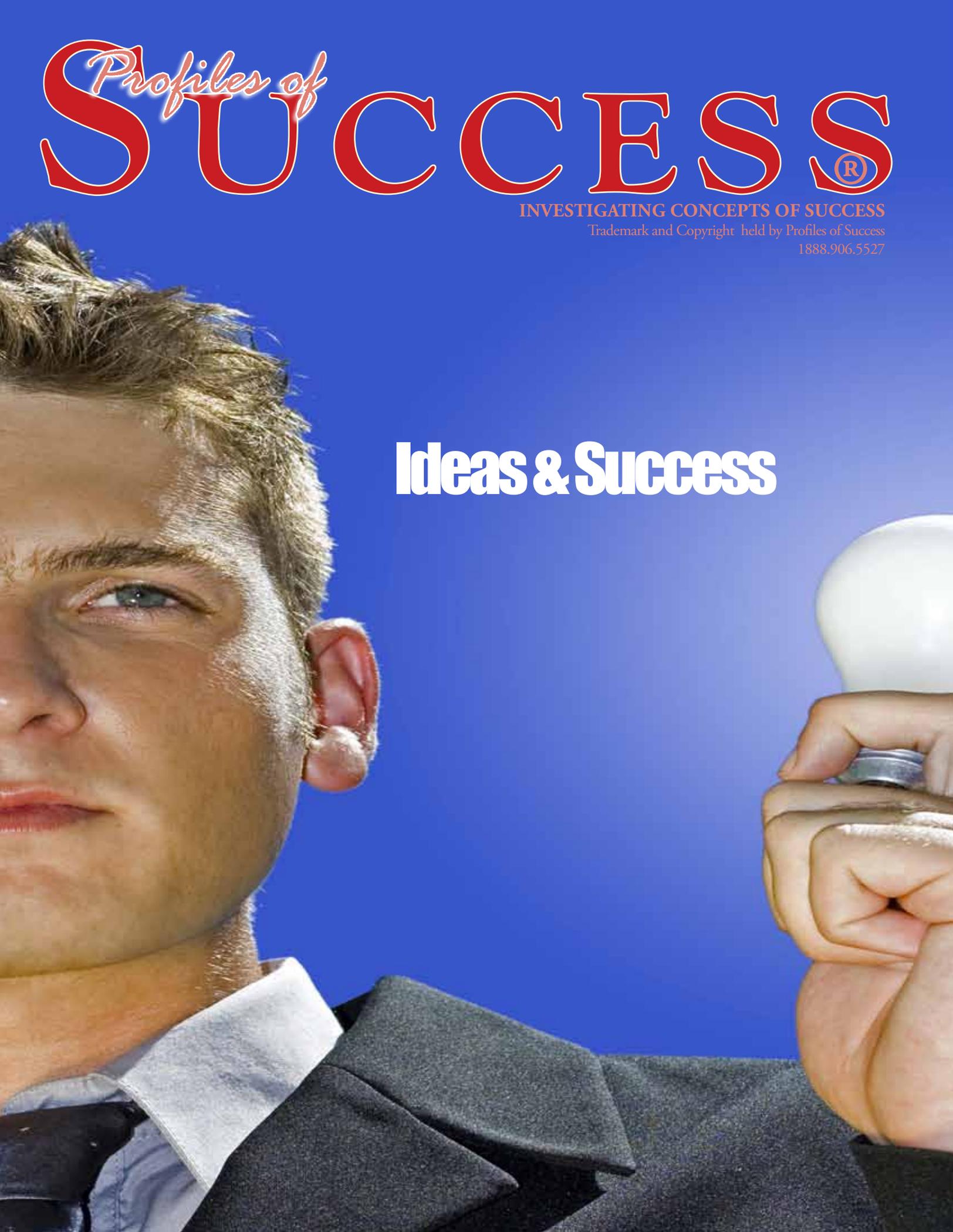


# *Profiles of* SUCCESS<sup>®</sup>

INVESTIGATING CONCEPTS OF SUCCESS

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A young man with short brown hair, wearing a dark suit jacket, a light blue shirt, and a dark tie, is shown from the chest up. He is looking slightly to the right with a thoughtful expression. His right hand is holding a glowing white incandescent lightbulb. The background is a solid, bright blue.

## Ideas & Success



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## Ideas & Success

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## NOW TAKING NOMINATIONS

As part of our investigation into concepts of success, it is only natural and expected that we would interview and examine the lives of successful individuals and businesses. And this is an exciting part of our business, speaking with and learning about how actual people have achieved great things.

In addition, this adds a special service to our readers in that they can access contact information on a variety of business people offering a variety of services.

And who would you prefer to do business with? Someone who has just entered the industry and has no experience, or someone who has not only proven themselves as competent and capable, and can also show that they have excelled in their profession. The latter I am sure.

And so would everyone else.

We have details about these professionals and businesses in the profiles section of our website.

If you know of any business or professional that you believe would fit our criteria, i.e. successful, we invite you to **NOMINATE THEM TODAY**. Just go to the nomination section, fill in their name and contact information - we will do the rest. This can be done anonymously, or with your recommendation.



# GENERATING BRILLIANCE

## IDEAS = SUCCESS

by Darren Roberts

Here you will find ten of the best methods I have used in my organization for idea generation.

### 1. Define the Problem

To generate ideas to solve business problems we all need a starting point. You will not be able to fly from New York to Frankfurt, Germany until you first arrive at JFK. If you don't exactly know where you are you will need a map to pinpoint your current location and then gradually work your way to JFK airport.

