

# **The 10 Commandments of Real Estate Sales Success**

By Bart Vickrey

A step-by-step **blueprint** to an incredible career in real estate sales!

Out of every 100 Real Estate Agent careers:

**1** will retire **Wealthy**  
**4** Financially **Secure**  
**36** will be **Dead**  
**59** will be Dead **Broke!**

Follow the *checklist* you find in this book to GUARANTEE your place in the **Top 1%**.

Real estate sales is **THE Greatest Small Business Opportunity in the World!** There is an unbelievably low barrier of entry, very little in start-up costs (compared to most all other businesses)... and if you apply the **10 Commandments Checklist**... you are Guaranteed a Profit in your first year... and a vault full of money in your career... whereas, most all other businesses take at least two years or more to see a profit... and that is only for the 5% of all small businesses that survive until the end of year two (because 95% Fail).

The unfortunate reality is that most all people that get a real estate license **FAIL** at this business. The staggering statistics show that **81%** of all people that enter the real estate sales business will **fail** within their first two years!!! Even more mind blowing is that of the 19% of agents that "make it", only 5% of them go on to truly successful careers. The rest struggle day in and day out, year in and year out just to scrape by with a meager living and existence.

The problem is that most all real estate franchise models are set up to recruit agents... not produce **successful agents**. The current real estate franchise model has Nothing to do with selling real estate... it's all about attracting agents, then hoping and praying that some of them somehow figure out how to sell real estate.

Now, I'm not bashing franchises... in fact, I have been with both Century 21 and RE/Max... and I love Keller Williams, but I have been an independent for many years now... and **I love it**. My point is, it's up to you to become successful in real estate sales. Don't rely on, or blame your company, or your Broker. You must be willing to seek programs, training, seminars, and coaching... and then actually **apply** some of what you've learned in order to be successful in this business.

## **And You Are in Luck!**

**I'm about to give you a step-by-step - A to Z - blueprint and system that will GUARANTEE your success!**

**All you have to do is follow it ... and apply it!**

In real estate, you are either producing **RESULTS** or making **EXCUSES**... it's up to you!

What is our objective? Let me break this down simply, with an overall theory. . .

- You are either marketing to people about buying or selling real estate,  
• or You are NOT.
- You are either talking to people about buying or selling real estate,  
• or You are NOT.
- You are either selling homes,  
• or You are NOT
- You are either building an actual real estate sales business,  
• or You are NOT.

It's that simple! You are either getting results or making excuses.

I am going to show you exactly how to do all of the above! This whole program is FOOL-PROOF, if applied. It is simple to apply... if taken Step-by-Step.

I will provide for you the step-by-step process involved. A checklist to follow. Follow it and you are Guaranteed Success... not maybe... not hopefully... Guaranteed! You and I will go through ***The 10 Commandments of Real Estate Sales Success...*** one by one.

**Commandment #1** is... drumroll please... **YOU!**

You are commandment #1. You are the most overwhelmingly important and crucial piece to your real estate success puzzle. It may not be what you want to hear, but it is the absolute unadulterated truth!

Tony Robbins says, "Business is 80% Psychology and 20% Strategies and Tactics." The real estate sales business is no different! 80% of the success you will experience in this business will be derived directly from you. Your mindset, your psychology, your fears, and your limiting beliefs. We must first recognize this fact, and then work tirelessly and continuously at improving "***it***"... at improving yourself.

We will take a deep dive into the topic of **YOU**, break down the three Pillars of a successful You... which are **Goals**, **Mindset**, and **Choices**. Apply these 3 Pillars to your life... and it will never be the same.

**Commandment #2** is... **Leads**. And next to You, Leads are the most critical and fundamental aspect of your business. In fact, the business we are actually in, is really the lead generation business. You can be the Master of negotiation, the King of the contracts, and be the most Likeable guy in town... but if you don't have leads... you go out of business!

You and I will dissect the 3 Pillars of Leads, which are:

**Pillar 1: Lead Generation:** As a bonus I've thrown in another whole book at the end of this book called, "The 10 Commandments of Real Estate Lead Generation."

You will install and implement these Lead Generation Pillars into your business, one at a time. And once you do - You will **NEVER** ever have a lead generation problem again! In fact, you will have an abundance of leads.

An abundance of leads... leads us to Pillar 2 of *Leads*.

**Pillar 2: Lead Conversion.** You must be good at lead conversion, or there is really no point in generating a bunch of leads in the first place!

You will become a master at lead conversion, which is actually quite simple once you get into the science and psychology of it. We will break it all down for you and you will become an expert at it... you will become a lead conversion Jedi!

**Pillar 3: Lead Management.** The 3rd Pillar of *Leads*, is Lead Management.

Lead management is probably the secret to real estate success. It is certainly a clear path to riches for you, once you've mastered it!

Inside lead management, is follow up. And as they say, "the fortune is in the follow up!"

As you master lead generation, a pipeline of business will be created - inside of this pipeline, leads will convert at different rates. Some will convert immediately, and be ready to buy or sell now. Others will take more time, some a long time. But all too often the medium to long range prospects fall by the wayside... due to poor lead management.

If you are not using a CRM (client relationship manager) system to manage your leads, sphere of influence, and database... you are truly missing the boat to massive profitability in this business. You will become a true expert in lead management.

**Commandment #3: Systems.**

We have discussed **YOU** as the most important element of real estate success. We have discussed **Leads**, as the fuel that flies your Real Estate Rocket Ship, now in the 3rd Commandment we discuss the most fundamental component of the Real Estate Good Life... and that is ***Systems.***

If you don't have Systems in your business, operating automatically, predictably, and reliably... then you don't have a business. And as they say, "most all small businesses don't work, the owners do." Together we will build systems in your business that work. Systems that work, so you don't have to! You are going to have a *real* business when you are done with this program, a business that operates predictably, reliably, and most importantly... a business that operates profitably.

The difference between a business that Runs you, and having Systems that run your business... is like the difference between a loaf of bread... and Sliced bread! Systems in your business, IS the best thing since sliced bread!

**Commandments 4 through 10** are just as powerful as the first three we just previewed.

You will be given the keys to the castle! **The 10 Commandments of Real Estate Sales Success** will be a phenomenal boon to your life and your real estate business.

But the Commandments are just the beginning! They are just laying the groundwork, the foundation for your incredible life and career. The Commandments are just the Countdown to the flight that you are about to go on... the countdown to the release of the catapult that will launch you into stratospheric success and riches in the real estate business.

In order to reach the stratosphere of success in this business we've built you a Rocket Ship!

The Real Estate Rocket Ship! Once you climb aboard, your business and your life will become completely unrecognizable to you, your friends, your family members, and especially the drool-dripping onlookers... called your Competition!

So, who am I and why and how did I put this program together???

My name is Bart Vickrey and I am a real estate agent in Valparaiso, IN. Valparaiso is located in Northwest Indiana, about 50 minutes from downtown Chicago. I got my real estate license in 1998. I started practicing full-time on January 10th 2000. I worked virtually around the clock my first year and only sold 17 homes. Now maybe 17 homes sounds like a lot considering the average real estate agent only sells 8 homes a year! But I didn't get into the business to be average... and I certainly didn't get into the business to work around the clock 7 days a week to barely scratch out a living!

In October of 2000, I was on vacation with my Bride, 14 month old daughter, mother-in-law, and my Mother. One morning we were all walking along the beautiful white sand beaches along the edge of the Atlantic Ocean. The sun was warm on my face and the fresh sea breeze was incredibly refreshing. As we walked along the beach, I trailed behind on my lousy cell phone. I was on the phone trying to keep one lousy deal together. Why, you ask? Because I **HAD to** keep that one lousy deal together. I was broke and could not afford for even One Lousy Deal to fall apart.

There I was on vacation with the 4 most important people in my life... and I was working... I was stressed, had knots in my stomach, and worst of all, we were completely broke!

I thought to myself, "there's got to be a better way!" There's got to be a better way to sell real estate... aside from working around the clock, answering the phone at all hours of the day and night, feeling like a slave to my clients schedules and whims... there's got to be a better way.

Later that afternoon, we were all at a used book store browsing around. Out of the corner of my eye, I see this little book with an interesting title... Think and Grow Rich. I pick up the book and read the first few pages, I had to have it! It cost me \$2, and it changed my life forever!

Over the course of my career, leading up to where we are today, (I still sell real estate for a living, by the way)... I have worked at building an actual business. A business that served me and my family... not a business that I served.

I want to share with you now the whole enchilada! My entire business model, systems, thoughts, processes, scripts, marketing material, tracking sheets, financial reports, everything!

**Most importantly I want to share with you my STRATEGIES and TACTICS.**

**Strategies** are the **WHY** - and **Tactics** are the **WHAT**.

So, I will give you Tactics but please recognize that you must also leave with **Strategy**.

Over the years, I've added and tweaked strategies. Each time the strategy changed... the result followed. When I hired my first assistant in 2002, it changed everything. My production nearly doubled within the first 12 months.

In 2003, when I hired my first buyer's agent, everything changed again. The number of hours worked and the amount of frustration experienced, both reduced dramatically.

In 2005, I added another staff member and two more buyer's agents... again, things changed for the better. Each time the Strategy changed, or was tweaked. Late in 2012, I made a radical change to my strategy. In October of that year, I decided to operate as the CEO of my business.

Once I DECIDED to operate as a "CEO"... everything changed! I went from working around the clock and being stressed way too often... to working an average of 9 hours a week... and selling more homes

than I ever had before!!! Last Year, my team and I sold 151 Homes and I worked NO Evenings, NO Weekends, and NO Fridays!

Not make-believe, Not fiction, Not Unicorns and Mermaids. Not information from 1991. Not from someone that practiced real estate back in the early 80's. NO. This is real, this system is active and in use as we speak. This is from a real estate agent selling homes today. This system will radically change your life. Not maybe, not hopefully... for sure, Guaranteed!

As Tony Robbins says, "It is in your moments of Decision, that your Destiny is changed!"

It was that moment of deciding there had to be a better way... that lead to this. So please enjoy, feel free to ask me as many questions as you'd like.

You can get all of the exact material that I use in my business that will be discussed in this book at [www.recommandments.com](http://www.recommandments.com).

The beginning of the book starts with the Chapter 1 The Dreaming Room. It is all about Strategy. Please open your mind and allow yourself the **opportunity to dream**. To believe that you Can have the business that you Choose and the lifestyle that you Want... all you have to do is... well, read the book and find out!

So read the Overview, allow yourself to enter what Walt Disney called the Dreaming Room.

Read the first Commandment: YOU... from start to finish.

At the end of the First Commandment will be an opportunity to have all of my business delivered to you in a beautiful box. A box filled with 12 Audio CD's breaking down step for step How to Build the Life and Business of your dreams. You will also get 2 Binders stuffed full of the Business Building Blueprint and copies of EVERYTHING that I have and use in my business!

All of the scripts, marketing material, ads, sales letters, postcards, pre-list packets, listing presentation, newsletters, hand written notes, holiday cards, tracking sheets, financial reports, lists of business vendors, etc, etc, and so on!

I call it the Real Estate Good Life *Business Blueprint!*

If you'd like to check it out directly right now you can goto [www.recommandments.com](http://www.recommandments.com)

So please enjoy the Overview and the First Commandment now... and feel free to contact me at anytime directly at 219-531-1111 or email, [bart@bartshouses.com](mailto:bart@bartshouses.com).

## **The 10 Commandments of Real Estate Sales Success**

### **Chapter 1 The Dreaming Room**

Today I am going to challenge you. Today I am going to say things that might be hard for you to believe. Today I am going to make a point, a point that you have likely thought of many times in your career, a thought that you have likely had **over and over and over** again in your mind as you work hard at selling real estate.

The point and the thought is that "there's got to be a better way." There has got to be a better way for me to do this. I have a better way. A **way** better way. A way that may be hard for you to believe... at first. If you apply what you are about to read to your business... I can make you a guarantee...

I can guarantee you... that if you apply my strategies to your business, you will do twice the business with half the effort. Twice the money in only half the hours worked. Not wishful thinking. Not **show ponies** and **unicorns**. Certain. Guaranteed. 2 times... half the time.

Twice the business in half the effort. Twice the money with half the hours. Certain. Guaranteed.

You will likely need to read this book a couple of times for it to truly sink in.

I'm here to talk about a revolution. A revolution in the way you think about selling real estate. A revolution in the way you think about the operation of your real estate business. I hope that you do think of what you do as a business. But I am highly certain that almost everyone reading this does not have a business. You have a practice. A practice that relies on you. A practice that relies on you is not a business.

I will be sharing with you exactly how to build a business. A business that operates without you working directly **in it**. We are talking about a revolution.

Many of you will not get it. Many of you will not believe it. Many of you will roll your eyes... close this book... grunt... and throw this in the trash. You will continue to operate as you do today. As you did in the past. Never changing. Never understanding, or even imagining that there is a better way.

For the rest of you... you will need to use your imagination. You will need to let go of the present and forget the past... and envision the future of your real estate business. A business that will operate efficiently and very profitably without you working in the business.

We are talking about a revolution.

The exciting news is that every single person reading this has the capability of doing what I am going to describe to you today. Every single one of you has the ability to take a leap into the unknown into the future... to the degree, and only to the degree, to which you are willing to let go of the past.

See, the average real estate agent wears many hats... as you already know. The average agent operates as **Secretary, Salesperson, and Owner**. Most spend the majority their time as Secretary and Salesperson... and very little, if any, as Owner. Today you must think only as the Owner, the CEO, the entrepreneur. All of you have the CEO, the Owner, the Entrepreneur inside of you. But you rarely let this person up for any air.

You spend your time creating flyers, delivering flyers, copying keys, measuring rooms, putting in listings, checking tax records, taking pictures, preparing net sheets, ordering title work, installing lock boxes, setting up showings, giving feedback, delivering earnest money, and some of you even make prospecting calls.

This is what the average agent does every day. It's called working **in** your business, and if you want to make more money you just work more hours... doing more **in** your business. The Secretary and the Salesperson loves working in your business, but not the CEO, not the Owner, not the Entrepreneur. The CEO wants to work on the business. The CEO wants to talk strategy, not tactics. The CEO wants to build systems not make flyers.

Now I'm no genius. I'm nobody special. I'm just somebody that continued to say to myself... there's got to be a better way.

As I mentioned before, everyone that is reading this book has the capability of building a business. A business that will act as a business. If your business relies on you to produce leads, to convert leads, to process sales... and cannot effectively do it without you... you do not have a business at all. You simply own a **job**. The unfortunate thing is that there is a huge gap between what people **can** do and what people **will** do.

Most people will never see this opportunity, most agents will never read this book, even if they are in possession of it. The reason most people will never see this opportunity is because they are too busy working for a living.

They are too busy doing it, doing it, doing it. Working, working, working. Never taking the time to seek the better way. Never allowing themselves to see the forest through the trees. All they see are the trees and they are armed only with a hand axe. Chopping, chopping, chopping...never even stopping to sharpen the axe. Never realizing that there are chainsaws available. Never realizing that there are woodsmen available armed with chainsaws to cut down the trees for them.

But you are different. You have the CEO inside of you. You are fully prepared to let the CEO up for some much needed air. Once the CEO is unleashed, you will never hide him again. You will never limit his input again. You must understand that you are in the best small business opportunity in the world, real estate sales. Yes, I believe it to be true. It is truly the best small business opportunity in the world. But it must be a business.

Keep in mind that most small businesses don't work... the people that own them do.

In Indiana, my state... you only need 54 hours of classroom time to get your license. 54 hours! You can obtain a license to print money in only 54 hours!

My doctor went to school for over 8 years, followed by years of residency... and I know I make more money than him. Probably twice as much money.

