



Real Estate Marketing Ideas: From A Multi-million Dollar Producer

"22 Rules For Living A Happy, Healthy & Prosperous Life..."

Every year, I sit down and reflect on the past year's successes, challenges, and marketing ideas learned. Then, I put together a specific plan of action for the upcoming year.

This has always been immensely valuable to me, so I thought I'd share some marketing ideas with you to stimulate your planning.

Think of this as a "mental enema" which is intended to get rid of all the useless marketing ideas stuffed into your brain over the course of the past year.

So, without further ado, here are the 22 Rules For Living A Happy, Healthy & Prosperous Life:

1. Be Thankful For What You Have

Most people I come into contact with have a "Glass Half Empty" instead of a "Glass Half Full" mentality.

Take the time to sit down and truly appreciate what you've got. A great spouse or significant other who loves you. Great kids. Your health. Good friends. Your own business. A roof over your head, etc.

You get my point. Don't focus on what you don't have which will set you up to be a miserable person.

2. Focus On Progress Not Perfection

Most entrepreneurs and salespeople are perfectionists by nature. They are never satisfied unless everything is working perfectly.

Well, let me clue you in on a little secret... Life Is Never Perfect!

Market conditions change. Computers break down. Clients leave you. Overhead keeps increasing.

You're never gonna change what I just described. Get comfortable with it and focus on making things 1% better each month, which is completely achievable.

Then, congratulate yourself on the small successes instead of focusing on failing to live up to your "ideal" world.

3. Hire An Assistant

Ask yourself these questions:

1. Do you prepare your mailings?
2. Do you do your bookkeeping?
3. Do you answer your own telephone all day?
4. Do you do your own filing?
5. Do you do your telemarketing?

If you answered "yes" to the above questions, it's time to get an assistant.

You're much better off paying someone \$8 - \$10 an hour so you can focus on marketing ideas, selling, and retaining clients (\$100/hr. plus activities).

4. Become A Better Time Manager

When I say become a better time manager, I don't mean going out and getting the newest Franklin Planner.

I mean, set up your schedule so that most of your working hours are spent on "Major Outcome Activities" like marketing ideas, selling, and retaining clients.

Don't waste your time filing, bookkeeping, reading the Wall Street Journal, and doing other activities that make you feel busy, but are actually costing you money NOT making you money.

Hint: Get yourself a weekly planner and track yourself for one full week. Write down how you spend every single working hour. You'll be amazed at how much time you waste on unproductive activities!

5. Set Goals And Deadlines

The brain is a very powerful machine if you learn how to use it properly.

Most people let life happen to them instead of proactively planning out how their life should be.

Sit down one Sunday by yourself or with your spouse and set goals for yourself.

Start by setting goals in the following areas:

1. Net Income
2. Net Worth
3. Health
4. FREE Time/Vacations
5. Personal Relationships

I know this may sound kind of hokey, so here's proof it works.

Hundreds of top producing Agents and have doubled their net incomes while working one less day per week by working **"smarter not harder."**

6. Invest In Yourself

Most people will spend money on rent, mortgage, cars, jewelry, vacations, eating out, etc., but won't spend anything on self-improvement.

Even when I was broke, I spent, at least, 20% of my net income on self-improvement tapes, courses, seminars, consultants.

Here's the funny part: 8 years ago, my family and friends thought I was nuts to spend all that money on "information" when I could be using it to go on vacation, get a new car, etc. Here I am, 8 years later, running a multi-million dollar company, taking 4 - 6 vacations a year with lots of money in the bank and the ability to do whatever I want to do.

Who do you think was right?

7. Don't Be Afraid

There is one four-letter word that prevents 99% of the population from not reaching their full potential...

F E A R !

Most people never take chances because they are afraid of the consequences. They

don't hire new employees. They don't invest in the stock market. They don't start businesses. They don't try new sports.

In the Olympics, they have an interesting way of explaining the difference between a Gold Medalist and a Silver Medalist...

"The Gold Medalist Plays To Win And The Silver Medalist Plays Not To Lose!"

Overcome your fears and play to win!

8. Don't Envy Anyone

My parents always told me, "Don't envy anyone, you never know what goes on in their life behind closed doors."

Good advice that has proven to be true over the years.

I watched a top businessman (worth over \$100 million) die suddenly at age 50. And couples that seemed to have it all, break up and go through very ugly divorces.

Worry about yourself and don't get caught up "Trying To Keep Up With The Jones's."

9. Discover Your Personal Genius

What activities excite and motivate you?

What things would you do all day even if you didn't get paid to do them?

What gives you unlimited energy?