It is imperative that you establish where you are before looking to progress.

### 2. Brainstorming

You have quite probably heard of this brilliant method. Simply, when a group of people get together and simply write down as much as they can in relation to the objectives outlined. Don't worry about strategic planning or anything like that. Concentrate solely on idea generation. Place a time limit on the group and choose the location and the time well so that they are conducive to performance.

Make sure that everybody is at their peak and has been instructed to "Think Big". I have been able to move mountains after a very healthy brainstorming session.

### 3. Focus Entirely on what you want.

To give your ideas the best chance to sprout for your business solutions you are going to need to switch off to outside influences. Tolerate nothing! Eradicate the distractions and the daily frustrations. Don't just fix the problem; re-design your routine so the predictable irritations can't ever bother you again!

### 4. Develop a genuine interest in it.

It's very difficult to perform magnificently at something you're not overly fond of. If you have a vested interest in what it is you're trying to do, the likelihood of success is multiplied substantially. If you are trying to solve something that bores you to tears for heavens sake give it to

someone who cares.

### 5. Look at parallel problems and solutions.

Relate your current problem to one that you had in the past and check for parallels between the two. The way(s) earlier problems were solved can assist you greatly in generating ideas to solve subsequent situations that present themselves.

Think laterally, think vertically, and think logically. The best ideas will always come from groups working for the common goal. Give your group as much opportunity to be creative by listening twice as much as speaking. Do this as informally as possible and get past situations into the open. You can then draw on the past successes and take them a step further with the challenge of today.

### 6. Look at each task as a challenge.

If you look at a problem simply as a "problem" then these negative thoughts can almost act as a barrier to its resolution. Now if we turn the coin over and look at it from the other side (using our example in step 1) we can look at the trip from wherever we are to New York as an adventurous challenge. It is simply by this method that we have more positive thoughts within our mind and are more likely to enjoy us along the way presented with an interesting challenge as opposed to a potentially difficult problem.

Another alternative is to look at the goal and how happy you will be when you arrive at the solution.

### 7. Turn the Challenge or Problem into a catchy expression.

Present the challenge as a catchphrase. Using our same example: 'Frankfurt Or Bust' (Hmmm!! This one's a bit old) 'Europe For The Summer' 'Dream Trip Of A Lifetime' 'The European Cultural Experience' 'Tomorrow travel at 250kmh legally' Doing this will give everyone an idea of the benefits associated with the attainment of the

problem at hand. It puts them in the situation that they are already there. It's so much easier to get there with a popular vision on the mind.

### 8. Day dream! Let your subconscious work for you.

It's no strange coincidence that during the time you drive along staring out the window, sleep in your bed, undertake your daily duties at work or anything for that matter your sub-conscious continues to work for you. How often have you been doing something totally unrelated and then suddenly an idea snaps into your mind? Sometimes if you try too hard to solve something you end up with nothing short of major frustration. So, as the expression goes "chill out", have a break and sleep on it. You may be surprised at how successful switching off can be.

### 9. Alter your routine regularly.

Have you ever noticed how easily we accumulate habits. Many habits can actually stifle your creativity. To continue generating healthy ideas to better our work, our surroundings, our family etc we must continually be looking for "newness". Familiarity is very good in that it makes us feel very secure. It is this very security that closes our mind to change and restricts our creative abilities.

Take the bus or the train across town or maybe even just a different route from time to time, broaden your job responsibilities, take on another sport or leisure activity and meet some different people with a different outlook.

You will be quietly surprised at how much positive energy you will get from doing things differently.

### 10. Carry a notepad.

A pen with a pocket size pad is brilliant as you can capture every idea that comes to you. It's absolutely useless to say "I'll write it down later" as the chances are very slim that you will. Grab your ideas while they are fresh. Capture them, preserve them, and apply them.



# Powerful Ideas and Success

*By James Allen*

“Cause and effect are as absolute and undeviating in the hidden realm of thought as in the world of visible and material things.”

We remember from science class Newton’s physical law that “every action creates an equal and opposite reaction.” Or, every cause has an effect. And because it is a law, it is absolute and undeviating - it always happens - in every circumstance, under every condition.

James Allen says the same law that applies in the physical also applies in the world of thought. Every effect must have an originating cause. Our life does not develop as a result of chance, but as a result of causes.

In the thought world, a thought (the cause) creates a feeling (the effect). Feelings can eventually materialize in

the physical world because they create actions or behavior. These actions cause results or outcomes, and thus our life goes.

When we say a person “looks worried”, what has taken place? A negative thought of some kind (the cause) triggered a feeling of worry (the effect) that materialized in the physical world through the person’s facial actions. Those feelings may also materialize in other ways. For instance, by increased blood pressure or nausea. All of these “effects” originated from the original cause, which was a thought.

Dr. Wayne Dyer writes that “all of our behavior results from the thoughts that preceded it...so the thing to work on is not your behavior but the thing that caused your behavior, your thoughts.”

That was so liberating to me because I

was so frustrated in trying to change the behaviors that I knew were causing the pain in my life. But I had been working on the wrong thing.

We cannot change anything in our life without first changing the originating cause. And everything in our life originates in our thoughts.

As Jim Rohn says, “If the idea of having to change ourselves makes us uncomfortable, we can remain as we are. We can choose rest over labor, entertainment over education, delusion over truth, and doubt over confidence. The choices are ours to make. But while we curse the effect, we continue to nourish the cause.”

And that’s worth thinking about.