But this isn't about money, we all know that. There is no shame in being broke. The shame is in **staying** broke. If you read, believe, and apply what I'm about to tell you... you will never have to worry about money again. This is not some late night get rich quick infomercial. This is simply creating a business out of what you already do.

Money is not everything. **Happiness** is.

Happiness is #1. And freedom is #1a. Having a business that works so you don't have to, leads to freedom. Freedom, my friend, is a critical element of happiness.

I believe there are 3 simple attributes that you must possess to be a real estate phenom.

**#1 is reasonable intelligence:** you cannot be a moron if you are to be a highly successful real estate agent. Although a lot of you may argue that point if you are thinking of the agents in your marketplace, lol.

So you cannot be a moron. But you also cannot be the ultra-intelligent engineer type. This type of person typically lacks people skills, is mostly unable to be responsible for their own business, and has a high tendency to overthink most decisions.

**#2 is connectability:** the genuine ability to build rapport with people. The biggest advantage you can have over other agents is connectability.

I preach to my team on a regular basis that the very first thing you do on any appointment, especially the listing appointment, is build rapport. Sometimes that happens in the first 5 minutes... sometimes it takes an hour. Whatever it is, you continue to work on rapport before you ever discuss price.

Once you realize that rapport is 100 times more effective than your actual listing presentation... the faster you will get to phenom level.

And for those who lack connectability... a phenom can hire others to build rapport for them.

**#3** is the most crucial and certainly most elusive. And it is **Desire**. You must possess the unadulterated Desire to improve your position in life otherwise you will always fall short and likely fail. But I know YOU have this quality... you have a burning desire to be your best.

Give me anyone off the streets that possess these 3 attributes and I will have them at \$100,000 a year and higher within 3 years... and at a quarter million in five years... Guaranteed.

These poor kids that spend 4 years in college... make it out with a degree and \$85,000 in student loan debt... and then are serving coffee at Starbucks. If only they knew. If only their parents knew.

This blueprint, these concepts, can be applied to any small business, to any sales profession. Instead of going to Starbucks to serve coffee... these kids could sell cars, mattresses, insurance, timeshares, home security systems, whatever... it doesn't matter... these systems work. They are designed to work so you don't have to. God forbid that a college graduate go into sales, sales is not highly regarded. It is not looked upon as prestigious but nothing happens anywhere, in the world, with anything until something is sold. An idea, a concept, a methodology. A house, a car, a university. It is all sold. Sales is involved in everything. It makes the world go round.

When I hear people talk about the lack of jobs, or that there are no good paying jobs out there. I cringe. Walk into any car dealership and tell them you will work without a draw. Commission only... they will all hire you on the spot. Walk into any real estate brokerage and ask them if they are hiring new agents. They will all say yes. Walk into any mattress store, water softener outlet, insurance company, investment company... they will all hire you. The reason nobody ever thinks of these things is that the paycheck in the sales business is completely dependent upon the **Results**.

What? How can that be? You can't expect people to be responsible for producing results can you?

Don't we need to pay people for their time regardless of the result? Shouldn't we give them raises based on how long they've been on the job and not based on their production or results? It seems un-American to expect people to earn their pay. It seems un-American to base pay on production, efficiency, profitability, sales, results... doesn't it? Or is that exactly what makes America so great? The fact that you can create your own destiny based on your ability to produce results.

There is no shame in Not being the #1 real estate agent in the world. The shame is in Not being the best real estate agent You can be. Let me remind you of something I said earlier. Real estate sales is the greatest small business opportunity in the world. You don't even have to own the brokerage office in order to run a highly successful and profitable lifestyle business.

It is probably most beneficial if you do not own the real estate office. You build your business, your team... within somebody else's brokerage office. Ask the typical Broker how much money they are making by owning the brokerage... There's a reason they're called Brokers!

That is what I want to help you build. A lifestyle business is a business that enhances your lifestyle. Not a business that becomes your life. Two times the profit with half the work. Too often in this country

people define themselves by what they do. I'm a teacher, I'm a lawyer, I'm a real estate agent. What you do should not be what you are.

I chuckle when agents brag about how many hours they are working, or how they only slept 4 hours last night because they were working on this or worried about that. I want people to brag about how little they worked last week. I want people to brag about how many vacations they took with their family last year. Not how many days in a row they worked!

Last year my team sold over 150 homes, I only went on three appointments, and worked an average 9 hours per week. I worked no evenings, no weekends, and no Fridays. My family and I took 6 weeks of vacation, my bride and I took 12 weeks of vacation total.

This is my lifestyle business and I am just scratching the surface of what is possible!!

With so much free time and no stress or fear of where the next deal was coming from I was able to think more about strategy, more about systems, more about the next level. In doing so, I have come up with, and began to implement a real estate lead generation system that adds to, and completely compliments all the other lead generation systems in my business. The program is a no-brainer for the demographic being offered the membership and a no-brainer for the advertisers who pay a monthly fee for the privilege to be involved. Because it's adding clients to their businesses... and I do all the marketing for them. I've built a system to attract the members, a system to attract the advertisers, and I've built a system to deliver the marketing. I then have people trained to run the systems.

This one idea alone when added to your current business will take you to Phenom level!

You can get the details of this system and all of the marketing materials I used to build it at: [www.recommandments.com](http://www.recommandments.com)

I want you to go from agent, to owner. to phenom. It is all dependent on your ability to dream, your ability to believe that the unthinkable is possible.

## **Chapter 2 Creating a Real Estate PHENOM**

At the end of last year I went to lunch with a local mortgage broker. I, like you, am inundated with mortgage brokers and lenders trying to get my business. This particular lender I've known for a number of years. But I've never directly sent him any business. He was after me for weeks and weeks before I finally agreed to have lunch. And only because what I did know about him is that he is a good guy, and does a good job, and I appreciated his tenacity in pursuing a meeting.

When I told him that I was going to sell more than 150 homes and only go on a couple of appointments myself, and work no evenings, no weekends, and no Fridays... he just stared at me. He stared at me in disbelief. He didn't know what to say. After several seconds of silence he finally said "you've got to be f-ing kidding me!" His language was more R rated but I will keep it PG-13 so that I do not offend you.

I went on to explain some of the concepts, systems, and strategies that I use to make the unthinkable possible. I also explained to him that I would likely not be sending him any business, at least anytime soon because I already have an excellent lender that I recommend. But I did share with him how he can double his business while working half the hours that he currently worked. I explained the importance of differentiation in his marketing message. How most all mortgage brokers and lenders do absolutely nothing to differentiate themselves from the crowd.

The idea this lender should have and all of you should have is to deliver a marketing message that differentiates from the competition. Not a bait and switch, not false advertising. But advertising that

gets people's attention. Gets people to stop in their tracks and take notice. Stop in their tracks and ask "how do you do that?"

You, like a lot of agents, are already excellent when you get face-to-face with the prospect. But you, like most agents, probably don't have enough opportunities to get face-to-face. You can be the best baseball player in the league... but if you do not get at bats... you cannot impact the games. You need more at bats.

This lender I met with needs more at bats. Whether or not he takes my advice and implements a strategy and builds systems to deliver more at bats is up to him, just as it is up to you. You can lead a horse to water but you can't make him drink.

In building a business that works for you... a business that provides you with the lifestyle you deserve comes down to your ability to **implement strategies** and systems.

I can give you the best ideas in the world... but if you do nothing with them you will change nothing. The difference between mediocre and meteoric is Implementation.

Ok Bart this all sounds great. But you've given me nothing to apply.

You say this because the salesperson and the secretary in you is only interested in tactics. And I will give you tactics. But please, please, please keep your eye on the big picture. Keep your eye on the strategies. Keep your eye on the systems that facilitate the strategies. Tactics are easy. A monkey can utilize tactics.

Here are some things to think about.

First and foremost you must realize that you are not in the real estate business. You are in the **lead generation business**. You can be an expert in real estate law. You can be an expert with the contracts. You can even be an expert at negotiation. But if you have no prospects, no clients, no leads... you have no contracts to fill out. You have no negotiations to apply your expertise.

Always think lead generation. Not tactical lead generation. Strategic lead generation. Building lead generation systems that produce proven and repeatable results.

Most all agents are tactical. They think in order to make more sales, to make more money... I must make more calls, hold more open houses, knock on more doors. And all of that works but it is tactical thinking, not strategic thinking.

There are 4 things the successful real estate agent should be doing.

1. Meeting with buyers, sellers, and SOI
2. Marketing to buyers, sellers, and SOI
3. Calling buyers, sellers, and SOI
4. Other

Successful agents stay in numbers 1 through 3, while delegating everything that occurs in number 4. If you reach this level you will be in the top 5% of all licensed real estate agents in the country. That's not where I want you to be. I want you to be in the top one half of the top 1% of real estate agents. This level is the Phenom.

The Phenom builds systems and trains people to handle numbers 1, 2, 3, AND 4. The Phenom builds a business that works so they don't have to. This next statement will shock you but it must be said.

## **Your Business is a Huge Waste of Time!**

Your business is a huge waste of time. I'll say it again... Your business is a huge waste of time.

Now before you light this book on fire and curse my name... hear me out. Remember in life #1 is happiness and #1a is freedom.

How can you possibly be free if you are working 6 or 7 days a week? 50, 60 ,70 hours a week in your business. For what? Money. Money for what? Things? Give me a break! Now don't get me wrong money is important. Money provides choices and opportunities. It does not provide freedom if it steals your freedom to create it! Money does not provide happiness... we all know that.

When I started making a substantial amount of money. I did what most people do. I spent a substantial amount of money. I would routinely have \$15,000 monthly American Express bills. And for what? Stuff? I had a BMW, a Corvette convertible, and a vacation home in Bonita Springs Florida... all that stuff.

But one day... again... I said there's got to be a better way.

Stacey, my bride, and I sat down one day... to answer a simple question... where did it all go? I know we made over \$500,000 dollars last year... where the hell did it all go?

So we sold the BMW, we sold the Corvette that I rarely drove, we sold the condo in Florida that we only used 2 or 3 weeks a year. We set stronger priorities in our life. We started investing and saving our money, buying apartment buildings and retail buildings instead of Coach purses and Rolex watches.

We haven't had a car payment in 8 years! We don't have credit card debt and we have built passive incomes that exceed our monthly bills.

## **Nice things don't have us**

We have nice things. **But nice things don't have us.** We have a 4200 sq foot home on 40 acres. We go on multiple vacations each and every year.

We get incredible joy out of spending money on experiences, like vacations, over spending money on things.

At the end of the day it always comes down to family and friends. My kids are 14, 11, and 6... and I already have sad feelings about how I will feel when they move out.

So I want to take full advantage of my time with them while I have time with them. They will at some point, much sooner than we'd like to believe, leave the house and build their own lives and families... and Stacey and I will no longer be the center of their universe.

I built a business to provide ME with the lifestyle I wanted.

Stacey and I now meet once a quarter to look over our financials. To make sure we are saving, investing, and spending money on the things that are in alignment with our lifestyle plan.

## **Your Life is Your Work**

Your business is a huge waste of time because your business is not your life. Your work is not your life. Your life is your work. Your business is only a distraction from your life.

We only go around one time. And it's a quick ride... and then it's over. Don't waste it. Don't have regrets while lying on your death-bed...

Regrets that you didn't spend enough time with your kids. Regrets that you didn't spend enough time with your spouse. Regrets that you didn't spend enough time with either... that they deserved... that you deserved.

Life is precious. And it is yours. Mold it to make you happy. Mold it to give you freedom.

Next we will get right into the 10 Commandments of Real Estate Sales Success that you must implement into your business immediately. And by implementing these Commandments into systems within your business you can double your business in 12 months or less.

We will also lay out the exact corporate structure you will utilize to build your lifestyle business.

Along with the 4 essential "must haves" for the CEO of the Real Estate Phenom Lifestyle Business Model. We will go into each skillset, mindset, and characteristic.

We will describe and analyze the 3 personalities that exist in each and every real estate agent. And how and why we utilize the personality that is most important... the least... and how we will correct that immediately.

And once we do that, our business will double with half the effort. Twice the money with half the hours. 2 times... half the time.

By the end of this book you will have a complete blueprint to building your lifestyle business. A business that serves you to the fullest.

You will have in your possession what I call the "10 Commandments to Real Estate Sales Success."

As you read through this book you will take away life changing ideas and revelations. You will learn more about lead generation than you can possibly imagine... ideas that once implemented, will lead to a life of abundance.

You will be given systems that once applied to your business will cut your work hours in half. And at the very end of the book... I will give you **The Keys to the Castle... The Secret!**

I will give you the One incredibly overwhelming idea... that when executed will create for you a life of unimaginable freedom, happiness, riches, and fulfillment. The One thing that when delivered into your conscious thought and practical application... will have you and your business unrecognizable to your friends, family members, and real estate colleagues!

It will leave them wondering, "how the hell did he do that!"

Is there one, single secret to success in real estate sales - of such overriding importance that, if concentrated upon exclusively, will literally change a person's entire life experience and results?

The answer is YES, an overwhelming and triumphant YES!

I believe that I have identified the one, single sole "secret to success" in the real estate business! A secret that is universally shared and relied upon, above all other success secrets, by all extraordinarily successful agents. And it is my contention that any person who discovers, accepts, comes to understand, and gives priority, paramount importance to this one Secret - can and will quickly create unbelievable breakthroughs in his or her life and business!

My goal for you is very simple: Dramatically increase your bottom line, profitability - while simultaneously Decreasing the number of hours worked each week!

To put it simply... Work Less - Make More!

Take action Right NOW! It is in your moments of decision that your destiny is shaped!!!

Go to [www.recommendments.com](http://www.recommendments.com) RIGHT Now and gain access to my entire business!

Have at your fingertips, and at your disposal... everything that I use in my business today... that delivers to me a wonderful real estate lifestyle.

Invest in yourself today and change your life forever!

And to make it even more incredible, I am offering to you a compelling, irresistible offer and money back guarantee!

Try out the Real Estate Commandments and the Real Estate Good Life Business Building Blueprint for one full year... and if you don't add a minimum of \$25,000 extra dollars to your bank account... I will refund every dime of your investment!!!

If you have questions, call or email me right now! 219-531-1111 and my email is [bart@bartsellshouses.com](mailto:bart@bartsellshouses.com)

Ok, now let's get into the 1st Commandment of the book

### **Commandment #1**

**YOU:** The most overwhelmingly important and crucial piece to your real estate success puzzle... is You! Maybe, it's not what you want to hear, but it is the absolute unadulterated truth!

Tony Robbins says, "Business is 80% psychology and 20% Strategies and Tactics."

This business is no different.

80% of the success you will experience in this business will be derived directly from you. Your mindset, your psychology, your fears, your limiting beliefs. We must first recognize this fact, and then work tirelessly and continuously at improving "it"... at improving ourselves.

There are only two types of people in the real estate sales business, and you can find super talented people in both categories: there are **Outcome** and end **Result** oriented people, and there are **Activity** oriented people.

Activity oriented people choose to pay attention to, learn, and do only activities that aren't difficult or painful, that are inherently interesting to them, that feel good to them at the moment.

Outcome oriented people let their objective result dictate their activities. And thus, are disciplined in their approach and execution of daily activities that lead to a predictive result.

Everything I do - and see other exceptionally successful agents do - that makes money and sells more homes - or the thing I'm best at or the thing I really like doing is **preceded** and followed by a bunch of stuff I don't want to do at all.

Read that paragraph again in case it didn't sink in. There is work involved in this, hard work. And if you are willing to do it... the good life awaits you.

But most don't - most won't.

This is why talent, even extraordinary talent, fails so many people; their inability to discipline themselves to do all the crap they're Not talented at, not doing all the things that aren't easy, the hard calls, the hard work.

