

Section 1: Failure Is Not An Option

What Did I Get Myself Into?



DAY 1 OF 4 (2ND EMAIL):
Setting You Up for Success!

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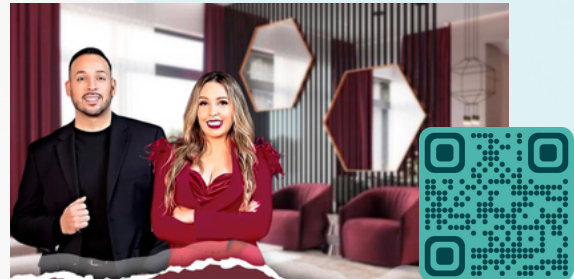
DAY 2 OF 4:
Setting You Up for Success!

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DAY 3 OF 4:
Setting You Up for Success!

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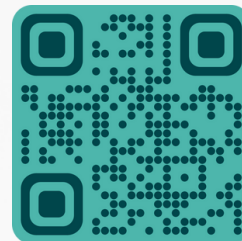
DAY 4 OF 4:
Setting You Up for Success!

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PRINTER SET-UP

tinyurl.com/HMprinter



SYNC THE OFFICE CALENDAR

tinyurl.com/hmintranet01

Schedule your FREE Coaching Session with Luis & Alma

2.) WE ARE COMMITTED TO YOUR SUCCESS. SCHEDULE AN APPOINTMENT TO MEET WITH US. WE STRONGLY BELIEVE IN THE POWER OF HAVING AN AMAZING ACCOUNTABILITY PARTNER BY YOUR SIDE, BUT UNLIKE ALL THE OTHER BROKERAGES, WE DO NOT BELIEVE THAT YOU SHOULD HAVE TO PAY AN ADDITIONAL FEE TO BE GUIDED ACCORDINGLY.



[SCHEDULE YOUR 1-ON-1 BROKERS COACHING SESSION \(CLICK HERE\)](#)

3.) THE HOUSE MATCHMAKER GROUP HAS PARTNERED WITH **CLOSE YOUR EYES PHOTOGRAPHY**. A COMPANY DEDICATED TO GETTING YOUR FIRST HEADSHOT READY AND IN FRONT OF YOUR NEXT CLIENT AS SOON AS POSSIBLE. YOUR SESSION WILL BE APPROXIMATELY 15 MINUTES, SO PLEASE PLAN TO ARRIVE ON TIME. THINK BUSINESS, BUT CHOOSE AN ATTIRE STYLE THAT BEST REPRESENTS YOU AND YOUR INDIVIDUALITY.