*“Great thinkers have always encountered violent opposition from mediocre minds”*

*--Albert Einstein*

# Mastermind the Group for Success

## Two Heads Are Better Than One

By Walter Sanford



It seems to have started in Napoleon Hills' book *Think and Grow Rich*, and has grown in every segment of free-world productivity. "Masterminds": the magic of a group of creative-thinking people working together to discover new methods for solving old problems. In the early 1990s, I put on what was called the "Mastermind Series", where I would hire business and performance gurus (such as Tony Robbins, Depak Chopra, Harvey McKay, Steven Covey, Lou Holtz, and other great minds) to apply their lessons to higher productivity real estate. From

this initial start, many groups formed to further the experience they received at my seminars, and to take the lessons home to their clients and to their bottom line. Through these discoveries, I have been able to meet and mentor with my peers and students with regard to what makes an effective experience at a Mastermind group.

First of all, let me bring up possibly the only negative to a Mastermind group: they don't work on a local basis. Yes it's true! Top real estate agents like to guard their most creative insights and ideas, and are very reluctant to

share them with local competition. It is for this reason that a local Mastermind group seldom accomplishes its goals of creative solutions to common problems. Therefore, if you are thinking that it's much easier to put together a group of people on a local basis, which it is, its effectiveness will not be worth the effort. So let's keep the local groups for marketing, and set up our Masterminds under the following guidelines. Here are my thoughts and suggestions on putting together a group that will make a difference in your life, your career, and your client's results.

1. The interaction methods do not matter that much. Whether your group meets in person, by way of chat rooms on the Internet, the telephone, or video conferencing, the results seem to be the same. The delivery methods do not matter, except that a personal interchange obviously nets the highest amount of results because of the efficiency in the fast interchange of communication.
2. Before the end of your Mastermind meeting, an agenda for the next meeting should always be confirmed. Therefore, time before the next meeting can be used for a thoughtful evaluation of that meeting's goal.
3. Everyone involved with the meeting does not have to be in real estate. Sometimes the most creative solutions come from other business people in outside industries.
4. There should always be one monitor elected at any meeting. That person makes sure the meeting stays on agenda, the subject agreed upon is not wavered from, and people who believe they have more important solutions can be managed. It's also important that this monitor encourages people who do not participate.
5. Non-participation is a real problem for me. In fact, if someone belongs to a Mastermind group without submitting important ideas, the existing members may limit that person's future attendance.
6. Any new members included into the group should have unanimous endorsement by the members. This rule should not be broken.
7. Depending on the form of interaction, membership should be held to approximately ten people. I have seen very few successful groups with more than ten people.
8. It's always helpful to have real estate agents from some of the most popular referral cities to the city that you operate in, thereby maximizing the amount of referrals among the members of this Mastermind group.
9. There are no wrong or silly suggestions.

It is up to the monitor to make sure that no one is made to feel inadequate. I have been in many Mastermind groups where some of the members were superstar mega-producers, and it is easy to be made to feel like you are not on the same level. However, I have seen many superstar productivity levels increased by ideas from lesser-producing agents.

10. Be available for your members between the meetings. It is always nice to receive (and to know you can receive) support from your members even when the appointed time for meetings may be weeks off.

11. Most 10-agent Mastermind groups still spend the money to travel and see each other approximately every quarter, with other meetings scheduled by way of teleconferencing or video conferencing and the Internet for more frequent schedules. These top agent Mastermind groups find that the expensive travel is well worth the results of face-to-face solutions.

12. There should be a designated note-taker / transcriber at these meetings so that there will be no missed ideas when the event is done and the review process starts.

13. No assistants allowed. Yes, we know you love them and you're all family, but the bottom line is that you still have an employer/employee relationship, and there are just things that employees shouldn't hear when employers get together to talk.

14. You can find your future Mastermind members from your franchise referral directories, CRS referral directories, national conventions, or even by approaching real estate agents of state or regional fame. You will be surprised at how many top agents do not currently belong to Mastermind groups, and therefore may very much want to join yours.

15. Make sure the topics discussed are held to three to five. I have never found more than five topics discussed to be in-depth enough to be of importance

to me. And furthermore, since everyone has been notified of the topics up front, everyone should bring enough copies of support material to hand out to everyone else. Remember that many top agents travel thousands of miles to attend the Mastermind meeting, and therefore these meetings must be as valuable as possible.

16. Guest speakers are always a nice change of pace and should be agreed upon by the members. Possibly a copy of that speaker's book, cassette, or video may be appropriate for handing out prior to the decision being made.

I have had the great fortune of being involved with, starting, participating in, and profiting from a Mastermind group for the last 15 years. I can name many successful systems and ideas that I have implemented, and the good feeling for sharing some of my ideas with my members. In fact, I can trace many of my business relationships to people who were in some of my early Mastermind groups.

The next step, should you decide to put together a group of top producing real estate agents, is simply to get on the phone with some people in some other cities and agree upon a date and location for an initial meeting. Usually the best spot will be a service-oriented hotel that will rent a conference room with video and Internet access. The cost of the event can be collected on the day, and lunch is always a nice addition. You will find your business will grow because of the ideas that you will want to implement and even be held accountable for by the group, and maybe, more importantly, you will see a life grow by the new friendships you make.

If you have any questions, please do not hesitate to give my offices or myself a call.

Walter Sanford is a top producing real estate agent and speaker.

# Ideas Lead the Way To Success

By Richard Vegas

... interface builds brand loyalty.  
... message onto the mind of your customer.  
... are compelling, emotionally reactive and above all.