You MUST Decide which person you are, or will be. Which category you will shine in... or wallow in. The decision is entirely up to you.

There is no Easy button in this system.

In the more than 15 years that I've been in the real estate business, I've experienced a lot. I was miserably broke when I started... and now I am not. I've had incredible highs and desperate lows. But I've continued to fight, to struggle, to scratch and claw... never giving up.

I was "destined" for an unsuccessful life. My Mother's father was an alcoholic, my parents divorced when I was young. My Dad would visit infrequently, often drunk. His brother drank and smoked himself into the grave.

So I had excuses, if needed. But I wasn't interested.

I've worked consistently on bettering myself. My mindset. My outlook. My attitude.

I've invested in myself... a lot. The total invested to date: just over \$100,000. The return: over \$1,000,000... still returning, still profiting.

You MUST do the same.

In the years that I've worked on personal development... I've come up with **3 very powerful** components and strategies for winning the game called, You.

### **Goals - Mindset - Choices**

Apply these 3 components to your life... and it will never be the same.

Let's start with Goals.

**Goals**... ahh my favorite subject!

If you've read any personal development book... you've read about goals.

If you Google goals you will find 475,000,000 results.

If you want to be a Super-Hero, goals are your Super Powers!

If you do nothing else recommended in this book, please set Goals! It will radically change your life forever.

No success practice is as important than setting: written, clearly defined, time-sensitive, and measurable goals.

Getting good at setting and then considering your goals on a consistent basis is essential to a life of greatness.

Unfortunately only 3% of the population set goals.

People spend a considerable more amount of time writing out their grocery lists than they do writing their goals.

Six rock solid reasons to set goals:

1. Growth: One of the keys to happiness is growth. Tony Robbins says that you are either climbing the mountain or you are sliding down. There truly is no standing still.

This is a personal development book. This is a real estate sales book. You seek growth. Goal setting promotes personal growth.

2. On Purpose: Too many people live life by accident and sleepwalk through their days. If you don't act on life, life has a way of acting on you.

Jim Rohn says, "**You will suffer from one of two pains... the pain of discipline... or the pain of regret.**" People lie on their death beds everyday wishing they had accomplished more, mattered more, loved more, enjoyed more... don't suffer from regret.

By setting goals you will have a framework that will drive better choices. You will become aware when you get off track. You'll make fewer mistakes and get more important things done in less time. Setting your goals is an intentional play for your best life.

Goals propel you to reach for your potential... on and with purpose.

3. Focus: What you focus on expands. Where your focus goes energy flows. Focus on what you want, not what you don't want.

Focusing on your goals allows for the pursuit and achievement of greatness. Goals require focus.

4. Track and measure: I'm a huge fan of tracking. I enjoy tracking everything. And anything I track improves. Want to save money? Track every dime you spend for 30 days straight. You will quickly determine the many areas you are wasting money.

Want to lose weight? Track your workouts and every bite of food that goes into your mouth.

What gets measured gets improved... it's that simple.

Tracking and measurement also promotes instant self accountability... something most all people lack.

Measure and track.

5. Alignment: you will read later about my thoughts on the power of positive thinking. Which I believe in 100%. But positive thinking alone is not enough. You must align your actions with your desired outcome.

Ensure your daily actions are aligned with your deepest values. There can be no happiness or sustained success if your commitments are not congruent with your convictions.

Setting clear goals that are aligned with your most important values is the surest path to your best life.

6. Inspiration: we all need inspiration. Goals breathe life into your days. The very act of setting goals causes you to step into a whole new possibility of what your life can become.

Setting goals is your declaration against ordinary.

Goals are magical because they directly affect our subconscious mind. Our subconscious mind is like a computer, in that it only does and knows what we program it to do and know.

Setting your goals, aligning your actions, and continuously reviewing your goals is your surest path to success in life.

A quick story of the power of goals:

At the end of 2003 I sat down to write out my goals. The list had 10 items on it. One of the goals was an income of \$500,000. Now that was a stretch! In 2003 I made the most money I had ever made in my life, \$345,000. And now I was setting a goal to increase my income by 45%!

After setting my goals I put the notebook in the closet of my home office. I planned on returning to review the goals... but I did not (not recommended). The year flew by... and at the end of 2004 it was once again time to set my goals.

I returned to the closet and grabbed my goal setting notebook. I reviewed my goals for 2004 and could not believe it. I had accomplished 9 out of the 10 goals. I rushed down to show Stacey the list. She laughed rolled her eyes and said, "imagine that."

My income for 2004 was \$509,000!

It's clear to me that you want to do something great with your life. I know you want to have more, achieve more, and become more... than what most everyone else settles for in life. You have unrealized dreams, greater aspirations, and a desire to do something significant with your life.

You and I are kindred spirits. We are achievers. We demand success and greatness from ourselves. We are not afraid to step away from the herd, swim upstream, do opposite of the masses. We stomp on mediocrity.

This is the most important chapter in this book! Because... it's all about YOU! Your decisions, your choices, your goals, your mindset... you are the only one with the key to that vault.

You CAN do it. But WILL you do it?

There is an enormous gap between what people Can do, and what people Will do.

If you give me a focused commitment for the next 12 months you will radically redesign your future. In three years you will be unrecognizable to your friends and family members. In five years you will be a millionaire! Not maybe, not hopefully... Guaranteed!

What do you have to lose? Everything! Your life!

Now, bare with me while I try to completely and radically change your life forever!!!

I have an irresistible offer for you! I've taken everything that I've done, and everything that I do in my business and put it online (on a private website waiting for you to access), also in binders waiting to be shipped to you, on a flash drive, and on audio cd's...

the marketing pieces, the ads, the postcards, the sales letters, the landing pages, the websites, the IDX system, the IVR system, the scripts, the tracking sheets, the financial reports, the books I've read, the CD's I've listened to, the journals I've made, the expired system, the fsbo system, the monster open house, the \$5 Buyer conversion, listing presentation, pre-listing booklet, 87 page buyer's handbook, 10 step fsbo email campaign, newsletter blueprint (this one things will change life completely... seriously, this has been a game changer... vendors pay me over \$2400 per month to mail a printed awesome newsletter to the doorstep of my database!), Affinity Groups, Referral Army, etc, and on and on!

I put everything into a **step by step blueprint**. Easy to follow checklists. And **12** "this is how I did it" - "and this is why I did it" **Audio CD's** filled with life changing awesomeness!

The entire system is available for a fraction of the cost of a single commission check!

Join Real Estate Good Life right now! [www.recommandments.com](http://www.recommandments.com)

IRON CLAD GUARANTEE: Try Real Estate Good Life for a Full Year Risk Free! If you don't make at least an EXTRA \$25,000 within the first 12 months... I will refund every dime of your investment!

"What? Are you serious?" **"A \$25,000 One Full Year 100% money back guarantee?"**

Yes, I'm serious... and it's all true!

### **Who wants to be a Millionaire?**

Take the Million Dollar challenge. Follow the step by step blueprint outlined in the Real Estate Good Life system.. and if you haven't earned at least an EXTRA \$1,000,000 after year five... I will hand you \$10,000 in cash, Guaranteed!

This is not a joke, a pyramid scheme, or a drug cartel... this is just the **World's Greatest Real Estate Agent Success System EVER!**

**Go To** [www.recommandments.com](http://www.recommandments.com) Right NOW and Buy the System.

You have nothing to lose and Freedom, Happiness, and Wealth to Gain! Risk Free for you!

Now I know that The Good Life program is not for everyone. In fact, it's not even for the people that need it most. And I understand, that this statement is counterintuitive. But its spot on (and unfortunately) accurate.

The agents that need it most will not invest in my system. The agents that need it most will not invest in themselves. Because they see it as an expense, not an investment.

At the beginning of the book I had some shocking statistics:

Out of every 100 Real Estate Agent careers:

**1** will retire **Wealthy**  
**4** Financially **Secure**  
**36** will be **Dead**  
**59** will be Dead **Broke!**

Which of those 100 would have invested in my system? We all know the answer! Not the 95% that needed it the most! No, the 5% that needed it the least.

The people that invest in themselves and will invest in the Real Estate Good Life - are already successful or are on their way to being successful. The system will make them successful faster, the system will make them more successful.

And I know who you are! You've made it this far in the book! You are already in the top 5% of the real estate agent population. Let me guess... you are already a top producing agent or are on your way to being a top producing agent!

Make the investment in yourself at [www.recommandments.com](http://www.recommandments.com)

DO IT NOW

What is your purpose? What really motivates and ignites your passion? What are you willing to fight for? What will keep that passion burning long enough for you to achieve your wildest, most outrageous goals? What will set you free? What will provide you with the Best Life Now?

Now is your time. Now is your time to soar.

Let's build a path to your Best Life.

It's time for a turning point. No matter what your past has been, you have a spotless future.

We need to define What you want and Why you want it.

Your journey begins with the commitment to constant and never ending improvement and learning. With that, you will have clearly written Goals... that have specific plans laid out to achieve them.

Once you define your Why, the How is simple.

"He who has a why to live for can bear almost any how" - Friedrich Nietzsche

How Goal Setting Actually Works: The Law of Attraction

We are goal seeking by nature. Your subconscious mind tries to align your outer world with what you are seeing and expecting in your inner world. When you instruct your subconscious mind to look for things that you want, you will begin to see them.

This is exactly how the law of attraction works. Whatever your subconscious mind is thinking on the inside is what you will pay attention to on the outside.

Here's an example: you buy a new car and suddenly you now see that style of car everywhere.

You put your home up for sale... and now you see for sale signs everywhere.

When you clearly define your goals, you give your subconscious mind something to focus on and look for... and thus pursue.

Life will never be the same if you practice the art of goal setting.

Let me warn you. If you are going to take this journey, you will need to be serious. Be serious about making significant changes in your life. Be serious about accessing your inner most super powers. Be serious about challenging old thought processes and declaring war on bad habits. It will be a fight and a struggle. Anything worth having is worth fighting for!

Be prepared to alienate yourself from others. **The less you are like other people the less other people will like you.** It's their defense mechanism. It's not that they necessarily wish you ill will. They just don't want to be left behind. And they will fight to keep you around. Misery loves company.

Turkeys like hanging out with turkeys. Spread your wings and fly away!

Goal setting and achievement will be ongoing, it's not a one time thing.

You will be setting written, clearly defined, time-sensitive, measurable goals. In this process you will be tracking your progress on an ongoing basis. As you go along you will be making necessary adjustments to ensure your success.

You cannot get where you want to go with the same thinking and actions that got you to where you are now. You must be willing to make adjustments.

"The definition of insanity is doing the same thing over and over again and expecting different results." - Albert Einstein

Do what you can do - Do the Best you can do!

Here are some quick tips for Goal setting:

**1. Write it down.** I think I've already mentioned this 27 times... but it worth repeating. Your goals MUST be in writing.

"Reduce your plan to writing... the moment you complete this, you will have definitely given concrete form to the intangible desire." - Napoleon Hill (author of the greatest personal development book ever written Think and Grow Rich... included in your Real Estate Good Life step by step system.)

**2. Attainable.** We want our goals to be big and to stretch us. But we must always keep them in the realm of possibility. However, this idea is two-fold. remember we have a tendency to overestimate what we can accomplish in the short term. And grossly underestimate what we can accomplish in the long-term.

This is one of the reasons most people give up on their goals. They set unattainable goals in the short term and when they fail... they simply give up.

**3. Be specific.** I want to lose weight is not a goal. I want a million dollars is not a goal. These are ideas. A goal is: I will lose 25 pounds by December 31st. I will have a net worth of \$1,000,000 on March 24th 2016. Those are goals.

**4. Make sure they are Your goals.** Many people set goals that they “think” they should have, rather than what they truly want for themselves. Don’t let anyone dictate what your goals should be. You are putting in the work... make sure they are Your goals.

**5. Don’t be afraid to get mad.** During Michael Jordan’s acceptance speech into the NBA’s Hall of Fame. Mike spent about 15 minutes talking about how many people doubted him, put him down, and tried to hold him back. He described the fire he played and practiced with driven by his desire to stick it to all those haters.

I have to admit I have similar stories.

When I made the decision to go into real estate instead of pursue a law degree... people laughed at me.

At the end of my first year in real estate (struggling to get and keep momentum) Stacey and I were at my grandmothers for Thanksgiving. All the relatives were there. We were making plans for our annual Christmas Eve get together for that side of the family.

My brother said he had to work on Christmas Eve. He works at a steel mill. I said it is sad that he has to miss Christmas Eve (he’s a big family and holiday guy... especially Christmas). My sister-in-law turns to me and says, “Well some of us have real jobs.”

I politely didn’t respond. But I did burn it into my memory. And have referred back to it many times when in need of some extra fire. My older brother and sister-in-law now come to Stacey and I for financial advice.

When I decided to leave my first real estate company and move on to the #1 office in the area. Making the plunge from part-time to full-time. The broker looked me square in the eyes and said I won’t last 6 months at that company.

I smiled and thought to myself... I’m going to bury you and all of your agents combined. Which I did!

At that same time, one of the top agents in our entire marketplace and I had a transaction together. She apparently was impressed with the way I handled myself and recommended me to the broker. He interviewed me and I joined his company.

So leaving my first company and having just been told I wouldn’t make it 6 months in the business. I rolled into my new office. I approached the agent that had recommended me and asked if I could take her to lunch and pick her brain. She was one of the top agents afterall.

She looked at me like “who the f are you to be talking to me?” And told me she was too busy to have lunch with me. I smiled and walked away. But not without burning it into my memory. With the thought that “you just added fuel to my already burning fire!”

I passed her sales production a few years later and have never looked back. And so far this year I have sold 5 times as much real estate as the former queen of real estate has in our marketplace.

Seven years ago I opened my own brokerage company. Shortly after that the “queen” did also. I ran into her at a Chamber networking event. She approached and bought me a drink. Then proceeded to ask me to be her partner in her new company. And how much she has admired me all of these years. I

laughed and enjoyed my free drink and then told her to call me sometime. She called several times... but I was always too "busy" to meet, lol.

I didn't mean any actual ill will or harm to these people. I just wanted to rub their noses in the fire that drives me and then thank them for pouring gasoline on it!

There is no greater revenge than success!

Ok, you've waited long enough let's get into the actual goal setting process.

Here are 8 goal categories I want you to think about.

Family  
Financial  
Business  
Physical  
Mental  
Spiritual  
Relationships  
Lifestyle

What you will be creating is a goal book. So I would recommend utilizing all of the categories. But that is up to you. Some of you are heathens so you won't need spiritual, lol.

Fill out a goal sheet for each category. You can find all the material you need and extras at [www.recommandments.com](http://www.recommandments.com).

Take your time in completing each goal sheet. Do this in a quiet place without distraction. You may have to go back to a category and add more... whatever... just take your time, this is important. Write down everything you'd like to improve, add, or eliminate from each category as a goal.

Now organize each categories goals by priority. Number them by importance to you.

Once you have your goals for each category numbered. Pick the top three from each category and move on to the 1-3-5 goal sheet exercise. Do not throw away or disregard any of the goal category worksheets. They will go into your goal book.

On the 1-3-5 Goal worksheets you will complete the one page form for each of your top three goals from each category.

Mix one clearly defined goal with three solid reasons why you want to achieve it. Toss in five specific actions you will take along with target dates for completion and you'll have a starting formula for success.

You can receive any and all of these Goal sheets for free, even if you don't sign up for Real Estate Good Life... just email me at [bart@bartsellshouses.com](mailto:bart@bartsellshouses.com)... with Goals in the subject line.

Now move on to the Top 10 Goals worksheet. If you utilized all of the 8 goal categories mentioned above you have 24 goals. Distill the list down to 10.

Please take time to complete the entire goal setting process. But first, let's start and only focus the goals that are in or can be directly influenced by your real estate business.

