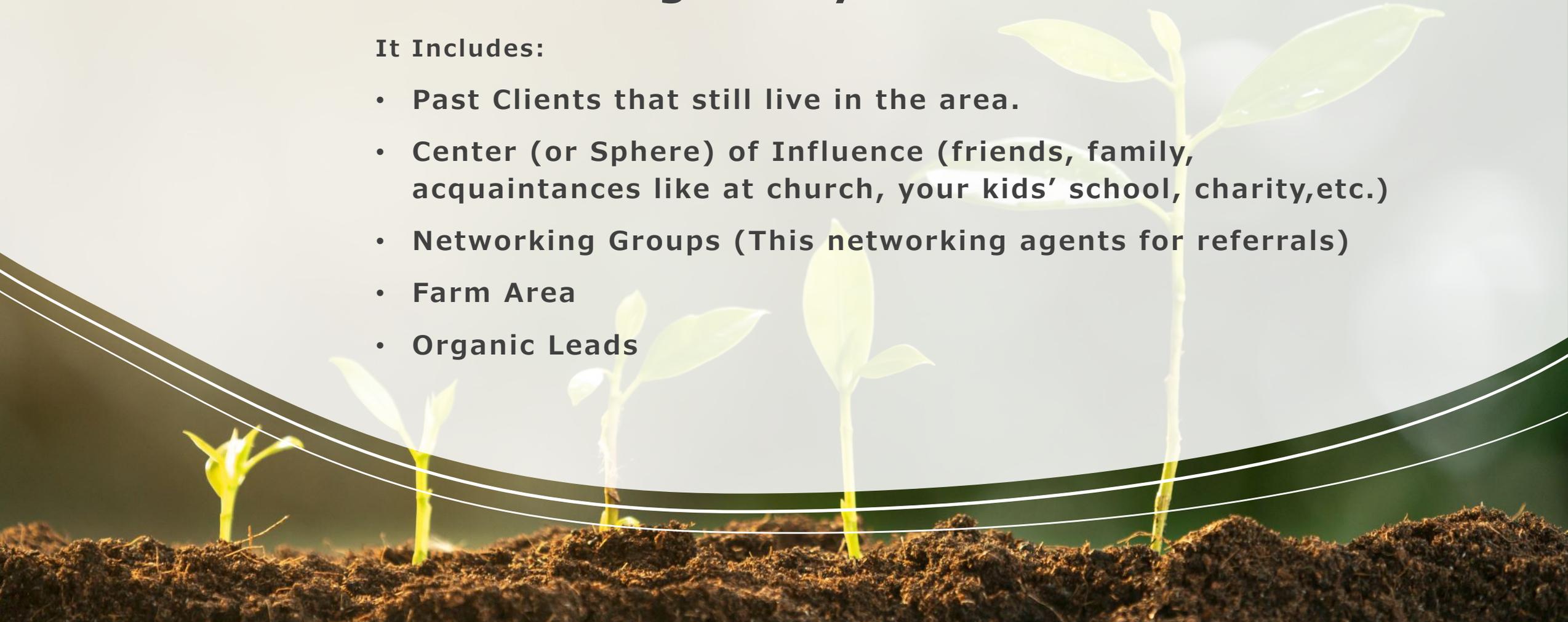
Your Coaching Matters

Coach Donna Stott

For MOST of you... Your Garden is what you have already – Note: Your Garden must be small enough for you to care for it.

It Includes:

- **Past Clients that still live in the area.**
- **Center (or Sphere) of Influence (friends, family, acquaintances like at church, your kids' school, charity, etc.)**
- **Networking Groups (This networking agents for referrals)**
- **Farm Area**
- **Organic Leads**



**Too many salespeople are
OBSESSED with Generating
NEW people they don't
already have.**

**The elusive SHINY OBJECT
that must be better than
what we already have...**

The grass is always greener...