... defining the goals of the project  
... es and scope  
... ntation and style guide

It has been said that, if you invest one percent of your time in study, thinking, and planning, you will make an amazing difference in the speed with which you reach your goals.

Every day has 1,440 minutes in it. Invest one percent of that time every day in study, thinking, and planning, and you will be amazed at what those fourteen minutes can do for you.

Developing this daily habit will bring you ideas and solutions not just when you are in your study time, but almost anywhere. You could be walking down the street, or giving a speech. You could be singing in the shower or cleaning a dirty diaper. (Yuk!)

Now, pay attention: "Goals" are not wishes. Wings don't belong on bullfrogs, and beggars can't be choosers. And, you are not going to achieve your goals by wishes or begging, or lying around and licking your wounds. Goals are accomplished by taking the bull by the horn and wrestling that rascal to the ground.

How do you do that? There are three things you need to do:

- 1 Write the goal down.
- 2 Aim your sights high.
- 3 Create a deadline.

Writing the goal down gives it purpose and clarity. You've got to know what you're going after, or else how will you know if you ever get it? Writing the goal down also will make an impression on your memory. As an idea comes to our minds that we have an interest in, we tend to analyze the thought with our "thinker cap", and determine whether we can achieve it. If the idea has merit, we continue to analyze until we either find ourselves blowing and going like a locomotive, or fizzling out like a wet fuse. You will always find yourself pursuing energetically something that has made an indelible impression on your mind.

If it hasn't made that kind of impression, then you will not find the kind of fire in

your desire that you need to go for broke. Your goals will still be like that stupid bullfrog that wishes he had wings. Now, obviously, going broke is not what you want to happen. But, the attitude is what is important.

Aim your sights high. It takes no more effort to aim high and accept prosperity, abundance, peace, health, and life than it does to settle for misery and poverty and small potatoes. Now, no one has ever achieved one hundred percent of all their goals. But, why settle for a pig in a poke? The problem comes where we aim so low that we accomplish that goal with relative ease and then, when the goal is accomplished, we realize all we got was this great looking slick bullfrog, but the sucker's got no wings. Now, at that moment, we're not thinking, "Now wait a minute! This sucker doesn't fly because I set my sights so low that I became over confident, and reeled that bad boy in like a pro." Instead, our great accomplishment just doesn't seem to satisfy, and something seems lacking.

It is a lot better to shoot for the stars and miss them half way, than to shoot for the ceiling and miss it half way. There seems to be a direct relationship between how easily we can accomplish our goals and the mental power (attitude) propelling the motivation. If you're not expending considerable energy -- mental, emotional, physical -- to reach the stars, then it ain't the stars you're reaching for. You might as well be reaching for a clouded crystal ball and reciting, "Twinkle, twinkle, little star, how I wonder what you are." (Raspberry...!) The stars don't give themselves easily to anyone. When you set your sights for the stars, you will subconsciously increase the amount of effort that you apply. You have too. The higher the goal, the more your reason (logic) will tell you to be objective and honest with yourself. It will become mandatory that you expend enough effort to move your mountain. So you

will set a series of steps that have to be reached in order to go to the next level or higher position. Goals are never reached, no matter how high or low, in one step. And each level that we find ourselves having reached, we gain a little more confidence and head for the next level.

Ask yourself this question: "Where will you be and what will you be doing ten years from now if you keep doing what you are doing right now?" This is the importance of setting a deadline for the goal. When you write your goal, you will specify the time limit for achieving it. This gives finality to it. Keep this in mind. Always be aggressive in asking life for more than what you really want. Ask for more than what you think you're worth. Why should I do that? Because, people have a tendency to meet the demands and expectations that are placed upon them within their time constraints.

After you rise to the occasion and present the prize to yourself, the next time you set out to accomplish a goal you will be mentally prepared to grab the whole enchilada, take a licking and keep on ticking. It will be very beneficial if you outline the goal from beginning to end. Just don't try to answer every question at the very beginning. This is sometimes not possible. We don't always know all the answers when first starting out. This is why fear sometimes will hold us back. But fear is never a friend to your goals. And, besides, the devil you know is better than the devil you don't.

It is so important for you to take action on the goal and start moving towards it one step at a time. And keep moving and keep moving. It won't move closer to you unless you're moving closer to it. And, if you let the pony die, the ride is over.

Richard Vegas is a popular recording artist and Internet marketing professional. Contact Richard: support@1-work-at-home

# The Mind Matters

By Robin S. Sharma

I heard this story from my friend, a high school gym teacher and sports coach. In listening, I couldn't help but think that he had caught on to a special insight. See if you don't agree.

I was coaching girls' track in a suburban high school. There was a young discus thrower on the team who had tremendous but unreached potential. At the end of our workout the Friday before the Monday district track meet, this discus thrower, we'll call her Jane in this story, came to me and asked if she could come to the school on Sunday after lunch for a little extra workout. I said, "Sure." We would meet at 1:00 and go through a 40 to 45-minute workout.

I knew why Jane wanted the extra fine tuning. The year before, she had placed second in the discus at the district meet, and narrowly missed going to the provincials. Her throws in competition had always been between 106' 1" and 110' 10". Very consistent. Very good for so young. But, something began to bother me. Something that I didn't know how to address. What bothered me was why this young athlete couldn't seem to get the discus two more inches to 111 feet? Only two more little inches...why? I began to wonder if it was more a psychological barrier rather than a physical one. But what to do about it? I had encouraged the socks off that girl that year...110' 10" was the best she could do...twice!