What are the top 10 goals that will have the greatest impact on your life and your business if they were achieved?

Once you have the list narrowed down to 10... organize them by importance. Number them 1-10. The top 3 goals on the list are your game changer goals.

You will focus first on these three goals over the next 12 months. When you accomplish goal #1, pull goal #4 from the top ten list up to game changer status.

Imagine how you are going to feel when these 3 Game Changer goals are accomplished. Remember we are focusing on the next 12 months. So the objective for the 3 game changer goals is that we are going to accomplish them within the next 12 months.

If one of your game changer goals is to make \$1,000,000 in the next 12 months and last year you made \$30,000. Rethink the goal. Maybe doubling your income to \$60,000 would be a more appropriate goal.

The next step is to break each goal into bite sized pieces that can be tracked on a daily basis.

Each goal will likely include several "to-do" goals.

For instance, one of your top 3 goals is to make an additional \$25,000 in income. So you've made the choice to make extra money by committing yourself to your real estate business... and will utilize the easy to follow blueprint outlined in the Real Estate Good Life system.

Goal: Make \$25,000 in additional income (in the next 12 months)

What I will need:

Join the Real Estate Good Life now at [www.recommandments.com](http://www.recommandments.com) -includes a \$25,000 extra income Guarantee!

Choose 3 Lead Generation Pillars from the list of more than 10.

Develop your "daily activities" commitment plan.

Apply your desired income into the Income Freedom Formula.

So let's say that last year you make \$50,000 and your goal for this year is \$75,000. Please always make your income goals based on "your" income... not total gross commission or GCI (gross commission income).

Your commission... is the commission check you actually receive after franchise fees and the commission split with your broker.

Let's apply the Income Freedom Formula to your business to determine your daily "talk to" goal.

You will need to determine your average commission per transaction. So for this example, let's say that your average commission per transaction... after franchise fees and commission split is \$3,000. So in order to make \$75,000 you will need to complete 25 transactions.

The Income Freedom Formula is simple... but Game Changing! The formula states that you will receive a 10% transaction return from your sphere of influence (SOI)... provided you deploy a "proper communication" plan (which can be found at the end of this book in the bonus section: The 10 Commandments of Real Estate LEAD GENERATION).

The formula also states that transaction goals are Guaranteed to be accomplished if you talk to people each and every day about buying or selling real estate. Remember you are either talking to people about buying or selling real estate or you are not!

So here's the formula for this example:

To reach your income goal you need to sell 25 homes  
 You have 100 people in your database, that you will implement "proper communication" with - thus, resulting in a 10% return... which equals 10 homes sold.

We take the goal of 25 homes sold and subtract the 10 that WILL result from our database... that leaves 15. We take 15 and multiply it by .49 which equals 7.35... which we will round to 8 (always round up).

The 8 represents the number of people we need to talk to every day about buying and selling real estate. Based on a 5 day work week. 8 people a day 5 days a week, only 40 "spoke-to's" a week... and you'll reach your goal.

The 8 people can only consist of new lead, lead follow up, and SOI calls. Talking to your seller that is already under contract 8 times in a day does not count!

Now with that we need to track number of phone dial's necessary to reach 8 people. I've found that you will reach between 25-33% of the people you call. So at 25% spoke to ratio, that means an average of 32 dials a day of lead generation.

To enhance your opportunity to reach your goal you've also decided to write 3 hand written notes a day (Brian Buffini will be very proud!)... and add 1 person to your SOI every week.

You've also committed yourself to personal development and have a to-do goal of reading 12 books (10 pages a day) in 12 months and to listen to 30 minutes of audio programs each day (using NET time - no extra time - in the car or at the gym, whatever).

Daily Activities Tracker. Use this tool to track your daily activities.

We get way into this in Commandment # 6 - Keep Score. We will discuss Now Goals and Later Goals. Everyone always looks at Later Goals (make \$75,000 this year)... and the key to crushing your Later Goals, each and every year... is NOW Goals (daily activities that influence and predict the attainment of the Later Goal). Don't worry I'll explain more in depth later!

Let's look at the Daily Activities Tracker

		M	T	W	Th	F	S	Su	Goal	Result
Phone Dials	40	25	31	27	37	0	0	160	160	
Spoke To	10	7	8	5	10	0	0	40	40	
Hand Written Notes		3	3	3	3	3	0	0	15	15
Add to Sphere		0	1	0	0	0	0	1	1	
Pages read	15	5	20	10	0	20	0	70	70	
Audio cd minutes		45	30	45	30	45	15	0	210	210

You get the idea. And it's a simple idea. But it WILL have life changing results. Anything that gets tracked and measured gets improved... period!

This is how you become great! If you've never tracked anything before in your life it may seem overwhelming. Stick to it. Like anything it becomes a Ritual, then a Habit, which always leads to Results.

This works! And once you get going you will really enjoy it. Once it becomes routine it will only take 10 minutes a day to track everything. Reaching your goals is worth 10 minutes a day of tracking... right!!!

Friedrich Nietzsche - described greatness as being steeped in a process, and of great achievers being tireless participants in that process.

Start the Goal Process NOW!

## **Mindset**

This is a topic that can be difficult to understand because it involves our subconscious mind. Some call it the unconscious mind... but to me that would mean it would be sleeping all the time!

Our mindset is our beliefs, thoughts, feelings, views, and prejudices that are programmed into our mind like a computer.

If you are trying to lose weight and deep down you think of yourself as a fat person... you will never lose weight and keep it off. You may lose the weight but your internal thermostat will kick on and bring you back to what your true beliefs are about yourself.

Our subconscious mind can be scary and incredibly exciting all at the same time. If you were told over and over again as a child that you could not do something... at some point you typically will believe it in your core.

Mindset is why 85% of all lottery winners go bankrupt within 5 years of winning. They think of themselves as poor or whatever they were before they won all that money. The subconscious is programmed to align you with your beliefs. It doesn't know any better. Only what it's been programmed to believe. So it will do what it has to bring you back to your set point.

If you believe that your subconscious mind is like a computer and it only knows what's been programmed... then you have all that is needed to reprogram it.

If you believe you are what you are... and there is no changing it... then close this book and use the pages to wipe your @!%. Sorry that's a little gross, but you get the point!

Napoleon Hill Author of Think and Grow Rich said, "We are the masters of our fate the captains of our souls, because we have the power to control our thoughts. Our brains become magnetized with the dominating thoughts which we hold in our minds, and, by means with which no man is familiar, these magnets attract us to the forces, the people, the circumstances of life which harmonize with the nature of our dominating thoughts.

We can accumulate riches in great abundance if we magnetize our minds with the intense desire for riches, we must become money conscious until the desire for money drives us to create definite plans for acquiring it. Whatever the mind of man can conceive and believe, it can achieve." - Napoleon Hill

What we focus on expands.

You must be conscious of your subconscious thoughts. "Uh, Bart that doesn't make sense?" I know that sounds confusing but it's not. I've mentioned before in this book and will remain one of the key points that you must take away from it... Be Conscious in everything.

Ok, we've established that we must be in control of our own thoughts in order to control our destiny. But just like anything in life there are external factors to be aware of. Here are some key factors to consider that will have an impact on your Mindset.

Information: garbage in garbage out, right? If you want your mind to function at its peak, you've got to become more conscious of what you are feeding it. Controlling the information going in has a direct impact on your outcomes.

If you feed it garbage... garbage will come out.

8 years ago Stacey and I gave up watching the news and reading the newspaper. What a great decision. Think about the crap that is peddled and exploited on the news and in the newspapers? It's 95% crap. I don't have time for it. And I must protect myself from it!

Your brain is not designed to make you happy. It has only one agenda, survival. Your brain is always on the lookout for dangerous situations. So it is programmed instinctively to seek out criminal behavior, stories of car accidents, slumping economies, and horrible weather.

Left on its own, your brain will bring in negative, worrisome, and fearful information in order to protect us and keep us alive. We can't change our DNA, but we can consciously change our behavior by limiting our input of garbage. And we train our brain to begin to look past the bad and create positive outlooks to anything thrown our way.

So Stand Guard at the doors to your mind. Eliminate the news and newspapers if you really want to make a quick, impactful, and easy change to your life. Stop watching Here Comes Honey Boo Boo and other mind rotting tv shows.

Open some personal development books. Read our newsletters over and over again. Listen to educational, wealth building, relationship improvement audio cd's in your car and at the gym.

Associations: you cannot soar with the eagles if you are scratching with the turkeys! Birds of a feather flock together. Who do you spend the most time with? Are they climbing the mountain or sliding down?

Jim Rohn says that we become the combined average of the five people we hang around the most. Jim would say that he could tell the quality of our health, attitude, and income by looking at the people around us.

Remember as you begin this journey of personal development people around you may try to derail your efforts. They will try to talk you out of goal setting, joining Real Estate Good Life, reading books, listening to audio cd's, working out, saving money, eating right... all of the things that will better your life! They do it because you will begin to make them uncomfortable. Not because they want you to fail (although some will)... they do it to avoid looking in the mirror at their own actions. They know the difference between right and wrong, but misery loves company and they don't want you to leave their side.

Fire them!

You will have to take a long hard and honest look at who you spend most of your time with. The more you become positive and driven in your pursuit of success, the more evident the naysayers will become.

You WILL have to fire some friends along the way.

I've had many casualties in my life when it comes to friendships and associations. I just don't have the time to be around negative ignorant people. You'll want to try to help point these people in the right direction. But if they resist, move on.

The best man at my wedding and I don't hang out anymore. He was a casualty in my pursuit of success and freedom. In his early 20's he got a job at a local steel mill. Which is a good "job". He would brag to me that when he was working midnights he would rent two movies before each shift and watch them while at work.

He also joked about being able to take naps during his shifts. He also started to become infected by the union, anti-business, entitled mentality that infects many of our factory type environments. It seems he and his co-workers would do whatever they could to do as little as they could possible get away with at work.

It became a negative attitude that spilled over into every area of his life. I couldn't take it. He had to go! What's sad is he is a good guy, he just let his environment destroy his outlook. I even invited him and his Dad to invest with me in my first rental property. They gave me all of the reasons and excuses as to why it was a horrible idea. I now have 115 rental units - they still have zero!

Hire them!

You've started to weed out the weeds in your life. You also need to start cultivating good and impactful relationships. Seek out friendships and associations with people on the rise. People that are looking for the same successes in life that you are.

Together you will become stronger and help catapult the other to the next level. You will soon realize how incredible it is to hang around with like minded people.

Mentors

I've made it a habit to ask people whom I admire out to lunch or coffee. Local business people, successful members of the community. A great trait among successful people is they are not afraid to share the lessons they've learned and their story... if you simply ask.

Mastermind Groups

Napoleon Hill says, "The Master Mind may be defined as: Coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose. No individual may have great power without availing himself of the Master Mind."

When you decide to join Real Estate Good Life you will have access to our Mastermind group. Live interactive calls filled with people all looking to better their lives, build an incredible real estate business, and are in the pursuit of happiness and freedom.

I always tell my wife that my favorite part of going to conferences and seminars are the people in attendance. Especially conferences that are 2-4 days long. The people that take that much time out of their schedules to better themselves are the people I want to talk to.

At a recent 3 day real estate conference I truly got as much or more networking with the people in the audience than I did from the speakers on stage. Lunch, during breaks, at the hotel lounge... it was magical

Surround yourself with right people and the right things will happen! Seek and you shall find!

Blow the stink off!

Sometimes when my kids are spending too much time indoors. Stacey will tell them to go outside and blow the stink off. Get out and do something. Go swimming, ride your bikes, go jump on the trampoline, whatever... the tv, computers, and video games are rotting your brains!

You need to do the same from time to time.

When I was in my early twenties I use to drive through the exclusive neighborhoods in our community. Admiring the homes. I would wonder what that person does for a living. And imagine what life would be like when I was able to afford such a gorgeous home.

Get out and drive around. Leave the house every once in awhile. Go out to a fancy restaurant and observe how the other half lives. Because that's where you are going to be soon. Successful people look different, act different, dress different, and live different than most all others do. And I'm not necessarily talking about mansions and ferrari's... but take a look at their yards... no cars up on blocks... it's well maintained. The cars are clean, shirts tucked in... no neck tattoos (no offense to those riddled in tats!).

It is beneficial to blow the stink off and get out of your everyday environment. If it is not the environment you want to stay in. Sometimes you need to get out of your environment to see what your dream looks like when their fulfilled.

And for God's sake, please read the book, "Think and Grow Rich!" The book is brilliant and spends a lot of time on mindset.

I remember when the book first entered my life. It was October of 2000. The vacation that changed my life forever.

The same vacation that led us and me to this, this moment, writing this book. If you remember the story from the beginning of the book... I was on vacation with my Bride, 16 month old first born daughter, my mother-in-law, and my beloved mother.

One morning as we walked along the soft white sand beach, at the edge of the Atlantic Ocean, with the warm morning sun on our faces, and the fresh smell of the crisp sea breeze...

I walked several paces behind everyone... on my lousy cell phone... trying to keep one lousy deal together... because I HAD to keep one lousy deal together. I was broke and desperately needed the deal to stay together.

As I walked along, looking at the backs of the 4 people I loved most... I thought to myself, "there's got to be a better way!"

It was on that same trip that I wandered into a used book store. Caught the interesting title of a small and out of date looking book. Think and Grow Rich, "now that sounds interesting."

I bought the book for \$2. The book changed my life forever. Just as I know this book will change someone's life forever. Hopefully yours, if you let it... if you read it, take it to heart, implement it, stick with it, it's up to you.

Mindset is elusive. But if you make it a practice to be aware of it, you'll win.

To live the Real Estate Good Life... things have to change in your business... things have to change in your mind.

Mindset + Goals + Choices = Freedom

## **CHOICES**

Success seems complicated, but it's not.

The lack of self awareness is an epidemic in this country. People are beginning to have less and less of a clue... about themselves. About how they got in the predicament that they are in.

They are fat. How did that happen?

They are broke. "Damn government, takes all of my money!" "My greedy boss doesn't pay me enough". "Mortgage companies are crooks!"

They are unhappy. "My wife is always nagging me" "My husband doesn't pay any attention to me." "Life sucks then you die" "The world is going to hell in a handbasket!"

The reality (unfortunately for most) is that you are where you are because of the choices you've made. The life we end up with is simply the accumulation of all the choices we make.

Everything in your life exists because you first made a choice. Choices are the root of every one of your results. I know it's hard to accept and digest.

Choose poorly and you end up paying for it later.

Don't choose at all and you end up with a mediocre life (like most people).

Every decision, no matter how small alters the trajectory of your life.

The biggest challenge isn't that you've intentionally been making bad choices. Your biggest challenge is that you've been making most all choices subconsciously. Half the time you are not even aware you are making bad choices.

You didn't intend to sabotage yourself. But by not thinking consciously about your choices - "is this choice getting me close to my goals or further away?" - you found yourself facing the consequences.

Nobody intends to be fat.

Nobody intends to be broke.

Nobody intends to be unhappy.

But often those consequences are the result of a series of small bad choices.

It's time to be conscious. To take an active role in your life. It's time to take responsibility.

When you take responsibility you are rewarded with Power and Control.

You must own your choices. You must believe that everything is up to me. I am responsible for everything that I do, don't do, and how I respond to what is done to me.

Earlier we talked about happiness being directly linked to the emotions we most often feel and experience. Too often you let other people take your power away. When you allow someone else to dictate your emotions you are powerless. But people do it all the time.

Someone cuts you off in traffic - angry!  
Boss too demanding - stressed!  
Wife talks to another man - jealous!  
Honey Boo Boo doesn't win a beauty pageant - sad...

If you don't know who Honey Boo Boo is... good for you!