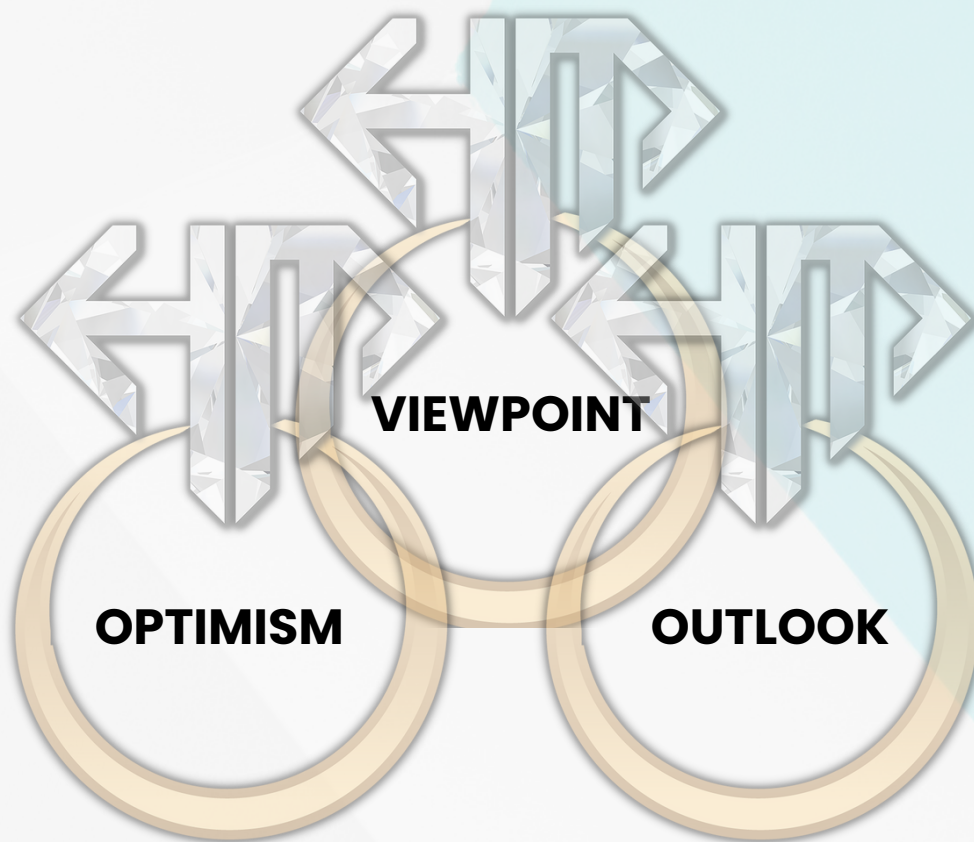
[BOOK YOUR FREE HEADSHOT \(CLICK HERE\)](#)

The Six Personal Perspectives

The most successful Real Estate Agents in this business understand that it takes a certain **VIEWPOINT** and **OPTIMISM** to keep going, stay motivated, and excel!

What distinguishes those who achieve at the highest level from those who do not?

At the House Matchmaker Brokerage, we discovered that all high achievers share the following three characteristics:



Step 1.

Become a House Matchmaker

Understand what your strong AND weak suits are.

Understand them so well, that you are able to use both to your advantage.

Follow your instincts and use your natural talents to achieve your breakthrough.

1. Commit and know your goals.
2. Explore and Understand your areas of opportunity.
3. Be mindful of the tasks you invest your time into. (your 20%)

Step 2: Understanding what daily tasks, Truly Matter.

Don't stress about 80%

Did you know that ____% of Licensed Realtors quit

within the first ___ years of their business?

Understanding how to balance your new career is extremely important.

80% of your Success in Real Estate will come from **20%** of your Lead Generating actions.

Step 3. Don't just be another realtor... become a House Matchmaker

House Matchmakers

Always make decisions that allow them to achieve breakthrough results.

You can rely on your wits and individuality to achieve success, but you can almost rest assure that they will only get you so far.

At House Matchmaker Realty we are committed to helping you achieve longevity in this industry.

Wouldn't you like to break through different levels of accomplishments in your real estate career? If your goal is to achieve financial freedom, a better quality of life, or even freedom from a Corporate career... we are here to help you be more than just *another Real Estate Agent*... we are committed to helping you become a **House Matchmaker**.

Step 4. You are Houston's newest Business Owner

At what time will your business open on a daily basis?
How will customers purchase your products? How will sales come through the door? How much money will you make this month?

Your Results = Your Actions

Accountability is measured by the actions you take on a daily basis to reach your goals. "Accountability" is a tool for changing the outcome in the areas that matter the most, this is your 20%.

A person who is accountable to Lead Generating (their 20%) is in control of their life. They know what they want and are committed to staying accountable for deliberate results.

Step 5. Stop Holding Yourself Back

House Matchmakers

Do not allow themselves to Self-Sabotage.