I decided to try something I had never done to one of my athletes before. I decided to deceive Jane. I decided to LIE! Jane went through her usual drills. Then, I said, "Why don't you throw five or six good ones for me to measure?" She agreed and proceeded to let some good throws rip, but none were farther than what she had already thrown. As we measured them I made sure Jane had the "zero" end of the measuring tape. As I was walking toward the final one I yelled out to her, "I really think this one is farther!"

It wasn't. It was around 110' 6". But, it was now or never. I still had the tape between my thumb and index finger as

I jumped up, pumped my fist into the air, and screamed out, "You've got to see this!!!"

Jane, thinking that this was a personal best, jumped wildly into the air in excitement. As she did, I pulled some more tape through my fingers. I had no idea how much. I just hoped it would be over 111 feet. When she looked at the tape, it was the first time I had, too. There it was, right at the end of my thumb, 112' 2"! Jane went crazy. I just hoped it would work.

The next afternoon, Jane won with a personal best toss of 114' 10"!!! Just



24 hours after I had "lied" to her. Just 24 hours after she had actually thrown 110' 6". But, now she had ACTUALLY thrown the discus four feet further than she had ever thrown it before.

Eleven days later we were at the field where the provincial discus event was to be held. It was a terrible weather day -- raining fairly heavily. The discus ring was wet. The officials even had to use towels to constantly dry it for the athletes. Jane came into the event with the eighth best throw in the districts. Her goals were simple: break the school record of 115' 1", and place in the top six to score at least one point for herself, her teammates, and the school. (Jane was the only qualifier

from our school that year.)

On her second throw in the preliminaries, she uncorked a toss like she had never had before. The discus sliced through the heavy, rainy air and splashed down. The officials marked it. Then, they measured it: 118' 1"! Amazing!!! But, the most amazing part of the story was that it held up...Jane won the provincial title by three inches!

But what changed in the 12 days from that Sunday afternoon, when I tricked her, until the provincial meet? Not her technique, not her workouts, not her strength level, not her build.

The entire change occurred between her ears and in her heart. She believed that she had broken through. She believed that she was better than 110' 10".

Much later, as I told Jane the story, her mouth dropped open further and further. When I finished, Jane got mad! That's right! She got mad at me and said, "I can't believe that you would lie to me like that." For a brief moment I felt bad. Then, I looked up at her. Looked her right in the eyes and said, "Jane, take one more look at that medal. Now you answer me this. Was I lying to you or were you lying to yourself for two years?"

I wonder how many people go through life lying to themselves about their potential and their ability to reach their dreams. I would venture a guess that 90 to 95 percent of us do. Most of us are like Jane. We set our own barriers in our minds. We lie to ourselves.

When someone tries to encourage us, we usually respond with some negative answer. Psychologist Shad Helmstetter says that 70 percent of our self talk is negative. (Self talk is what we say to ourselves about ourselves). I agree, and I know Jane would agree too.

Don't lie to yourself. Learn to take control of your mind. God gave each of us tremendous abilities and talents. I believe those talents are there to glorify Him. But, whether you believe that or not, don't lie to yourself.

Be the best possible you!



# The Mindset of Success

Hobbs Herder

To survive and succeed in today's changing environment, you need a plan and you need the mindset of success. How you view your career can make all the difference in the world. Our five-step strategy will help you adopt the business mentality that is critical to your success. The mindset: "Think Like a Business Owner, Not an Employee".

## Have a Business Plan

Most real estate agents would probably tell you that they already have a plan. But, a plan isn't really a plan unless it's written down. You need a well-thought out, strategic business plan committed in writing before you can do anything else.

Let's say you were opening a store or a restaurant and seeking a bank loan to help get it off the ground. The first thing the bank is going to ask for is to see your business plan. Yet almost no real estate agents have a written plan.

Planning is crucial in many ways. You need to set goals for yourself. You need a specific direction in which your business is headed. You need to know how you're going to get where you want to go. Without a plan, agents often

end up jumping from one strategy to another, and never making any real progress as a result.

Your plan should be comprehensive and include detailed information about your goals, your marketing plan, your business and servicing systems, and training. This is crucial to adopting and implementing your business mentality.

## Put Your Business Systems in Place

Any businessperson will tell you that trying to do everything is not a wise plan. When you spend time putting stamps on envelopes or answering every phone call, you are drastically under-utilizing your time and efforts. You are, in essence, performing an \$8-an-hour job, when your time is worth much more than that. This is where business systems come into play.

Running a business successfully means leveraging your time and delegating lower-dollar work to your staff or outside vendors, allowing you to focus on the truly important aspects of your career. You need to begin thinking of yourself as the president of your business, and delegate other tasks. Does the president of a company need

to know how the accounting programs work? Does the president need to know how to change the toner cartridge? Of course not. Neither do you.

We've found there are four primary reasons why many agents refuse to delegate tasks.

**1. Too Controlling** - You don't have to do it all. Once you learn to trust others to help you get where you want to go, you will get there a lot faster.

**2. Too Cheap** - It might be a cliché, but only because it's true: you have to spend money to make money.

**3. Lack of Understanding** - Some people simply do not understand the concept of leveraging their time. Tasks are divided into two categories, urgent and important. True growth is possible when you focus your efforts on the important and delegate the urgent to others.

**4. Path of Least Resistance** - For some agents, the only thing holding them back is themselves. They spend all of their time working on minutia and then convince themselves that they are busy. Don't fool yourself. You are only truly busy when you are meeting with clients regularly and doing dollar-productive work.

## Market Yourself!

Obviously, it doesn't matter how good your service plan is if no one knows who you are. Most successful businesses have ingrained themselves in the culture through powerful marketing campaigns. You need to do the same thing within your target market.

