

18 Steps to an Extra \$1,000,000

The title makes an outrageous claim. But what if it were true?

If the following 18 Steps did produce an extra Million Dollars in commissions for you in the next five years or less, would you follow them? Would you implement them into your business?

The answer should be a resounding YES! Unfortunately, most agents even when given a step by step process to follow... still will not follow it. Why? I wish I had the answer to that.

It reiterates what I tell my team over and over again: "There's a huge gap between what people CAN do and what people WILL do!"

So here's the 18 Steps to an Extra Million Dollars. I look forward to your feedback.

1. Have and utilize a CRM system. CRM stands for Client Relationship Manager. There are literally hundreds of options out there for you, like Top Producer, Realty Juggler, Wise Agent, Contactually, etc. The key is to actually use it daily in your business.
2. Talk to 15 people from your SOI each week.
3. Add 2 people to your Database each week.
4. Write 5 handwritten notes each week.
5. Send out a Printed monthly newsletter to your database.
6. Send one email (video preferred) monthly to your database with a market update, short story, funny quip or insight, trivia contest, etc.
7. Send one email monthly with a client testimonial/short story. Social proof and third party endorsements are as powerful a weapon as you can have in your arsenal.
8. Cards or calls. Send greeting cards or make phone calls to your database for New Years, Spring, 4th of July, Thanksgiving, and their birthdays.
9. Complete the 16 page Real Estate Good Life Business Assessment Questionnaire.
10. Complete the 13 page Real Estate Good Life Goal Setting Extravaganza.
11. Sign and commit to the Declaration of Greatness.
12. Read 4 pages from a book every day (translates to six books a year).
13. Journal 5 minutes a day 2 days a week.
14. Peaceful Mind 10 minutes a day, 5 days a week.
15. Gratitude Every Night ("I am grateful/thankful for...").
16. Good Fortune every night (picture someone as you lie in bed each night and say to yourself, "I wish you good fortune." or "I wish you the best.")
17. Complete the Perfect Day worksheet.
18. Track 3 Habits daily 4 days a week.

Imagine the difference you will make in your life and your business with these relatively simple steps.