The point is, we have to take responsibility for our emotions and stop letting others dictate how we feel. To do this we must make a choice to be conscious and keep the power.

No matter what has happened to you. No matter what predicament you find yourself in - good, bad, or otherwise... own it!

The great Jim Rohn says, "The day you graduate from childhood to adulthood is the day you take full responsibility for your life

From this day forward choose to be 100% responsible for your life! It is your choice.

You know right from wrong, good from bad.

Choose making calls over not  
Choose "proper communication" to your SOI, over neglect.  
Choose IN Focus over IN Chaos (more on that later)  
Choose working ON your business over working IN your business  
Choose reading a personal development book over Dancing with the Stars.  
Choose paying cash over credit card.  
Choose paying your spouse a compliment over ignoring them.  
Choose building a business over working as an agent.

Embrace the fact that you are in control. You are freed by your choices.

It's time to choose consciously, freedom and the pursuit of happiness - over mediocrity!

But I digress.

Let me once again refer back to the statistics shared at the beginning of the book:

Out of every 100 Real Estate Agent careers:

**1** will retire **Wealthy**  
**4** Financially **Secure**  
**36** will be **Dead**  
**59** will be Dead **Broke!**

This structure, these percentages apply to virtually anything and everything related to success and wealth. The 99/1 and the 95/5. The success pyramid. 1% will retire wealthy, 99% will not. 5% will be financially secure, 95% will not.

There are basically only two ways to **think** about the 1% and the 99%, or the 5% and 95%. How you think about this then dictates what you do about it, so it's an important decision to make, shift mindsets for, lock-in, and appreciate.

You have one of two ways to think about the wealthy, the successful, the top producers, those at the top of the success pyramid.

You can think their position unjust, undeserving... because it's beyond your reach or beyond most others' reach, therefore these few have too much while most have too little. Should you somehow get close, you can be guilted into retreat - by your own subconscious mind, and even dragged back by the soul-less broke lepers that surround you.

You can think of the success stories as the result of randomness or luck or out-sized talent or genius or some other factors over which no one has control. You can think of it as one of my former agents did, "Bart, you were born to do this!"

You can be angry at your parents or the Universe, you can blame your Broker or life itself for so blatantly and disproportionately rewarding so few, especially those you judge to be of less talent, skill, intelligence or merit than you.

You can resent and hate the few. You can hope for and vote for vast and pervasive government intervention, to right these wrongs.

This thinking virtually guarantees you never need worry about being one of the real estate agents perched atop the top producer pyramid. You are made safe by your thoughts, beliefs, and choices.

This choice in thought are instructions to your super-powerful subconscious mind: please don't ever let me be one of *those* people. You can take the fact of a success pyramid with so very few at its peak and so very many at its base as incontrovertible proof that you and most can't raise yourself to the top. As proof that there is no accessibility to any or all.

This is how most think. And if you wish acceptance and peace with the *majority* in general, and the majority of the people around you, this is how you too will think.

Or you can Choose to think differently. You can choose to have a choice. You can choose how this will play out. You can choose the outcome.

There are competitors in my marketplace that choose to not succeed. They choose to label me as a work-aholic (I work less than most all of them), that I must drop my pants on commission (I charge 17% higher than the market average), that I'm greedy (I donate more than most of them combined),... they choose to believe that success is rare and freakish and unfair and unreplicable. But they are all wrong.

My whole system is now available at [www.recommandments.com](http://www.recommandments.com). Some of my competitors will even buy it. But how many will actually be willing to put in the work to just copy it?

Everybody wants success and results without the struggle, without the system, without the work. They want to circumvent that, ignore the importance or that, and do it faster, and easier. They fail. Every time.

There are no overnight success stories in this business. You put in work, hard work. You stay consistent and you grind it out. Follow the path for it leads to the promise land, the Good Life!

But you must know, and I know you do, this is ALL about choice... Your Choice!

Enjoy the rest of the book and the bonus book entitled The 10 Commandments of Real Estate Lead Generation... a step by step guide to more leads than you'll know what to do with!

And get every last bit of every single thing that I use in my day to day real estate business.

Every marketing piece, sales letter, script, listing presentation, pre-listing marketing package, every tracking sheet, every financial statement, my mission statement, our company strategic

plan, our business assessment blueprint, expired listing postcards and sales letter, farm domination postcards and sales letters, our squeeze page templates, Craigslist ads that work wonderfully even with the new Craigslist format... the list goes on and on...

And for a the cost of only a fraction of one of your commissions... you can own it all... you can change your business forever... right now!

Get everything today at [www.recommandments.com](http://www.recommandments.com) or call me direct at 219-531-1111.

Have any questions before making a decision, you can also email me at [bart@bartsellshouses.com](mailto:bart@bartsellshouses.com)

See you on the other side!!!

## **Commandment #2: LEADS**

Without Air we die.

Without Water we die.

Without warmth we die.

Without Leads your business dies!

It's that simple! We are in the lead generation business. Everyday leads must be entering our business either through marketing or prospecting.

Every day you must make it top priority to bring new leads into your business.

At the end of this book you will have access to an entire bonus section, an entire book written just for and about leads, entitled, "The 10 Commandments of Real Estate Lead Generation."

Read it and implement it! You will find the incredible tactics that I utilize day in and day in my business to produce an abundance of leads.

In this Commandment we will discuss the 3 Pillars of Leads. They are Lead Generation, Lead Conversion, and Lead Management.

But first let's continue to address the elephant in the room. If you have come here looking for the Easy Button, the Secret, or the Magic Pill... you will not find it. You will not find it anywhere, because it does not exist.

What you will find is the step by step blueprint to build a highly profitable and predictable business. The key word being business. But it comes with work, hard work. It comes with struggle and sacrifice. It comes with discipline and consistency. I hope I didn't burst your bubble, but I want to continue to make that point clear... and clear out the oversized elephant sitting in the corner of the room surrounded by unicorns and waving a big sign that reads, Easy!

You must be willing to Hustle!

Rapper Rick Ross wrote a song called "Hustlin". It starts out like this, "hustle, hustlin, hustlin... everyday I'm hustlin, everyday I'm hustlin!"

The song does not start off with, "every once in a while I'm hustlin... every now and then I'm hustlin... when I feel like it, I'm hustlin." It's Everyday I'm Hustlin!

This concept of "everyday" you must apply to your business. To your lead generation, to your lead conversion, to your lead management... every day you're hustlin!

**Pillar 1: Lead Generation.** Leads are the rocket fuel for your real estate rocket ship. You cannot run out of fuel or you will crash and burn.

Most all agents fail most all the time in this business because they never give a conscious thought to creating new leads each and every day.

I've been around "other" agents. Before opening my own company I spent 4 years with Century 21 and then 4 years with Remax. I witnessed how other agents operate. And this has absolutely nothing to do with C-21 or Remax, both are great companies. It has to do with the daily habits, activities and mindset of the average agent.

Most agents use what I call the Wait and Pray method of lead generation. They simply wait and pray that somebody calls them today and wants to buy or sell a home.

Wait and pray does not work. Wait and pray will never work.

You must deliver new leads to your business through two strategies, prospecting and marketing. To define them simple, marketing is - one to many, and prospecting is - one to one.

You are either talking to people about buying or selling real estate or you are not.

Once you read and implement the strategies outlined in The 10 Commandments of Lead Generation, you will never go without a steady stream of leads again.

And the underlying beauty of the real estate business is that everything works! You call expired and fsbos, call your SOI, hold open houses, go door knocking, and even stand outside of Walmart with a sign that says, "Real Estate Agent, will work for commissions!"

It doesn't matter, because everything works. But whatever you do you must do it consistently. You must build lead generation systems within your business that produce leads predictably.

There is nothing more important and nothing more impactful than having leads and being able to produce leads within your business.

We don't need to get into the details of the lead generation pillars here, because it's completely outlined for you in the 10 Commandments of Real Estate Lead Generation. I just want to drive home the point that Lead Generation must be on your mind everyday as you grow your business.

Whenever an agent asks me to help them with their business... because they are struggling... the first thing I ask is, "tell me what you are doing every day to generate leads?" The answer is unfortunately always the same... nothing. Wait and pray.

How can this be? How can it be that you are in the real estate business that only pays you when you make a sale... you only make a sale, when first a lead arrives into your business... and a lead arrives in your business through lead generation.

How can it be that you don't have a daily routine of prospecting. How can it be that you don't have marketing systems in place that produce a predictable supply of leads into your business?

How can it be? Oh it be alright!

Well not anymore! Read the 10 Commandments of Real Estate Lead Generation and solve the lead generation problem forever!

**Pillar 2: Lead Conversion.** This pillar is interesting because there are a lot of agents out there that do produce a decent amount of leads but do not sell enough houses to meet their goals. So their first thought is always to produce more leads. But for this agent, lead generation is not the problem... lead conversion is!

Lead conversion has many factors that must be addressed. Most of which are easily cured.

When I first started in the business, I asked a veteran agent his key to success. He said simply, "I work my leads like a dog!" Do you work your leads like a dog? The answer may be no. The answer must be yes.

Once you've taken the time energy and money necessary to produce leads into your business you must work hard to convert those leads to clients. You must be willing to work them like a dog. Not harrass them, but provide them with what they crave most... information and expert advice.

You must be willing to follow up with buyers until they buy or until they die!

You must be willing to follow up with sellers until they list with you or take a restraining order out against you!

The other component of lead conversion and one that is typically not practiced by most agents... is Skillset. Lead conversion is a skillset developed through practice.

You've heard it before and you roll your eyes or cringe, but practicing your lead conversion through role play exercises is fundamental to your success in this business.

You can't expect to just get on the phone with a prospect and turn them into a client without some skills. You cannot approach that opportunity willy nilly. You must be prepared and practiced and rehearsed.

Buyers and sellers only have so many objections that they can throw your way. You must know what these objections are. You must have your responses locked and loaded and ready for delivery.

In developing your skillset for lead conversion through role play... you must utilize scripts. Year I know you think scripts seem corny or even unprofessional. But scripts are what create the professional. Actors don't just show up on the movie set the day of shooting and just wing it. They are scripted. They are practiced. They have memorized their scripts. You must do the same. Inside the Real Estate Rocket Ship, in the lead generation section, you will find all of the scripts that I've used... and that my team continues to use. Use them! They work!

Listen, you are a professional in a professional business. The greatest business! Do not take it for granted. Do not go about this without the willingness to work on your craft. To sharpen your axe. To develop your skillset to that of the Jedi level!

**Pillar 3 is Lead Management.** Lead management if implemented and executed will separate you quickly from the pack and thrust you to success and riches!

Lead management is simply the system of organizing and following up with leads, SOI, and database.

As we mentioned before, leads that comes into your business will come in all different shapes and sizes. They will also come in with different timeframes for buying and selling. If you have a system in place the insures proper follow up and communication you will have tremendous success in this business.

You are already building lead generation systems within your business. You are already developing your Jedi Master lead conversion skillset. Once you add lead management as the foundation of your lead system... you will never worry about money again!

With lead management it is critical to utilize a CRM system. CRM, standing for Client Relationship Manager. There are literally hundreds of CRM systems available for you to choose from. My team and I use Top Producer. It works very well for us.

The key is that we use it.

You build the client pipeline with lead generation, you manage the pipeline with lead management, and you convert the pipeline with lead conversion. The key word is pipeline. The pipeline of continuous leads, clients, sales, and closings.

What will you feel like when you never have to worry about where the next deal is coming from?

I can tell you first hand it's an incredible and powerful feeling. Thinking back to how I felt while walking on the beach in October of 2000, trying desperately to keep one lousy deal together, because I had to keep one lousy deal together. Compare that to how I feel now when I know that even if I turned off the lights and shut off the phones that business would still come my way... consistently, predictably... it's a magical feeling!

Final thought. You must consider lead generation each and every day, or until you can pay someone else on your team to consider it. You must build marketing campaigns and systems into your business that you hold accountable to profit. You must spend time every single day, that is on your work calendar... prospecting for business. Get on the phones and dial. As we always say, "you are either talking to people about buying or selling real estate or you are not!"

And always do what is most productive first. I see a sad epidemic with real estate agents these days... especially the younger ones. And that is social media. Do not use social media as your definition of marketing and prospecting. It is NOT! It works, don't get me wrong. On occasion throughout a year of endless hours being sucked out of your life sitting in front of your computer screen... posting... and tweeting... and instagramming... on occasion, a deal will be produced.

But there are about 37 much more important and impactful things you can be doing before using social media as your source of leads and business. Use social media as the icing on your well planned and systematized leads generation machine cake.

Schedule it! Put prospecting in your calendar and protect it just as you would a listing appointment. Put it in your schedule and stick to it day in and day out... until you are able to pay someone else to put it in their calendar and stick to it day in and day out.

### **Commandment #3: Systems**

"Organize around business functions, not people. Build systems within each business function. Let systems run the business and people run the systems. People come and go but the systems remain constant." - Michael Gerber, E-Myth Revisited

"For a business to survive and thrive, 100% of all the systems must be functioning and accountable." - Robert Kiyosaki, Rich Dad Poor Dad

"If you can't describe what you are doing as a process, you don't know what you're doing." - W. Edwards Deming, Total Quality Management

"A system, is documenting everything that you do, how you do it, and why you do it, into a step by step process, organized by efficiency and productivity." - **Bart Vickrey, Real Estate Jedi**

**Definition**, according to Wikipedia: A **system** is a set of interacting or interdependent components forming an integrated whole or set of elements (often called components) and relationships which are different from relationships of the set or its elements to other elements or sets.

- A system has structure, it contains parts (or components) that are directly or indirectly related to each other.
- A system has behavior, it exhibits processes that fulfill its function or purpose.
- A system has interconnectivity: the parts and processes are connected by structural and or behavioral relationships.

Why I am so confused when I read definitions from Wikipedia or Webster's? Probably because they are written by Academics, who are much smarter than they are successful.

I remember my economics professor my freshman year in college. He was a likeable enough guy... but he was kind of a know it all. He would make comments about different companies, in a "if they'd only listen to me" kind of tone. He would say things like, "if I were running Disney, I would do this..." - typically with a see how smart I am look on his face.

What struck me as incongruent was the fact that he wore tattered out of date clothing, drove a p.o.s. car, and would complain about how little he made and his struggles with paying his bills... which he blamed the University for the former and the Government for the latter.

I have a saying I use with my kids regarding their grades, "don't tell me how smart you are, show me." Meaning, let me see the grades. Let me see the results.

The good news for us is, you only need reasonable intelligence to become a superstar in the real estate sales business.

Anyway, where were we? Oh yeah, Systems!

You have begun to work on yourself, by setting goals, reprogramming your mindset and making more right choices in your life and your business. Choices that deliver happiness in your life and profit in your business.

You've begun to build prospecting habits and marketing campaigns into your lead generation model... if you haven't, and you want to now... go read and implement - The 10 Commandments of Real Estate Lead Generation!

It's now time to build systems into your business that will deliver predictable and repeatable results.

You know how I feel... in Life, Happiness is ranked #1... and Freedom is 1a.

Systems provide freedom, systems will set you free!

A system is simply writing down everything that you do... and the steps required to do it. It is all encompassing, everything that goes on in your business should be documented with step by step instructions.

And there are different concepts for "systems"... and you need them all in your business.

For instance, your business has two main departments - Sales and Operations. You need to document everything that takes place in every single area of both departments. It sounds daunting but it is really the true threshold to actually taking what you do today, and making it a business.

Consider this, you want to sell your business. Which is a concept never even considered by real estate agents... but when you are done with this program you will have an extremely profitable and systematized business... that will have *real* value.

So you want to sell your business... and get booked on Shark Tank. You present your business to the Sharks on Shark Tank... and ask for 3 times Net profit.