Whether or not you realize it, as an agent, your name is your brand. Your job is to build brand awareness through personal marketing. You need to develop a strategy for reaching your target market - either through direct mail, mass-media, or a mix of various methods - and then deliver a powerful, emotionally compelling message to prospective clients.

Your marketing plan needs to be a huge component in your overall business plan. If you do not have a written plan that includes a proven strategy for generating new business, you are really just hoping to be successful. You need to realize that your business is marketing, and act accordingly.

## Systematize Your Service

Agents often tell us that they just can't find enough hours in the day. When we take a closer look at what they're doing, however, the problem becomes crystal clear. They have no systematic approach to the way they serve their clients, so each day starts by figuring out what they should do for the remainder of that day. This is a prescription for failure.

The service you provide should be consistent and predictable for every client. What's your listing service plan? What's your buyer service plan? You need to devise these systems as step-by-step, written processes that get applied to each and every client you work with. That way, you never wonder what to do next. You just do whatever is next on your plan.

Create a schedule and delegate the tasks, to ensure that letters and marketing materials are mailed, e-mails are sent, and periodic phone calls are made on time. Not only will the consistency and follow-up impress your clients, it will allow you to focus your time in more dollar-productive, face-to-face work with clients.

## Training for the Long Run

Here's a good question to determine if you're adopting the right mindset for success. As a real estate agent, what skills do you need most to succeed?

If you said things like personal marketing, business building and planning, you're on the right track. Some of you probably answered that you need to know the floor plans of houses in your farm area, or that you

need to be a good negotiator. While those things may play a part in your business, they are not essential to your success.

Too many agents are technicians who allow themselves to be consumed by the minor tasks they need to perform, while missing the bigger picture. In truth, your ability to negotiate a contract or stage a home has absolutely nothing to do with building your business, and if those are the things you're focused on, your energy is being misplaced.

Look at any company and surely it has a plan for its future. That plan will include growth strategies and a budget for training. You need to make a similar commitment to your career. Your business plan needs to establish your training budget for the coming year and plan what, when, and where you will get that training. You need to become an expert marketer and a savvy businessperson. Taking advantage of training opportunities will make you more accountable to your career. More accountability means that you are operating more like a businessperson and less like an employee.

## Comparing Mindsets:

### Businessperson versus Employee

Implementing these five steps will not only completely change the way you do business, but it should bring a fresh, positive approach to your career. When you compare agents who treat their careers like a business with those who don't, many of the petty issues are not evident in those who treat their career like a business. They don't whine and complain about others not doing enough to help them. They don't bother themselves with in-office politics. They don't obsess over commission splits.

Instead, the agent who treats her career like a business recognizes that she is the only person ultimately responsible for her success. And she's doing something about it