Have you ever heard the expression "you are YOUR worst enemy"? In Real Estate it is very easy to self-sabotage and self-destruct. It is important to catch yourself while you are ahead. For example; do you ever question yourself in the following ways:

- "Once I've mastered how to _____, then I will get out there and do it at full speed. I'm just not ready quite yet."
- "I only sold ___ homes last year. There's no way I will make \$_____,_____ in real estate this year."
- "Everyone already knows I'm in real estate, I don't need to constantly ask for their business."

Step 6. Just Show Up!

Be Accountable

Your self accountability is a direct reflection of your
Optimism & your Outlook.

Self-reflecting is a major component of being accountable. Accountable people take responsibility for their outcomes and results. They understand that results are derived from their decisions and choices.

Practice daily affirmations when focusing on your 20%: "I am in charge of my daily results". "I will find ways to always improve myself". "I will be intentional about the things I commit my time to.

Discovering your purpose and WHY you do what you do

Your mindset and attitude is what drives you, it is what you are passionate about.

- What stirs your soul?
- Why are you in this business?
- What do you hope to achieve for yourself and your family?

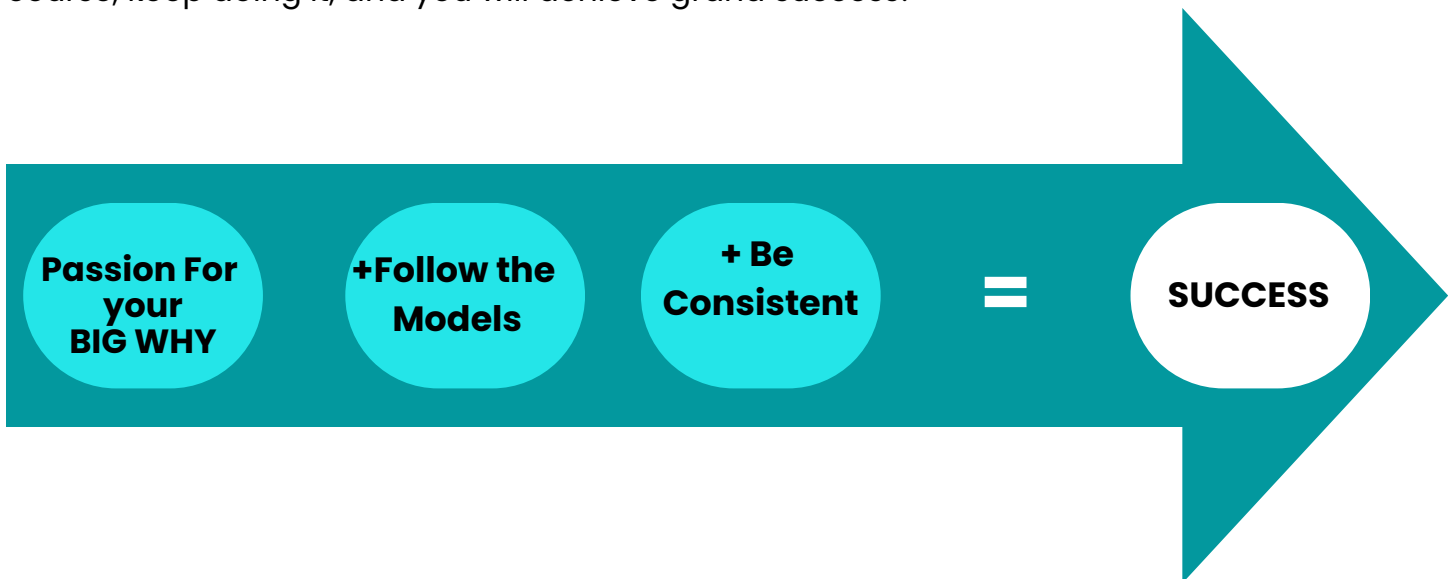
The answers to these questions define your "**Big Why**" – your ultimate purpose. Achieving this purpose requires a financial target as an income goal.

To Achieve success you need motivation and inspiration!