**There is
good reason
for that...**

You are being SOLD constantly that you don't have enough.

You are sold that you "need" more "leads"...

You are sold that success means you should build a Team and buy them leads...

You are sold all your problems will all be solved with "more leads."

What if that was **NOT** true at all?

Are you willing to look at some logic
with me?

How many people do you really need to meet your goals... In a perfect world?

IMAGINE a perfect world, where every
person would:

- List with you.
- Buy a replacement with you.
- And refer someone else to you each year.

**That works out to 3 transaction sides
Per person, per year.**



At 3 sides per perfect person per year...



If your Goal were:

- 24 – you'd need 8 perfect people
- 48 – you'd need 16 perfect people
- 96 – you'd need 32 perfect people
- 120 – you'd need 40 perfect people
- 150 – you'd need 50 perfect people
- 240 – you'd need 80 perfect people



Has anyone with us today EVER had a "perfect person?"

- Someone who listed with you.
- Bought a replacement with you.
- AND referred someone else to you.

ALL in the same year?

Stick with the fantasy - just another minute.

If you only REALLY needed 8-80 perfect people a year -

- What would your days look like?
- What would your “marketing” look like?
- What would you DO for those people?
- How much TIME OFF could you take???



The only real
Question is:

Are you willing for
it to be that
simple and
beautiful?

The problem 95% of the time is not that we do not have enough people (leads)

It's that we have too many.

We simply cannot water them all.

So they almost ALL wither and die, with an occasional one getting a little bit more splash... and is saved, producing for you.



Are you ready to talk reality now?

The fact is we aren't likely going to find the "perfect person" for **every** transaction we have.

- AND, we CAN find more of them.
- AND we severely limit the number of people we are trying to serve (Water) so they ***ALL get enough to grow.***



Seth Godin constantly talks about the brilliance of those ONLY working a minimum viable audience. And warns of the danger of trying to work too many in terms of "overwhelm", "diluting your effectiveness."

Let's say you really need 10x your goal of the right people.

- That has been my rule-of-thumb for 20 years -

OK... let's say you need 15X for those who see that people are staying in their homes for longer than 10 years lately.

If your goal is:

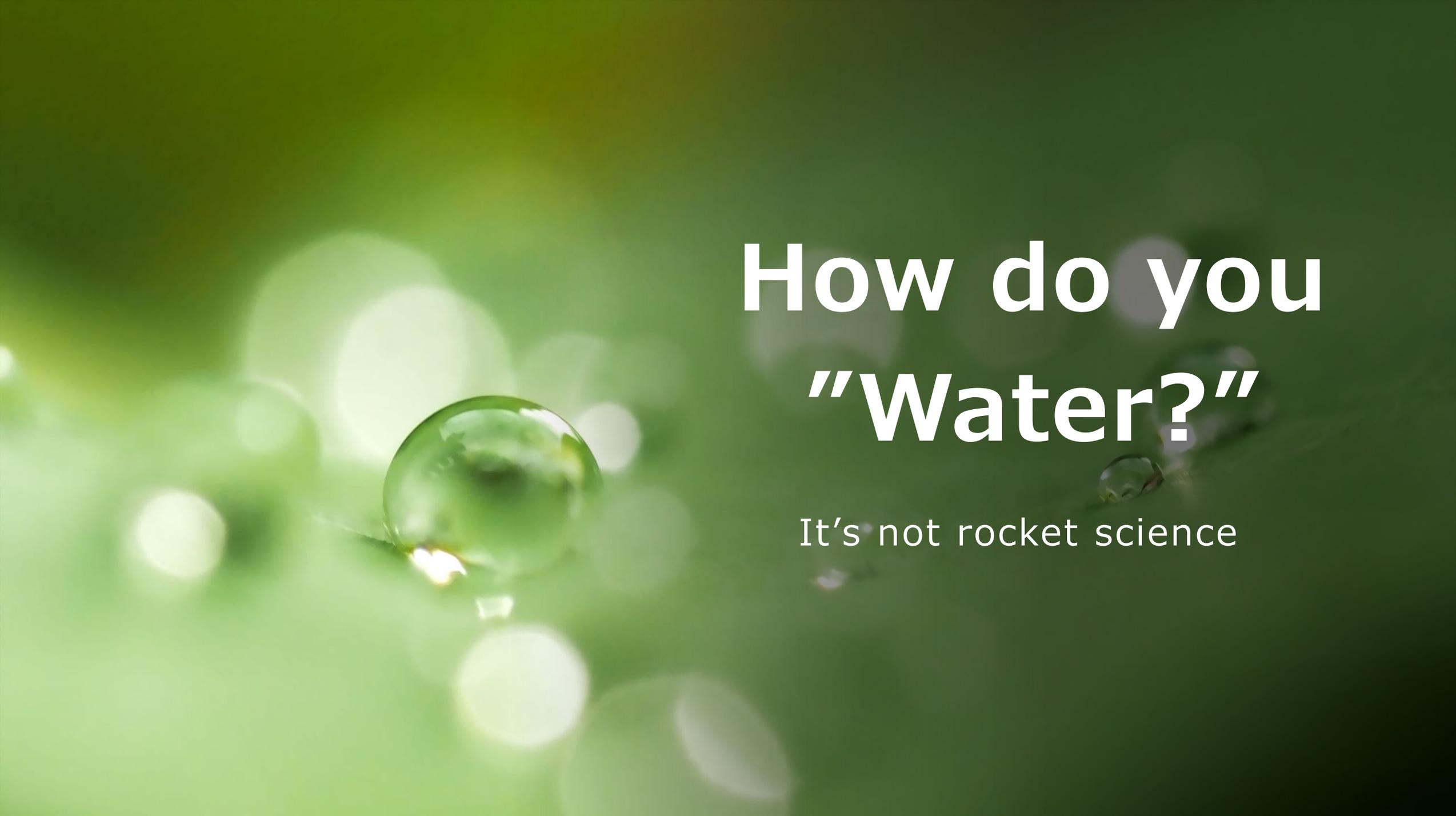
- 24 – you'd need 360 not quite perfect people
- 48 – you'd need 720 not quite perfect people
- 96 – you'd need 1440 not quite perfect people
- 120 – you'd need 1800 not quite perfect people
- 150 - you'd need 2250 not quite perfect people
- 240 - you'd need 3600 not quite perfect people



**And you'd only need to
water those people.**

They are your Garden.





How do you "Water?"

It's not rocket science

It's simple – Be reassuring and confident and **SERVICE** your people with bountiful “Water”

- Let them know how much equity they have CONSTANTLY
- Tell them when to refinance and how lucky they are when they shouldn't
- Inform them what trends are happening and what it means to them
- Offer to help them with ANYTHING to do with their homes. All vendors related to a house or yard
- Offer to help people they know, who fit your model, with your extra special treatment... and have a great referral network for those that don't fit
- And finally, let them know how incredibly important they are to you including birthday cards, house anniversary cards, holiday cards, client appreciation parties, etc.



**And here's the
secret...**



Don't sow more than
you can water. Yes,
there will be new
plants. Just be careful
not to over-sow!

For you to add another person to your Database...

They must meet SUCH perfect criteria - it's insane.

And you regularly "DONE" people that STOP meeting your criteria.