The first Shark asks about your sales force. How many people, how many leads generated per month, conversion rate, marketing campaigns?

Your answer, "well the sales force is only me. I go on all of the appointments, I make all of the phone calls, I convert all of the leads, I write all of the ad copy."

Shark, "ok, so can you show me all of your documented processes for sales? The binders, CD's, and flash drives containing copies of all of your marketing, your scripts, your tracking sheets, and a breakdown of each marketing campaign and it's precise return on investment?"

You, "uh, no."

Second Shark, "tell me about operations... how many on staff? Can you lay-out their roles and responsibilities for me... I'm sure you have processes for each listing you take in... like copying keys, making flyers, taking pictures,... all of that stuff, right?"

You, "I handle the operations side of the business, it's just me. And I have everything in my head... I mean I have been doing this for years, you know."

Shark, "so you cut the keys, you design print and deliver the flyers, you make the phone calls to schedule showings... and none of it is documented anywhere? No checklists, binders, nothing?"

You, "yeah I do it all! And I have nothing in writing."

Sharks in unison, "Get the @\$% out of here... you have nothing to sell! Without you working in the business... there is no value!"

Sadly this is how most all real estate agents operate. No system, no support staff, no leverage, no predictability, no value.

Take a hard look at your business. How much is it dependent on you? Dependent on your actions to run, operate, make sales, make a profit. Be honest with yourself.

If you are like most agents, your business is mostly dependent upon you. And if your business is mostly dependent upon you, then you don't have a business... you have a job!

Back in October of 2000 - when I first said to myself, "there's got to be a better way!"... my first "better way" was to make sure that I never had to rely on one deal.

So I went to work on me, getting better at my skillset and reprogramming my mindset. I started to learn marketing and develop lead generation campaigns. And it all started working, but I was the only one doing all of the work... because there was just me. I was, like most agents, a lone ranger. I was working around the clock, 6 and 7 days a week.

It was overwhelming.

I no longer had to rely on one single deal... but I also had no life to speak of... the business was my life. I solved one problem (lack of business) and created another (lack of time).

I wanted both! Money and Time. Enough money to provide my family with the comfort of not having to worry about money. But more importantly, I wanted Time - time to spend with the family enjoying quality moments and creating life-long memories.

So again I thought to myself, "there's got to be a better way!"

I sat down one day in my office, alone (early in the year 2002)... and I started a list of everything that I do. Everything that goes on, day in and day out in my business. And as you know as an agent, the list is long.

With the list in hand, I then organized it by dollar value. Based on what is it worth, and what would I have to pay to get someone else to do it.

At the top of the list:

- Meeting with buyers, sellers, and SOI.
- Marketing to buyers, sellers, and SOI.
- Speaking with buyers, sellers, and SOI.

At the bottom:

- Copying keys
- Copying and delivering flyers
- All paperwork (aside from contracts)
- Everything I didn't want to do!

In April of 2002, I hired my first assistant. She was part-time and was hired for administration.

Quick side note to building teams - always, always, always hire an admin before you add a buyers agent.

My first assistant started doing all of the things I was not good at, were least dollar productive, and anything not directly related to driving leads and sales to the business.

This was a game changer! Within the next 12 months my business nearly doubled. And my time away from the business increased dramatically.

And it was this person, this hire... that started to build systems within my business. She began to document everything. She made checklists for everything. Because, she said that's how she worked best.

Today, in our business... we have everything documented. We continue to review and tweak each system to create ease of use and maximum efficiency.

In the Real Estate Rocket Ship you will find our documented systems, checklists, and tracking sheets we use to run the entire business.

I knew things were getting better after hiring my first assistant. The 2nd hire, a buyers agent, was added to the team in March of 2003. In November of 2003, the family and I were on vacation in Naples Florida for three straight weeks... it was glorious.

While on vacation the business ran without me. It ran smoothly. I only fielded one or two phone calls... none of which were from clients.

Upon my return, sitting on my desk were copies of commission checks. I made \$27,000 while I was on a three week sun drenched vacation with the people I care most about, my family!

It was then and there that it finally sunk in. I have a business!

#### **Commandment #4: Target**

In Commandment 4 you will set your Targets. Targets are simply the daily activities that drive the accomplishment of your goals.

We will begin to get into some of the terminology that I use with my team and myself that may be a little confusing at first... but after a couple of re-reads you'll understand it completely.

In fact, let me throw some of the terms and definitions at you now to start things off.

In Commandment #1 we discussed goals. Everybody knows the definition of goals. And that's usually where it stops. But as I've set goals over the years and encouraged others to do the same... I came to some thought provoking conclusions.

One is that you cannot just set goals and expect to consistently accomplish them without aligning your actions and your daily activities to drive the outcome of the goal.

If you set a goal to make \$100,000 this year... you must also set goals on a daily, weekly, monthly, and quarterly level that drive the outcome of the \$100,000 goal. Otherwise, you go about your business and

come mid-November you are only at \$65,000... you can only shrug your shoulders and say... "well, maybe next year."

But when you set activity goals designed to predict the outcome of the yearly goal, track them, and measure them... then you can arrive at your yearly goal with near certainty.

Thus, I renamed the traditional goal as the Later Goal. Because you set it now to be accomplished later. And I've created a new category of goals called Now Goals. For myself and my team Now Goals are weekly goals that are set to track, measure, and drive the result of the Later Goal.

For instance, when I was still making calls, meeting with clients, and listing houses... I would breakdown my yearly goals all the way down to daily activities.

So if my yearly goal was \$500,000 and my average per transaction commission was \$5,000... I knew I had to sell 100 homes to reach my income goal. And if I also knew that my database would produce 50 transactions per year, if I communicated properly with it... that left me with 50 transactions to be produced by marketing and prospecting.

The marketing drove the lead generation which provided me with leads to call and follow up with. Through my years of tracking everything, I have determined a proven formula for predicting the correlation between activities and results.

I call the formula the Income Freedom Formula. And it's a simple formula. You take the number of people in your database and multiply it by 10%. Because the formula states that with proper communication your database will produce a 10% transaction return. Simply put, 500 people in your database times 10 percent, equals 50 transactions per year.

For our example above of 100 transactions, 50 of which are coming from the database... that leaves 50 more. You then take the 50 and multiply it by .49 which equals 24.5. We then round up to 25. The 25 then represents the number of people you must talk to on a daily basis based on a 5 day work week.

Because as we both know, you are either talking to people about buying and selling real estate or you are not!

That formula gives me a great Now Goal. The Now Goal from this example is 125. To reach 100 transactions, the Later Goal... I must talk with 125 people a week, the Now Goal. Within the Now Goal is the Target. The Target is the daily goal. The Target in this example is 25. All I have to do is concentrate on talking with 25 people a day coupled with proper communication of my database and I will reach my Later Goal of 100 homes sold! It's that simple. And it's that powerful.

One of the many weaknesses of the average and struggling agent is that they have no plan. They simply do not know what to be doing on a daily basis in order to thrive in this business.

So if you are not already confused enough, let me throw one more term at you. And that is the Bullseye.

The Bullseye simply put is a proven Target.

If we take the numbers used above in the example... and execute on accomplishing them for an entire year... and hit our goal... then we have turned the Targets into the Bullseyes.

Quick recap:

- Later Goal: is a traditional goal set to be accomplished at a later date. As we discussed in Commandment #1, the goal must be written, time sensitive, specific, and measurable.
- Now Goal: is a weekly goal that is predictive of the Later Goal and influenceable directly by you.
- Target: a target is a daily breakdown of the Now Goal.
- Bullseye: is a proven Target.

I know these terms are new to you and it may sound a little confusing at first. But as you read and listen to this over and over again... you will get it. And as you do it... you will prove the effectiveness.

Another conclusion is that I can set all of the company goals I want... like being the #1 team in all of Northwest Indiana, or selling 175 homes, etc... it doesn't at all mean that my team is going to buy into these goals. They may nod their heads and smile, but it until I set goals that includes... what's in it for them... they really don't but in.

Finally after all of these years of having a team... I realized this!

We are now seeing incredible results within our team which as a by product of producing "what's in it for me" goals for the team... we are driving company goals... that's in it for me!

And all I did was apply the same formula and goal setting routines I used for myself for years... to the individuals on my team. It was a simple activity that started by meeting with each agent on my team and asking them their income goal. This part was nothing new... I always had them set individual income goals.

But I wasn't smart enough until now, to then break down those income goals into daily activities for each agent. Now they each have their income goal... the Later Goal... and their Now Goals, the weekly goals... and the Targets, the daily activities that are predictive and influenceable of the Later Goal. And then once the Targets are proven to drive the Later Goal... they will have their Bullseyes!

It's all very exciting for them and for me!

These thoughts and ideas are what give me the confidence to make the claim that I can take anyone off the streets and get them to \$100,000 or more in income in three years or less, guaranteed.

All they need to possess are the 3 attributes we discussed earlier in the book.

1. Reasonable intelligence
2. Connectability
3. Desire

Well how can that be? You ask. It's really quite simple. Because I do, and I have tracked everything, I know exactly what it takes for anyone that possesses the above mentioned attributes to be successful in this business.

I know how many leads it takes, exactly how to produce those leads, how many calls, how many spoke to's, how many hand-written notes, how many "add's" to database, how to properly communicate to the database (explained in detail in the 10 Commandments of Real Estate Lead Generation), which times of day to be calling, how many hours a week to spend calling...

how many internet buyer leads I can produce per dollar invested, how many homes expire each month in my market place, how many postcards and sales letters must be mailed to these expire listings in order to produce a call into the office, how many call in's it takes to produce an appointment, how many appointments it takes to produce a listing...

I know precisely what percentage of my listings sell, and what percentage of list price to sales price we average, I know our average commission per sale, average processing fee collected per closing... I know it all!

So that's how I can guarantee that I can take anyone off the street and help them build a six figure annual career! All they have to do is follow the system... the step by step blueprint to real estate sales success!

And the same now goes for you! Because you hold in your hands the entire system... all you have to do is apply it, apply it to your life and your business.

My objective for you is simple:

- Dramatically increase net profitability
- While simultaneously decreasing the number of hours worked per week

In a nutshell, Work Less - Make More!

If you've filled out the Business Assessment Questionnaire (which you absolutely should do), then you have filled in the blanks in this statement:

"I will make \_\_\_\_\_ dollars per year, working only \_\_\_\_\_ hours per week, while enjoying \_\_\_\_\_ weeks of vacation each year with my family!"

This is the exact statement that lead me to this exact moment.

Within the statement we must take your goals: income, hours worked, and weeks of vacation... and turn them into precise Targets that we can accomplish every day.

If you've read and listened to this carefully, and it has truly set in.... you are now smiling from ear to ear... because, you now have the power to improve anything in your life, in any area of your life!

You are now the most powerful person alive!

Set your Goals, establish your Targets, and determine your Bullseyes!

"Do what you can. Do the best you can!" - Jim Rohn

### **Commandment #5: Focus**

Webster's dictionary defines focus as a main purpose or interest.

"Where Focus goes energy flows" - Tony Robbins

The sooner you are able to focus on what's most important each and every day, each and every week, each and every month, and each and every year... and stick to this focus until each most important thing is done... the faster you will reach the Good Life.

I've made a great discovery in my life that most people, who are like me, rarely discover.

I suffer from a rare and debilitating affliction that has shocking and startling side effects, including but not limited to:

- Frequent bouts of “mind on fire” (so many ideas and thoughts running through my head of things I want to do in my business... that it precludes me from sometimes getting my recommended daily allowance of sleep!)
- Thundering cases of “what if’s” (what if we open an office in every county in our marketplace? what if we train and hire kids right out of college and pay them \$20 an hour to show homes... instead of the hundreds of dollars an hour that we pay our buyers agents? what if we did this? what if we did that??)
- Unicorn hallucinations (the distraction of continuously chasing magical and glorious Unicorns instead of focusing on what’s already in front of me right now).

This rare affliction affects 82% of Entrepreneurs and 91% of all Top Producing Real Estate Agents... (statistics used in this section have been approved and verified by the National Association of Made Up Statistics!)

The affliction that I am referring to is called Anti-Focus!

The cure is simple... Focus!

We have a tendency of building a huge list of “doing”, without delivering enough “done!”

I’ve known about my affliction for many years, but it wasn’t until recently that I really started to consciously medicate myself to stabilize the condition.

We don’t have trouble with the Decide, or the Do, or the Doing, it’s the Done - wherein lies the complication. And its in the Done, where the magic resides!

You and I must establish to move from Decide through Done as quickly as possible. The more Done’s, the more control, the more freedom, the more power, the more sales, the more money, and the less Mind on Fire, less What If’s, and less Magical Unicorns!

So how is it done? How can you possibly control this kryptonite that you wear in your pants?

The solution, the anti-venom, the force field... is Focus. The ability to focus on one, no more than two things at a time.

Example: after reading and listening to this book, reading and listening to the bonus book “The 10 Commandments of Real Estate Lead Generation”, and going through the 3 jumbo binders included in the Real Estate Good Life Business Building Blueprint... your mind is guaranteed to be on fire!

So for you let’s say you lack a consistent steady stream of leads coming into your business on a daily basis. You’ve the 10 Commandments of Lead Generation, and can’t wait to get started.

Here’s the key to Focus, Implementation, and fabulous riches in the real estate business.

Step 1: Pick only 3 lead generation pillars out of the 10 featured in the book. Your top 3. The 3 lead pillars you know will have the greatest impact on your business. Pick only 3!

Step 2: organize the 3 in order of importance to you. Rank them as if you were an NFL General Manager preparing for the draft. You need a Cornerback, and Linebacker, and a Quarterback (if you’re unfamiliar with these references, go watch more football!)

After consulting with your coaches and assistants you decide that a Quarterback will have the biggest impact on your team. So your first pick in the draft, a Quarterback!

But after you draft him, you don't change your mind, you don't decide not to sign him to a contract, give him the playbook, have coaches coach him, and then not put him into the game... heck no... you do all of those things until they are done!

The same goes for your real estate business.

Step 3: breakdown all of the steps necessary to Implement your #1 Lead Generation Pillar.

Let's say you want to install "proper communication" (refer to the 10 Commandments of Real Estate Lead Generation for details) into your database.

Because you know that with proper communication you can rely on a 10% transaction return from your database. 100 people in database times 10% return = 10 guaranteed transactions per year (minimum).

You need to create a list of everything you need and everything that needs to be done in order for proper communication to exist in your database.

For instance: you need a CRM system and you need to input all of your past clients, current clients, sphere of influence, and vendor partners into the CRM system.

You then need to label everyone in your database: A, B, or C.

You need to call though your list to make sure you have everyone's correct contact information including, home mailing address.

You need to create your newsletter or e-newsletter.

You need to set up Send Out Cards account for automated delivery of greeting cards on Thanksgiving, New Years, Spring, 4th of July, and Birthdays.

You need to build out your marketing offers to be included periodically in your "proper communication" plan.

The list goes on, but I think you get the idea!

Step 4: You organize the list of "to do's" (Doings) by rank of importance and impact. Create a checklist.

Step 5: You start with the to do at the top of the list, and you Do It Until It Is Done!

Now before you hyperventilate or jump off a bridge, or take two weeks off and then quit (I heard Brett Favre say that to a Referee one time, and thought it was hilarious!)... I understand that you must still work "in" your business to keep it running while you begin to install life changing systems and lead generation pillars into your business.

I call working "in" your business the "chaos". I always tell me team, you are either working "In Chaos" or "In Focus"... Chaos can make you a living, Focus will make you a fortune!

From where you are today, make it a goal to spend at least 20% of your daily work time "in focus"... that still leaves you with plenty of time spin out of control "in chaos".

