

FOCUS



In this month's spotlight of the importance of **FOCUS** - I share with you a conversation I had with Inner Circle Member Fred Dorsey.

The conversation is **not** an example of focus.

In fact, it's an example of squirrel chasing and addiction.

Fred is an **addict**. I am an **addict**. You are an **addict**.

Real estate agents are essentially addicted to: new opportunities, new ideas, new lead magnets, and magical unicorns.

As we approach the Good Life, one of our super powers (self-awareness) **MUST** be the hyper-awareness of our design flaws. Flaws in our decision-making, choices, and self-management.

For instance, here's a picture of me (this morning) trying to **FINALLY** sit down and outline, write, and construct this issue of the newsletter. Painfully.



Hopefully, in our time together, I am making it perfectly clear that I battle the same demons as you. I'm not a guru perched atop the soapbox. This is the real me, making confessions, and working alongside you as we both take strides toward the Good Life.

In January, we'll feature the Monster. We both know him or her. The Monster leverages diabolical tactics to keep us from our personal greatness.

One of his most lethal tactics is what Napoleon Hill called the "Drift" or "Drifting". In other words, distraction. Which is the opposite of Focus.

You know as well as I do - Distraction (squirrels, shiny objects, yet another idea) is paralyzing. Almost a comedy routine if watched from the proper perspective.

The conversation with Fred Dorsey is at times painful. Painful, because I am Fred. You are Fred. Listen carefully to the conversation and ask yourself, "Do I do this?"

Yes.

My achilles is not the lack of ideas. My achilles is too many ideas.

Now that I'm beginning to (finally) evolve as a human being, the recognition of the Monster and his diabolical tactics - are, at times, obvious.

Inside of this recognition I MUST REMIND MYSELF, "Focus Bart, focus."

I try to think of it this way - with whatever it is I'm trying to accomplish (specifically). For instance, this edition of the newsletter.

This is what I think about:

Take action.

You've got to do something.

Just start.

From wherever you're currently at.

As best you can.

Move forward.

To put it another way, let's say you don't like the interior of your house (like the time my Bride turned our formal dining room - that nobody dined in - into a sitting room - that nobody sits in).

You don't like the wall color. You don't like the carpeting, the pictures on the wall, the lamps, couch, tables, etc.

If you wait until you can make it exactly how you want it, in one fell swoop, you may never change anything.

You'll get there much faster by taking a first step. Any step. Whatever that step is, as long as it's forward. And then take another, and another. Paint the walls. Pick up a new couch. Next month, new lamps. And so on.

When you listen to the conversation with Fred, you'll notice a theme. A theme necessary for the Good Life. A theme necessary in building a lovable business. The drum I beat constantly.

You'll recognize it. Fred recognizes it. And yet, the Monster prevents him from doing it.

Get.

And then, stay. (Impossible)

Focused.

Now please listen to and enjoy my conversation with Good Life Member, Fred Dorsey.