# Ready, Set, Go!

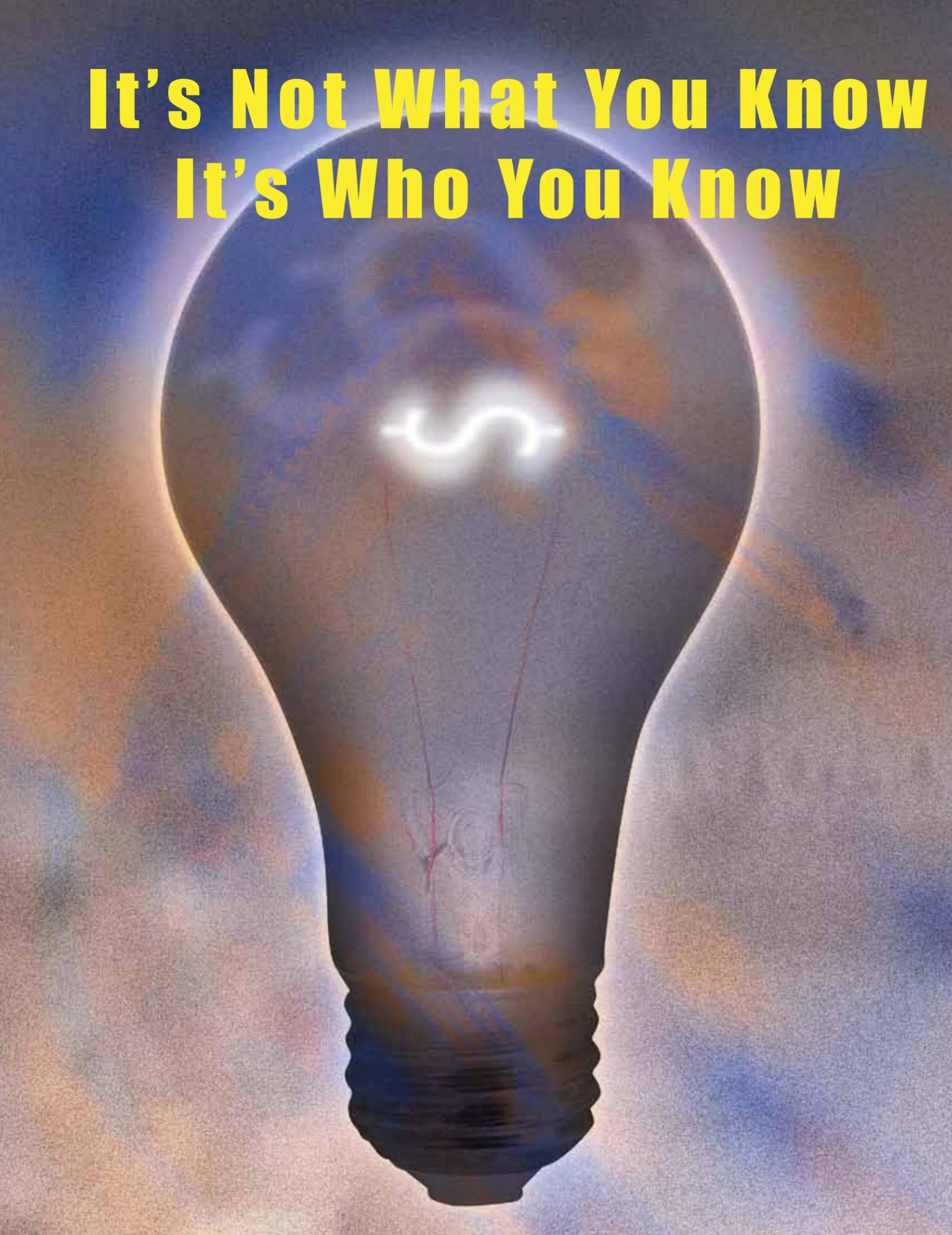


After Dwight Eisenhower won the Republican nomination for President from Robert Taft in 1952, a reporter asked Taft about the disappointment that he surely must have felt in setting a goal and not reaching it. Taft admitted, "My great goal was to become President of the United States in 1953." But then he added, "Instead, I became a senator from Ohio!"

Ultimately, Taft's goal was to be elected to a political office and to serve his nation as a representative of the people. And in that he succeeded. If he hadn't run for an office, however, he would never have been elected to one!

That's true for the accomplishment of any real goal in life. You've got to throw your hat into the ring and start pursuing your goal - campaign for its accomplishment the best you know how, thoroughly brief yourself on the issues that are important, set your sights and stay true to it, and maintain a positive attitude even in the face of serious opposition.

You can't cross the finish line if you never leave the starting blocks.



**It's Not What You Know  
It's Who You Know**

## **Tools to Remembering People's Names**

### **Systems Needed:**

- \* The Link Method
- \* The Roman Room Mnemonic

### **Using the Tools:**

Remembering people's names needs a slightly different approach from other memory systems. The techniques used, though, are quite simple:

#### **1. Face association**

Examine a person's face discretely when you are introduced. Try to find an unusual feature, whether ears, hairline, forehead, eyebrows, eyes, nose, mouth, chin, complexion, etc. Create an association between that

characteristic, the face, and the name in your mind. The association may be to link the person with someone else you know with the same name. Alternatively it may be to associate a rhyme or image of the name with the person's face or defining feature.

#### **2. Repetition**

When you are introduced, ask for the person to repeat their name. Use the name yourself as often as possible (without overdoing it!) If it is unusual, ask how it is spelled or where it comes from and, if appropriate, exchange cards. Keep in mind that the more often you hear and see the name, the more likely it is to sink in. Also, after

you have left that person's company, review the name in your mind several times. If you are particularly keen, you might decide to write it down and make notes.

### **Summary**

The methods suggested for remembering names are fairly simple and obvious, but are useful. Association either with images of a name or with other people can really help. Repetition and review help to confirm your memory. An important thing to stress is practice, and progressive improvement.

*People Don't Care About  
What You Know  
Until They Know That You Care*

A close-up photograph of a hand holding a glowing lightbulb. The lightbulb is the central focus, emitting a bright yellow and white light that creates a starburst effect with numerous rays radiating outwards. The hand is positioned at the bottom, with fingers gently gripping the base of the bulb. The background is a soft, out-of-focus gradient of light colors.

## Success Is Found In Simple Ideas

*The Person Who Knows  
“How” Will Always Have a Job.  
The Person Who Knows  
“Why” Will Always Be His Boss*

After Thomas Edison's fame had become international, he was advised to have scientists come to his lab and help him understand just why some of his inventions had worked. Edison didn't see much use for it but, being open-minded, he consented to the idea. As a result, a brilliant research scientist from Germany came to his lab to explain to him the principles behind some of his innovations.

Edison handed the man a globe that had been twisted into a gourd-like shape and said, “Give me the cubic content of this.”

Weeks passed, and eventually Edison sought out the man to ask him why he hadn't replied. The scientist began to give him a lengthy explanation about the difficulties of solving such a problem with higher mathematics. Edison then picked up the globe, took it over to a nearby sink, and filled it with water. He poured the water into a measuring tube, and holding up the tube he said, “This is the cubic content.”

The solutions to most problems are probably far simpler than we think they might be. They usually stem from an understanding of basic principles, the why's of life.

# Big Ideas Make for Real Success

**H**ave you ever noticed that some ideas are simple and yet universal, and that others are “big” ideas, that can help each of us evolve our lives to the next level... Both are important in life.

## **1. The more you learn, the more you learn.**

Learning is important to living and especially to growing. Keep constantly learning and learn from others what they know, so that you can constantly improve.

## **2. Ideas rock!**

Part of the desire to learn comes from a true love of ideas -- any idea, any shape or size. Take joy in hearing them, considering them, playing with them, and accepting them from any who would share.

## **3. Think Bigger.**

Challenge every idea and make it bigger. Push past your comfort zone into areas of true discovery by challenging yourself to take ideas to their largest end point possible.

## **4. Needs first. Wants second.**

True growth and change is not possible if underlying needs are not met, as personal growth is affected by our personal environment. It's important to meet your needs first before attempting to fulfill your long list of “wants”.