Quick definition: Chaos - what we must deal with in our business until we can afford to have others deal with it. Such as paperwork, showing homes, returning agent and vendor phone calls, making flyers, delivering flyers, posts on Craigslist, copying keys, and ordering title work. As you know the list of what takes place in chaos is nearly endless.

This is Chaos, and it's required for any business to operate and survive.

But to thrive you must first know the difference between Chaos and Focus, in your business.

Second, and more importantly you must learn to manage Chaos so that you can grow your business through Focus.

Eight hour work day, 20% In Focus, gives you an hour and a half every day to work On your business. You must put focus time in your calendar as an appointment and protect it with your life.

Then stick with One Thing (go read the book The One Thing by Gary Keller if you haven't yet) until it is implemented and up and running... before you move to Number 2 on your list.

You Must Do This!

And if you're like me, and have a team, it becomes even more difficult to protect your Focus time. Because my team is constantly outside of my office like a pack of hungry monkeys banging on my door screaming for bananas!

What I've started doing is putting a stop sign up on the main door to my private office and locking the other door... and guess what, it works!

If you follow this plan and learn to focus your time, it's basically Game Over!

You've Won before you started!

### **Commandment #6: Keep Score**

"If winning isn't everything, why do they keep score..." - Vince Lombardi

"Money was never a big motivation for me, except as a way to keep score." - Donald Trump

"If you don't keep score, how do you know if you're winning?" - Bart Vickrey Real Estate Jedi

I'm a big sports fan as you have probably already figured out by now, by the many sports references I've made in this book.

What I have noticed in all of the sports that I watch is, they always keep score. Which is good because that's how I know who is winning and who has won.

Wait, hold on, I take that first part back, they don't always keep score. My son is 6 years old and has just started playing hand pitched baseball (as opposed to t-ball).

Recently I showed up to his first game, only to find out that they had started a half hour earlier than what the schedule said. So I ask my wife, "what's the score?" She shrugs and says, "I have no idea, there's no scoreboard!"

At the end of the inning, the coach is approaching the dugout... "hey coach, what's the score?"

He replies, "we don't keep score until next year."

What? No score! How do they know who won?

I think the organizers of the league are missing a fundamental point of life and athletics. When I look back on the team sports that I played, the lessons are invaluable.

Teamwork, discipline, practice, habits, celebrating success (winning), and graciously handling failure (losing).

And I know they say, it's not whether you win or lose, it's how you played the game. But that's not true. We don't celebrate the losing Super Bowl team, we don't send the losing quarterback to Disneyland!

Now before you tense up and get the wrong idea. This isn't about winning at all costs. This isn't about greed and stepping on people to get what you want. This is about getting the most out of your potential, getting the most out of your opportunities.

This is about building a business that serves you and your family. This is about fighting, scratching, and clawing for Freedom and Happiness... the Good Life!

And the best way to get there, and to know you got there is to keep score!

To a certain degree, you already keep score, we are just going to enhance it a bit. You already know how much money you made last year. You already know how many homes you sold. You already keep score.

Now, you are going to keep a more detailed score. You are going to keep score of more things. You are always going to know the score. You will know, at all times, where you stand in your business... and with your goals... and with your pursuit... you will know.

You are now going to track, measure, tweak, and keep score of everything. And the #1 reason why, the overwhelmingly impactful and completely fundamental reason why... because people play differently when they are keeping score!

You must know the score at all times, so you can tell whether or not you are winning!

Let's look at the global view of this. We work in a business that involves a lot of Chaos. Chaos that can and will drain the life right out of you.

You get pushed and pulled in every direction. You have clients vying for your attention. You get phone calls at 3 o'clock, asking if you can drop everything and show a house at 4 o'clock.

You have an upset spouse when you're late for dinner. Disappointed kids when you miss a ball game.

All these things happen when you work exclusively in Chaos. And when you work exclusively in Chaos, you never feel like you're winning.

You are stressed, demoralized, burned out, and frustrated... all the time.

You know you should be working more "In Focus"... building a real business, implementing lead generation campaigns, creating systems to run your business, and hiring people to run the systems. But you are held captive by Chaos!

When you develop the Mindset of keeping score, keeping score of everything, you will become more engaged. When you become more engaged you will make time to work in focus. You will be excited to work more in focus.

And as you work more in focus, your business WILL improve. Your time WILL be better managed. Your stress levels WILL be reduced. You WILL gain control!

When your business improves and your stress reduces... you beat down the path to the Good Life. By keeping score of everything (tracking, testing, measuring, and tweaking), you know at all times if you are winning!

I want you to track your time: create a schedule that builds in time for prospecting and focus time... and you must stick to the schedule

I want you to track your prospecting:

- the # of calls you make, how many people you speak to,
- # of hand-written notes,
- # of people added to your database,
- # of appointments,
- # of offers written,
- # of offers accepted,
- # of deals closed... everything!

I want you to track your business statistics and averages:

- your average commission per transaction,
- average sales price,
- average # of days on market for your sold listings,
- percentage of list price to sales price.

I want you to track your marketing:

- types of ads run,
- dollars spent per ad,
- # of ads run
- leads generated per ad
- # of calls produced
- # of appointments generated
- conversion rate from appointment to client
- and most importantly, Return on Investment

Return on Investment: how much did you spend on each marketing campaign... and much profit did each one produce.

Included in the Good Life Binders is a copy of one of my Marketing ROI Tracking sheets. You will see how easy it is to implement. And how incredibly important it is to know this vital information.

At the end of 2010 I implemented and deployed a direct mail marketing campaign for expired listings. The campaign consisted of 15 straight weeks of mailings to the homes of the expired listings, that I had targeted.

A series of 12 postcards and 3 sales letters, all designed to get a response. I, of course started tracking everything right from the start. How much I was spending on materials like the postcards themselves, paper for sales letters, ink and toner from the copier, postage, and man hours for my staff to do all of the work involved.

- We used the Redx to pull expired listings out of the MLS.
- One of my assistants flagged the expireds from the list that fit the predetermined criteria, such as price ranges and location.
- Those flagged listings were then automatically uploaded from the Redx to Top Producer (the CRM software that we use).
- Inside Top Producer we had built out the entire follow up plan.
- The targeted listings were then auto assigned the follow up program
- Each day when my assistant turned on her computer and logged into TP, she knew who to mail to, and which mailing to send.

We spent a lot of upfront time building and designing the foundation of this particular marketing system. So now it was built, implemented, and deployed.

And guess what? It did absolutely nothing!

It did nothing at all for the first 4 or 5 weeks. I was devastated, because I knew this system would work. I was going to dominate the expired listing market! And I expected it to work from day one!

But we stuck with it!

And then we got a call, and then another, and another. I started going on listing appointments. I started getting listings. The listings began to sell. It was happening!

Then about six months into it my wife says, "we need to look at the company financials." Stacey and I try to meet at least every quarter to look at our personal and business financials.

When we met she had the expired marketing expenses highlighted. The first thing out of her mouth was, "we really have to take a look at our marketing expenses, especially this expired program you've been running!"

Stacey was upset because within the first 6 months of running the campaign, we had spent over \$7,000 on it. But of course, I was equipped with a rebuttal, and more importantly - my tracking sheets.

I showed her how many calls we're received, how many listing appointments I'd gone on, how many listings were taken, how many have sold, and most importantly... how much money we had put in the back because of the program.

Six months into the expired marketing campaign, we had spent \$7,000. And we had collected \$24,000 in commissions! A 3.5 to 1 return on investment. For every \$1 we were spending, we were getting back \$3.50.

You should have seen the relief and then the excitement in her eyes.

We finished the first full year at just over \$12,000 in expenses, and \$87,000 in commissions earned... as a direct result of that one campaign. Nearly a 7 to 1 return on investment!

So please follow Commandment #6 and Keep Score... keep score of everything!

Because you are reading or listening to this, I know you've invested on our program The Real Estate Good Life Business Building Blueprint. Inside the binders, along with page after page of awesomeness... are the exact tracking sheets I use in my business today. Copy them, implement them into your business, and for God's sake USE them everyday... and

KEEP SCORE!

Next up is Commandment #7: Be Accountable... see you then!

### **Commandment # 7: Be Accountable**

**"When it comes to privacy and accountability, people always demand the former for themselves and the latter for everyone else."** - David Brin

**"A body of men holding themselves accountable to nobody ought not to be trusted by anybody."** - Thomas Paine

**"It is wrong and immoral to seek to escape the consequences of one's acts."** - Mahatma Gandhi

Ahhh, accountability... the four letter word of life and business.

As we always say, in real estate you are either getting results or making excuses.

There is no place to hide in real estate sales because the results always speak for themselves.

Real estate sales is the ultimate accountability business. Those at the top have a number of things in common: desire, passion, great work ethic, productive daily activities, and they are accountable for their actions and to their results.

The top producers are either holding themselves accountable or paying someone else to hold them accountable.

I remember the instructor of my real estate school back in 1998 said something very profound... and I've used it ever since. He said, real estate is easy to get into, easy to get out of, and everything in between is optional."

And it's true isn't it! As a real estate agent you are an independent contractor. Which means, you have no set schedule. Nobody to answer to, but yourself. There is no one around to hold you accountable. And because of this most all people that obtain a real estate license fail in their attempt to sell real estate.

The previous three Commandments are all built with accountability in mind. We set targets, bullseyes, Now Goals, and Later Goals... and track them all in order to accountable. To be accountable to the actions that produced the desired results we've set for ourselves.

We are focusing on our Targets and Now Goals because they move the needle toward the measurable end result, which is our Later Goals.

We keep score of everything in our business so that we know if we are winning. If we hold ourselves accountable and stay laser focused on tracking, measuring, and tweaking our daily activities which are driven by our targets and now goals... we cannot lose. We always win.

You must resign yourself to the fact, right here and now, that being accountable to our daily activities, being accountable to our targets, being accountable to our Now Goals, being accountable to our Later Goals... will always result in the outcome you desire. Always.

But it's easy to not be accountable. We live in a society that gives us a free pass. It's ok to just be average. It's ok to be a participant, and not a winner.

But that's not why you're here. You didn't invest in this program because you wanted to be average. You didn't invest in this system because you wanted a free pass. You want to be a winner! You want to live a successful life.

You have the complete and total power and control over the outcome. You have in your hands a proven and repeatable systems. All you have to do is hold yourself accountable to it!

If you don't hold yourself accountable to eating right most of the time. If you don't hold yourself accountable to exercising... you become fat, you become unhealthy.

If you don't hold yourself accountable to living below your means. If you don't hold yourself accountable to staying within budget. If you don't hold yourself accountable to not overspending, to not saving... you will be broke.

It's that simple.

What I've found to work great for accountability with my real estate team... is public accountability. The team sets their Later Goals. We break down the Later Goals into Now Goals, we build the tracking sheets designed around the daily activities of the Now Goals, we put up a score board to track Now Goals and Later Goals... and we meet about them once a week to report on our results. To report on our activities that drive the Now Goals.

We go around the room, report on our activities... tweak if necessary, and commit to the Now Goals we will be accountable to next week. Accountability has gone through the roof!

The scoreboard is on a whiteboard in the conference room where we hold out team meetings. There is nowhere to hide!

Accountability is the glue that holds all of the commandments together!

Accountability is the secret sauce, that once applied to the routine of your business will guarantee results. Not hope and pray results, not maybe results, Guaranteed Results!

Whether you operate as a solo-agent or you're the Rainmaker of a mega-team, accountability must be the X-Factor.

Regular, consistent, and unwavering accountability.

Let's walk through it again, as an example. The three previous Commandments were: Target, Focus, and Keep Score.

Inside of Commandment #4 - Target, you must determine your Goals... your Later Goals. The Later Goal is: This to That by Then. For instance, last year you made \$75,000 and this year you want to make \$100,000. The \$100,000 is the Later Goal. This = \$75,000... That = \$100,000... Then = December 31st. From This to That by Then.

So the Later Goal is set. Now you must determine the Now Goals. The Now Goals are the activity goals that drive the result of the Later Goal.

You know that in this business you are either talking to people about buying or selling real estate or you are not.

Your Now Goal needs to be a weekly goal set based on the activities that are predictive of reaching the Later Goal, and influenceable by you. Meaning you have direct control and influence over delivering the Now Goal.

The Now Goal is determined simply by breaking down the Later Goal. Use the Income Freedom Formula found in Commandment #1 for details on exactly how to break down your real estate income goal.

With a goal of \$100,000 with an average commission of \$3,000 per transaction, and with 100 people in your database... we can deduce that you will need to talk to 55 people a week, about buying and selling real estate. 55 people you actually speak to.

The Now Goal is 55 "spoke to's".

Inside of the Now Goal are the Targets. The Targets are the daily activities or daily goals. If the Now Goal is 55 "spoke to's", and you are committing to five prospecting days each week... then your daily Target is 11.

You now have the Later Goal \$100,000, the Now Goal 55 spoke-to's, and the Target 11.

You can build out your targets according to the rules: is it predictive of producing the Now Goal and driving the Later Goal? Is it directly influenceable by you?

On our team, we just started using Commandments 4, 5, 6, & 7. I always utilized them myself... but wasn't smart enough to consistently apply them to the team. And when I did, the Later Goal was out of whack with what they really cared about.

But now we have it dialed in to what they are really interested in... and that's income!

We've built a daily tracking sheet to account for the Targets.

On the daily tracking sheet is:

- # of dials (phone calls made)
- # of spoke-to's
- # of handwritten notes
- # of people added to the database
- # of buyer appointments
- # of seller appointments
- # of offers written/received
- # of offers accepted

In our weekly team meetings we focus primarily on the first four on the list. Those four are predictive and influenceable directly by the agent. We call them the Big 4. And the Big 4 drive the results of the last four.

Quick reference: Targets are daily goals, Now Goals are weekly goals, and Later Goals are typically yearly goals.

In Commandment 4, I mentioned Bullseyes. I've thrown a lot at you and I don't want to confuse you... if I already haven't! But Bullseyes, once defined are true game changers!

In simple terms a Bullseye is a proven Target.

You will only determine a Bullseye by applying the system, tracking the targets, and measuring the results.

As you track your daily activities, Targets, and Now Goals... on your way to the Later Goal... the data will direct you with feedback as to if you are on "target" or not.

So we've determined that you need to speak to 11 people a day, five days a week... to arrive at your Later Goal of \$100,000 in income. You go through the year, making calls, going on appointments, getting listings, producing closings... all the while tracking everything... and at the end of the year you finish with an income of \$101,250.

You have now established your **Target** (11 spoke-to's a day) as a **Bullseye** (a proven target).

Once your Bullseyes are in place within your business... it's GAME OVER!!!

You've Won before you've started!

You now have all of the control and power to create the Real Estate Good Life!

No more waiting and praying. No more worrying. No more wondering what to do.

Your daily activities are set. You execute the daily activities... you control the outcome!

The entire system is built with accountability as the foundation. Most all agents lack any type of consistent accountability in their lives and in their businesses.

To ensure accountability in your business and in your routine, there are two strategies you should consider applying to what you've already learned.

The first is an accountability partner. Someone in your life or your business that you can report to. Whether it's an agent in your office, or your spouse... finding someone that will hold you accountable to your Targets and Now Goals is like adding jet fuel to your gas tank!

If done consistently, it will prove to produce better results than just relying on yourself as your accountability partner.

The second strategy is only for those that absolutely positively want to reach and exceed their goals with speed and efficiency. It's only for agents that are dead serious about building a true lifestyle business... with designs on living the good life.

The second strategy is to hire a coach. Hire a coach to share your goals with, a coach that you will report directly to and will hold you accountable to your actions and ultimately your success.

All the greats have coaches. Michael Jordan had a coach his whole career. Tiger Woods has had many coaches. Professional baseball players have a head coach, a hitting coach, a pitching coach, and several other coaches.