For me, it's real estate marketing ideas. I love learning about it, doing it, and teaching it.

You need to find out what it is for you, and set up systems so you can spend most of your time doing it.

10. Get Rid Of Your Distractions

It's virtually impossible to reach your true potential until you clean up the messes that exist in your business and personal life.

Get some files, and clean off your desk. Hire someone to help you. Computerize your

office. Train your staff properly. Fire annoying clients.

Trust me, the more distractions you get rid of, the more successful you will become.

11. Get Into Good Physical Shape

The mind and body are one. Don't treat them like separate entities.

If you want to operate at peak mental capacity, you must be operating at or near peak physical capacity.

Here's why: You must be in good physical condition to sustain the energy necessary to run a successful business. Otherwise, at some point, your body will give out and you'll either get sick or tired or both.

Start eating a healthy diet and exercising four times a week.

You'll feel better about yourself, and you'll have more energy...

12. Schedule Your FREE Time In Advance

How many vacations did you take last year?

Did you ever work on a Saturday or Sunday?

For most entrepreneurs and salespeople, the concept of FREE time and vacations is foreign to them.

The reason most business people don't take time off is because they don't think they deserve it until they finish some project or achieve some goal.

Well the truth is, you must take FREE time and vacations to re-energize your batteries and prevent burn-out.

I've discovered the only way to make sure you take time off is to schedule it in advance. Otherwise, it will never happen.

13. Be Careful Who You Take Advice From

Friends and family mean well, but they don't always give the best advice.

Everyone has an opinion on everything from investing to how to run your business.

Be selective about who you listen to, and make sure the person you're talking to has already accomplished what you're trying to accomplish.

It makes no sense to get marketing ideas from someone who's broke!

14. Have Fun

Don't be such a sour puss. People like to be around fun people.

Try to enjoy the process of building a business.

Look at it like a game, and make it a challenge to overcome all the obstacles.

Just don't let the day-to-day annoyances sour you and your attitude.

15. Make Friends And Family Your Top Priority

Don't be a workaholic. When you're on your deathbed, you won't be regretting that you didn't spend enough time at the office.

The most important people in your life are your friends and family, so don't have them play second fiddle to your business.

Your business should fund your personal life, it shouldn't be the other way around.

16. Treat Other People The Way You Would Like To Be Treated

We've all come across people who go around treating sales and service people poorly, and then they complain that no one returns their calls.

Most people will do anything for someone (within reason, of course) as long as they treat them nicely.

The saying goes "You catch more bees with honey than with vinegar."

The same goes for people.

17. Find Good Mentors

By far, the single biggest factor in all of my successes has been finding the right mentor.

I have had business mentors, sports mentors, relationship mentors. You name it. Whenever I want to accomplish a goal, I find someone who has already accomplished it, and I ask for their advice and help.

Sometimes, I pay for the advice. Sometimes, I don't.

It really depends on the person and what I'm asking them to help me with.

Go out and find a mentor who has already done what you're trying to do. You'll achieve your goals a lot faster.

18. Be A Giver Not A Taker

There are very few rules that I think are universally true, but this is one of them... The More You Give, The More You Get!

Don't be a miser with your clients, your employees, your spouse, your children, your friends, and people who ask for your help.

Give it to them and don't expect anything back in return.

I promise you that if you do this, something amazing will happen...

You will get abundance. Abundance of money, friends, love, and everything else you've ever wanted.

I once heard a great saying about this, "You can get whatever you want out of life if you help enough other people get what they want out of life."

19. Don't Be A Whiner!

Have you ever heard the saying "A bad carpenter always blames his tools"?

It's so true. Most people are hell-bent on blaming everyone but themselves for the problems in their business and their life.

Take responsibility for your own actions and do what's necessary to change what's not working.

Just don't go around blaming other people.

20. Become A Lifelong Student

You know when I know someone is headed for disaster? When they tell me they don't need to go to a seminar because they already know everything.

I consistently invest 20% of my net income into self-education so I can continue to grow as a businessman and a human being.

There is always something or someone you can learn from.

Never cut yourself off from learning something new!

21. Motion Is Better Than Meditation

Gary Halbert, a famous direct marketer, once said that motion (doing something) is far better than meditation (thinking about doing something).

Stop waiting to try a new marketing method until everything is perfect. Just do it. Motion creates momentum, which leads to success.

So, don't sit still and think about everything, just do it!

22. Base All Your Financial Decisions On Return On Investment

Here's a rule you might want to follow:

Before he makes any investment in his business, he figures out how many extra sales he needs to make to cover the cost. If it sounds achievable, he goes for it and never looks back.

You should do the same in your business.

Well, that about sums it up.

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