## **5. Self care is not self-ish.**

You can't take care of others, help them grow, learn, or nourish others, if you can't do that for yourself. Self care is important to success.

## **6. Ask Why? What? Who? When?**

## **Where? How? etc.**

Ask well placed perfect questions. Question assumptions, and ask the simple or the tough questions that need to be answered. Even when you think you have the answer, one more question might spur even more change.

## **7. Speak less, listen more.**

Listening more, talking less allows you to get to the real issues sooner, and will help you focus in on options you'd previously missed.

## **8. Giving is good.**

The best ideas, tools, and techniques give the most benefit when they are freely shared. It is possible to share one's knowledge and still be wealthy (in more ways than one).

## **9. Honesty counts.**

The idea of honesty, of holding nothing back, is much tougher than it sounds. When used skillfully, it's the idea that pays off in huge dividends.

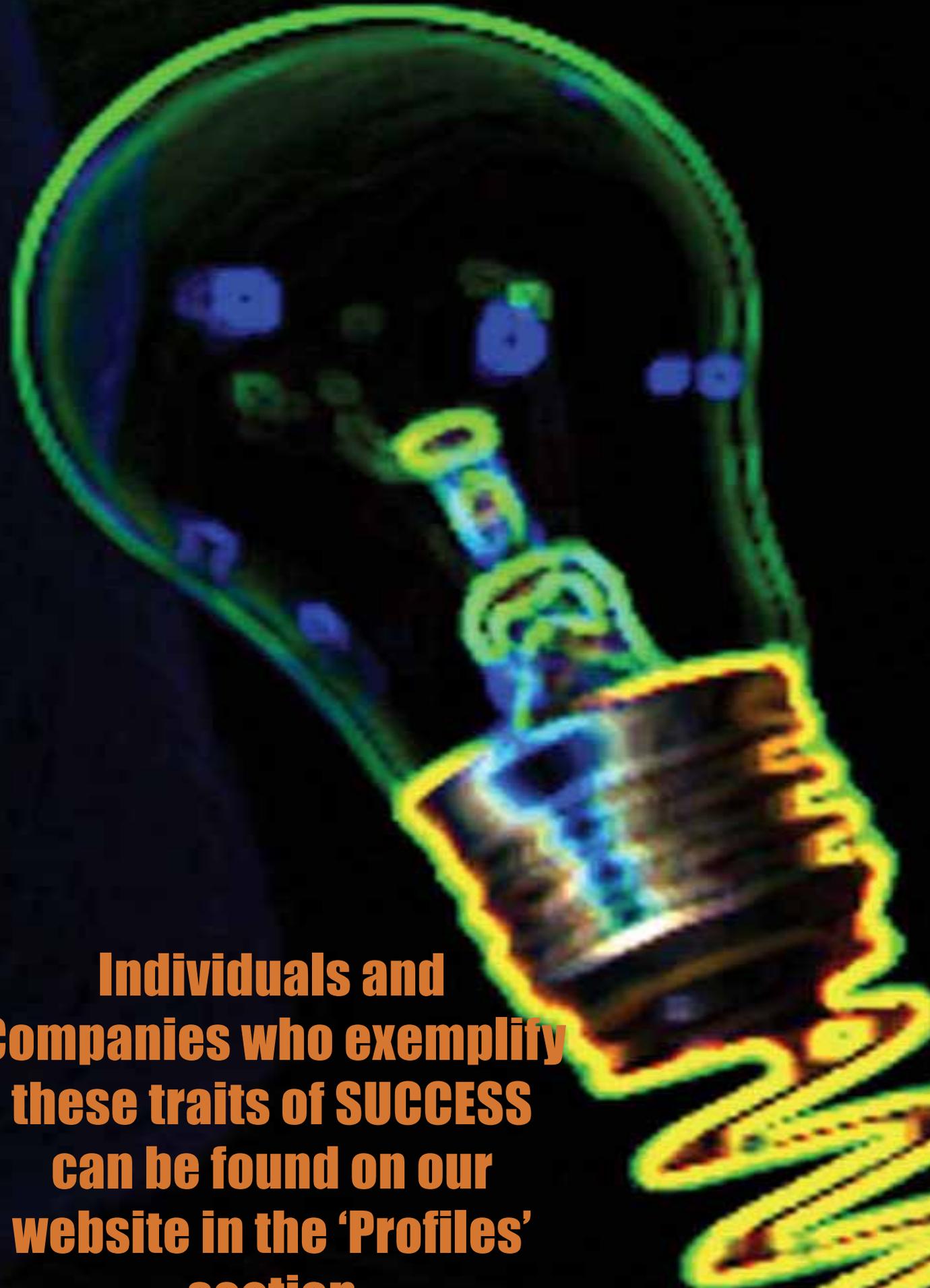
## **10. Perfect is possible.**

Know that the biggest idea, and perhaps the most hopeful and uplifting idea, is possible. It's not easy; it's not guaranteed; it's not necessarily everything YOU think it is, but it's possible ... if you're willing to take the chance!

**“He can generate the most words from the smallest idea of any man I ever met.”**

**— Abraham Lincoln**

*By Jim Gillespie*

A glowing lightbulb with a colorful, abstract pattern inside, symbolizing an idea or success. The lightbulb is the central focus, with a bright yellow and orange glow emanating from its base and a vibrant, multi-colored pattern (red, orange, yellow, green, blue, purple) inside the glass. The background is dark, making the lightbulb stand out.

**Individuals and  
Companies who exemplify  
these traits of SUCCESS  
can be found on our  
website in the 'Profiles'  
section**