If you truly want to be the best that you can be... hire a coach.

I've had many coaches in my career... and still have one to this day. Paying an expert to hold you accountable and make you better, works... with 100% certainty.

Understand and embrace the importance of accountability in your life and your business. Start immediately. As the great Jim Rohn would say, "start as early as today, as late as tomorrow, and I'll give you tonight to think about it!"

Be accountable: Start Now!

Ok, one last closing thought on accountability, success, and what it takes to get it.

Keep reading if you really want it. Keep reading if you are willing to face some of the harsh realities of building the Ultimate Lifestyle and the difficult challenges and sacrifices required to get there.

If you cannot stomach the thought of hard work... turn the page and skip this musing.

But for those that understand that you have to be willing to live like most won't for the next few years... in order to live like most others can't for the rest of your life... keep reading - keep listening.

What I'm about to say may offend some people (but not you), especially those of the family comes first ideology. So be it. It must be said.

To reach a high level of success and riches in this business you are going to make tremendous sacrifices over the next few years, you must employ accountability as your handler, you must submit yourself with total commitment.

As you build this business, everything in your life must be arranged to facilitate your ambition. You must have a commitment from your spouse, from your kids... and commitment that concedes understanding. An understanding that you will be to work early, that you will be required to work late.

With the vision of what is possible you must practice delayed gratification. Meaning you reap what you sow... but only after you've sown and sown and sown!

There is an ancient cliché: the hen contributes to breakfast, but the pig is committed to it!

You can earn a living selling real estate just by contributing. But you cannot reach the Good Life level without first, real commitment. Your commitment and those around and closely tied to you... which is typically your family. They must buy in, support, and accept it.

And forget about living "in balance" for the next few years. You will be completely out of balance. Your business Will get more attention than your spouse. Your business Will get more attention than your kids.

The out of balance part is not politically correct is it. They tell us we must live a balanced life. But take a close look, "they" are typically living a mediocre life.

All you will have to do is live out of balance for the next couple of years. Dedicated to building a real estate business that will ultimately serve you, your family, and your lifestyle. Once built, you then be able to live out of balance for the rest of your life!

If you look closely you will find that there isn't a single person on or at the top of anything... that didn't first live out of balance to get there. Not a single one, at the top of their profession, sport, or

marketplace... who lives a balanced life while in pursuit of the top of the mountain... in pursuit of the top of the pyramid. Not one. Ever. No CEO, No Entrepreneur, No Professional Athlete, No Rainmaking Real Estate Agent. No one.

And if they claim they lived in balance while in pursuit... they're lying!

I've read 100's of books over the past 15 years. I've studied about high level success and top achievers past and present... in business, real estate, sports, and entertainment...

from John D Rockefeller to Andrew Carnegie, from Abraham Lincoln to Bill Clinton, from Michael Jordan to Wayne Gretzky, from Eminem to Lil Wayne... the message is clear, and constant... they all possessed extreme commitment, accountability, and sacrifice to achieve their greatness.

The trade-offs for success are tough. Few, and now fewer are willing to make them, or even confront them. The same applies directly to the real estate sales business - thus producing a widening gap between the top, middle, and bottom of the real estate mountain... of the real estate pyramid.

Less agents are doing more business. Where you choose to be is up to you.

But don't come here looking for the easy button, or the magic pill. I can't help anyone who won't be or isn't honest with themselves. Don't tell me how bad you want it, unless your actions are willing to back it up!

Live out of balance now, for the next few years... so you can afford to live out of balance for the rest of your life. Able, accomplished, deserving to live the Good Life.

### **Commandment #8: Read**

The final 3 Commandments of this book are all very simple concepts. And all are crucial to your ultimate success in life and business. The final 3 Commandments are: Read, Listen, and Write.

All three have become a lost art in personal development. I will explain how simple each one can be to make a habit and routine in your life... and how incredibly impactful these three Commandments will be on your life.

"Formal education will make you a living; self education will make you a fortune!" - Jim Rohn

"Reading is to the mind what exercise is to the body." - Joseph Addison

"We shouldn't teach great books; we should teach a love of reading." - Joseph Addison

This book is a guide to success for real estate agents. This book is also, and more importantly, a personal development book.

As we established before, Business success is 80% Psychology and 20% Strategies and Tactics. Reading feeds your mind, it feeds your psychology.

In this Commandment we will discuss the power and importance of reading. You've heard me say many times now that back in October of 2000, the book "Think and Grow Rich"... changed my life. One book, that cost me \$2... changed my life forever!

Since that time, I've continued to read, and have built a fairly impressive library.

I set a goal each and every year to read 12 books. Over the course of the 15 years that I've set this goal... I've never failed to reach it.

And of course, true to form, I've taken the "Later Goal" of reading 12 books... and broke it down into "Now Goals" and "Targets".

The Now Goal is 70 pages read per week.  
The Target is simply 10 pages per day.

Ten pages a day = 12 books per year.  
Twelve books per year = Mastery of any subject that I choose!

If you want to be wealthy, study wealth.  
Want to be a superstar real estate agent, study top producing agents.  
Want to be a marketing genius, study marketing.

It's a simple and fundamental concept. But surprisingly to me, maybe not to you... is the fact that the average adult does not read books these days! In fact, the average American adult will only read 5 books in their lifetime after high school!

Reading books will with 100% certainty speed your pursuit of freedom and happiness.

Making reading a daily habit in your routine will make you better every day.

One of the best kept secrets in every community and in each society, is... Libraries!

A library, for those that don't know, is a place located in every town that houses all the learning material necessary to create the life of your dreams.

Ben Franklin said, "these libraries have improved the general conversation of the Americans, made the common tradesmen and farmers as intelligent as most gentleman from other countries, and perhaps have contributed in some degree to the stand so generally made throughout the colonies in defense of their privileges."

Andrew Carnegie wrote, "A library outranks any other one thing a community can do to benefit its people."

I love the library, and am a steady contributor to funding the operations at the Valparaiso Public Library... with all of my overdue fees!

Books are worth their weight in gold to me. And when anyone I know wants to buy me a gift for my birthday or Christmas... they all know that a gift card to Barnes and Noble will be put to good use!

Make reading part of your personal development program today!

Here's a list of my favorite business and personal development books of all-time:

Think and Grow Rich	- Napoleon Hill
Rich Dad Poor Dad	- Robert Kiyosaki
Total Money Makeover	- Dave Ramsey
Your Money or Your Life	- Joe Dominguez (the 1993 edition)
Start with Why	- Simon Sinek
The One Thing	- Gary Keller

Outliers - Malcolm Gladwell  
 Tribe - Seth Godin  
 Purple Cow - Seth Godin  
 Blue Ocean Strategy - W. Chan Kim  
 The Millionaire Next Door - Thomas J. Stanley  
 The Richest Man in Babylon - George Clason  
 How to Win Friends and Influence People - Dale Carnegie  
 The 7 Habits of Highly Effective People - Stephen Covey  
 The No BS Guide to Direct Marketing - Dan Kennedy  
 The No BS Guide to Time Management - Dan Kennedy  
 The No BS Guide to Wealth Attraction - Dan Kennedy  
 The Millionaire Real Estate Agent - Gary Keller  
 Walt Disney - Neal Gabler  
 Einstein - Walter Isaacson  
 Steve Jobs - Walter Isaacson  
 Barbarians at the Gate - Bryan Burrough  
 Den of Thieves - James B. Stewart  
 Titan: The Life of John D Rockefeller - Ron Chernow  
 The First Tycoon - T.J. Stiles  
 The House of Morgan - Ron Chernow  
 Andrew Carnegie - David Nasaw  
 How to Get Everything You Want - Jay Abraham

I can go on and on... but I better stop there for now!

The power and influence books will have on your life is priceless. Start reading today!

Next up is Commandment #9: Listen

### **Commandment #9: Listen**

Commandment #9 delivers the same message as Commandment 8, just utilizing a different platform... listening instead of reading.

I've been listening and taking advantage of audio programs for years. In fact, I have a long standing and continuous goal of listening to 30 minutes of audio programs each and every day. That's 350 minutes each week... 18,200 minutes each year!

That's a whopping 303 hours of learning, motivation, instruction, and inspiration... each and every year! This habit provides me with an ongoing and continuous positive impact on my life.

The average college graduate spends 1,920 hours of classroom time in order to obtain a bachelor's degree. So that means for me, I'm adding the equivalent of another college degree worth of education to my life! How awesome is that!

"Work harder on yourself than you do on your job. Work hard at your job and you'll make a living, work hard on yourself... and you'll make a fortune!" - Jim Rohn

There are two parts of each day when I put in the most audio time; the morning workouts delivered via my iPod... and my daily drive time, delivered via my car's CD player.

Tony Robbins calls these opportunities "net time" Net, standing for No Extra Time.

This listening habit creates an enormous positive influence on my mood and overall mindset.

I can tell how dramatically my feelings change for me when I'm listening to too much Eminem during workouts, and Howard Stern during drive times. I recalibrate and improve my overall mindset when I get back to Tony Robbins, Jim Rohn, Darren Hardy, and Brian Buffini.

The effect these people have on my life is immeasurable!

Make it a daily habit to fill your mind with the right stuff! Listening to Mega Death and Gansta Rap will not further your pursuit of the Good Life...

But here are some audio programs and suggestions that will:

Tony Robbins:	Awaken the Giant Within
Tony Robbins:	Power Talks
Tony Robbins:	Get the Edge
Tony Robbins:	Mastering Influence
Brian Buffini:	All of his stuff
Jim Rohn:	All of his stuff
Wayne Dyer:	I Can See Clearly Now
Michael Gerber:	The E-Myth Revisited
Brian Tracy:	Eat that Frog
Zig Ziglar:	See You At The Top
Zig Ziglar:	Goals
Jack Canfield:	Success Principles
Dan Kennedy:	Magnetic Marketing
Joe Stumpf:	The Main Event
Bart Vickrey:	The 10 Commandments of Real Estate Sales Success

One of the many great features included in the Real Estate Good Life Business Building Blueprint, is all of the audio cd's included in the program. As you develop your daily listening habit, make sure to listen to the Good Life cd's over and over again!

You will pick up something new each time. And the main points will be driven into your memory and internalized into your subconscious mind.

The Power is Yours, so listen carefully!

You only have one life. One time around. You only have 24 hours in each day... only 16 waking hours... leverage your time for Success!

### **Commandment #10: Write**

Commandment #10 deals directly with a lost art... the art of writing.

Actual writing, not typing, not texting, not emailing... writing. I want you to make writing a daily part of your life.

There are two components of writing that I want you to implement into your life and your business.

The first component of writing is for your business, and it has two powerfully impactful pillars to it.

The first pillar is handwritten notes.

Former President George H. Bush said, it was handwritten notes that got him to the White House. A practice that was instilled in him by his mother.

A practice that President Bush, at the age of 89, still does today.

I first heard of the idea handwritten notes by superstar real estate coach, Brian Buffini. Notes are still a staple in the Buffini coaching system.

Since the time that I started writing handwritten notes as part of my daily business activities... I've tried to write 15 notes a week. Just 3 notes a day, five days a week.

I haven't always stuck to that goal. I've faltered many times over the years, allowing for the Chaos to overwhelm the Focus. But I can tell you this, anytime that I'm writing notes... I'm getting results!

Whenever a new agent joins my team, they are required to do three things before I will give them any leads.

1. Make a list of their sphere of influence
2. Call everyone on the list
3. Send handwritten notes to everyone that they talk to

Those three things, in that order!

Handwritten notes have an impact on the recipient. Handwritten notes get opened by the recipient.

We all sort and open our mail the same way. Piles A, B, and C.

- Pile A: is thrown out immediately (credit card offers, junk mail, etc)
- Pile B: are the bills that we set aside
- Pile C: are the subscriptions like magazines and newsletters, the greeting cards, handwritten notes, and invitations.

We open Pile C... first, and usually right then and there!

Make handwritten notes a part of your life starting today!

Pillar 2 of writing component 1 is a Newsletter.

If you want to have a dramatic everlasting impact on your database... write and mail a newsletter. Do not underestimate the power of the newsletter... and do not think for a second that it's too difficult.

A newsletter will have the greatest return on investment of any lead generation pillar that you install into your business.

I go through step by step how to build your newsletter in the 2nd Commandment of the book you now have, "The 10 Commandments of Real Estate Lead Generation."

And also included in the Real Estate Good Life binders are actual copies of the newsletter that I send out to my database.

Write a newsletter, it will have a dramatic effect on your life and income.

The 2nd component of Commandment #10 is writing a journal.

Make writing a journal a practice in your life and you will thank me profusely. Your family will thank you profusely. Go out and buy some nice journals to begin recording your thoughts, feelings, ideas, musings, and blessings.

Make writing in your journal a regular habit. Start with just 5 minutes a day, two days a week. Once the habit is instilled you will want to write more and more.

If you want to become successful, wealthy, healthy, influential, and leave a priceless legacy to your family... start a journal today!

Hear something interesting, important, valuable, have a great idea... write it down. Record your thoughts, your strategies, your goals, your vision, record it all!

Make it a powerful habit in your life. And please do this one little thing at the end of each writing session... write down what you are thankful for. Make note of the blessings you have in your life... each and every time you finish a writing session in your journal.

### **Final Thoughts:**

You now have in your possession everything necessary to build an incredibly profitable real estate business... and the thoughts and ideas and mindset to live a life most all only dream about.

Between the 10 Commandments of Real Estate Sales Success, the 10 Commandments of Real Estate Lead Generation, and The Real Estate Good Life Business Building Blueprint Binders... you have all of the tools.

And as you know, a great craftsman never blames his tools... the tools are only effective if utilized. The tools are only effective if implemented. So now that leaves only you!

It's up to you... it's up to you to read, listen, to re-read, to re-listen, and to most importantly... Implement... to do something with what you have.

The difference between Mediocre and Meteoric, is **IMPLEMENTATION!**

As Nike says, "Just Do It!"

This is the Greatest Small Business Opportunity in the World! Take advantage, I took advantage. I take advantage, am taking advantage... everyday!

This business has provided me with an incredible lifestyle. But none of it would be possible without action, without risk, without dreaming. I have created these things for myself.

I don't rely on the government or the President or the economy.

No thanks, Mr. President... I don't need you to raise minimum wage for me to make a living!

No thanks, Mr. President... I don't need your food stamps or your free housing, I do fine for myself.

And oh yeah, Mr. President, if one day before I retire, the world's largest Ponzi scheme, Social Security, implodes... that's fine, I won't be needing that either!

What I've done did not require certificates, diplomas, college degrees, or even permission slips from others. No it wasn't and isn't easy or simple, but then I never expected it to be. I wouldn't want it to be!

I like the view from the top, it wouldn't be as nice if crowded.

Maybe luck was involved, if you consider the luck of being born on Planet Earth, in the United States, and holding a license in the World's Greatest Small Business Opportunity... then maybe it was luck.

Maybe there is a secret. Maybe there is one thing that if I shared it with you, your life would never be the same. I did mention in the very beginning of the book that I had a secret... and I know I do.

Grip the book tight and listen very intently... because I'm about to share it with you.

The one thing that will catapult you to unimaginable success and riches...

The one thing that if applied will make you bullet proof... will make you a superhero and a superstar.

The one thing that will make you impervious to the volatility of the economy, the whims of the government, and the onslaught of your competitors...

I have the one thing... are you ready for it?

Here it comes!

Turn the page and be set free forever!

The One Thing, the Secret... is...

DAILY ACTIVITIES!

Yes, daily activities.

If you take everything in this program, everything in both Commandments books, everything in all of the audio cd's... if you take it all.. and boil it down to daily activities...

You will conquer all!

You will live the Good Life!

Thank you very much for reading! Thank you very much for listening!

**Now Go DO IT!!!**