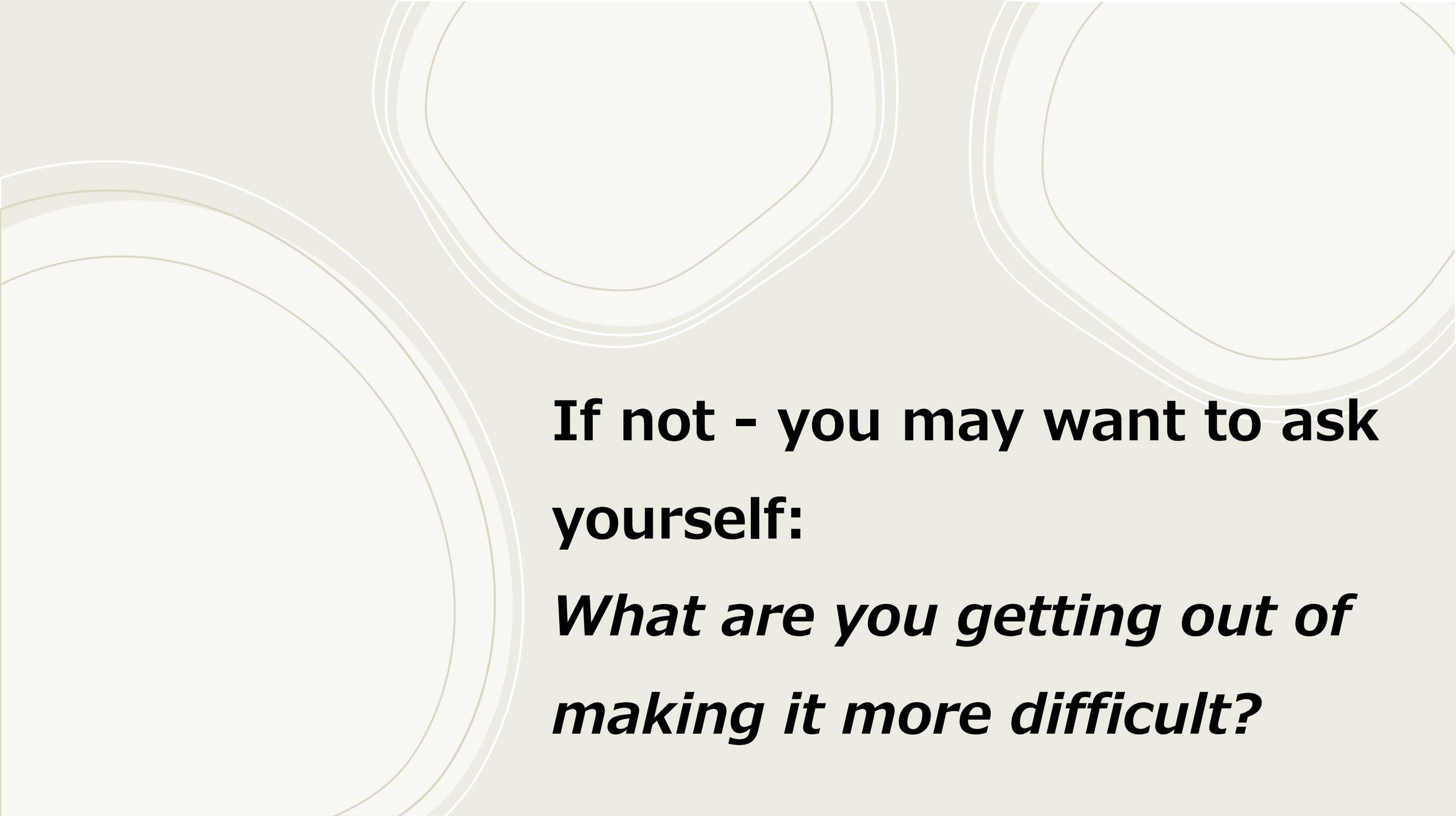




Do you have the courage?

Are you ready to STOP the rat race?

- Are you ready to succeed...
by **DESIGN** consistently?
- Systemizing everything for absolute clarity.
- Maximizing your effectiveness.
- With a simple plan to focus on and follow every day.
- Taking more time off than ever and being grateful for it.



**If not - you may want to ask
yourself:**

***What are you getting out of
making it more difficult?***

**Because it
doesn't have
to be**