Passion for your Big Why

Anyone can achieve the goals set in this course, but not everyone will. The journey requires discipline and a commitment to follow models, systems, and a schedule every day. It requires passion toward something bigger than the task at hand – your Big Why.

First, have a Big Why built around your passion, then follow the models you will learn in this course, keep doing it, and you will achieve grand success!



Top agents can all articulate their Big Why, and you will, too. A strong why is what keeps them going when they're tired, bored, or disappointed. It is the fuel that ignites their path.

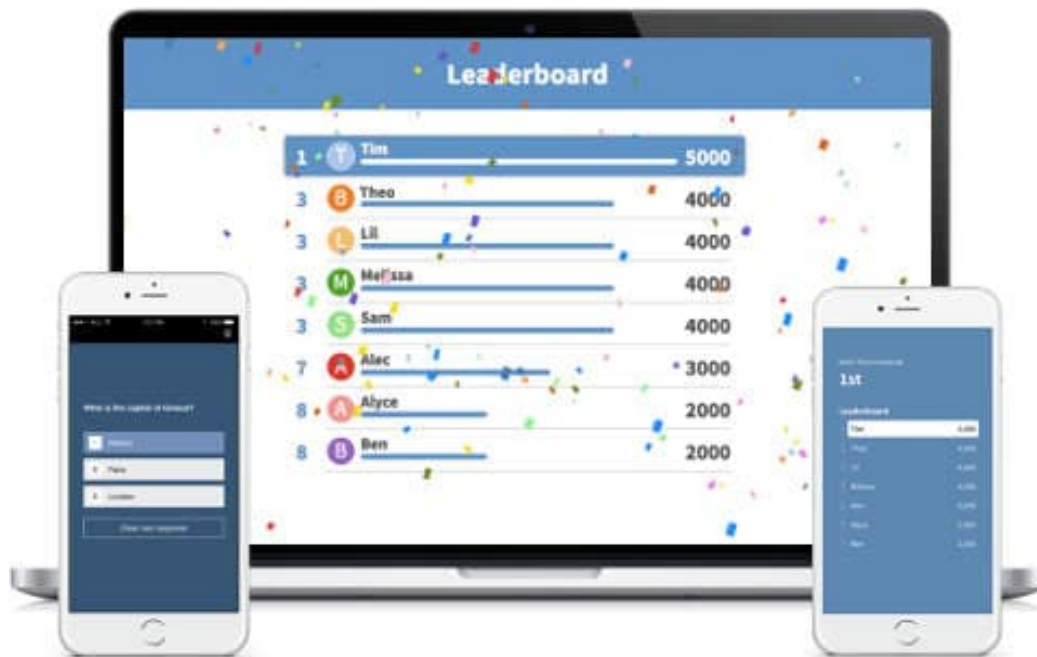
Your Big Why could be...

- To achieve your financial success directly proportional to your efforts
- To start your own company
- To push myself to be the best version of myself

Big Future

Make a note of the date twelve months from now: . Assume this date is today and this is what your future looks like.

- Your company is thriving, and your life is everything you've ever wanted.
- Your customers rave about the experience and value you provide and remember you when they need something.
- Your family and friends are extremely proud of your accomplishments and frequently refer to you with pride and joy.
- Because you are focused, you are assisting others in fulfilling their dreams of home ownership.
- You are laying the groundwork and gaining momentum for your entire career. These include prosperous relationships, experiences and your desired income.
- You win the Matchmaker of the Year award as a rookie real estate agent which is a source of immense pride, signifying exceptional accomplishments and unparalleled expertise in successfully pairing clients with their dream properties.





BIG WHY EXERCISE :

Write your answers to these questions.

- **What is your driving motivation – the why, or goal for a career in real estate?**

- **What will achieving your goal mean for you?**

- **In what ways will your life change?**

- **What doors will open for you?**

- **What could get in the way of achieving your Big Why?**

- **How can you prevent that?**

Daily Lead Generation

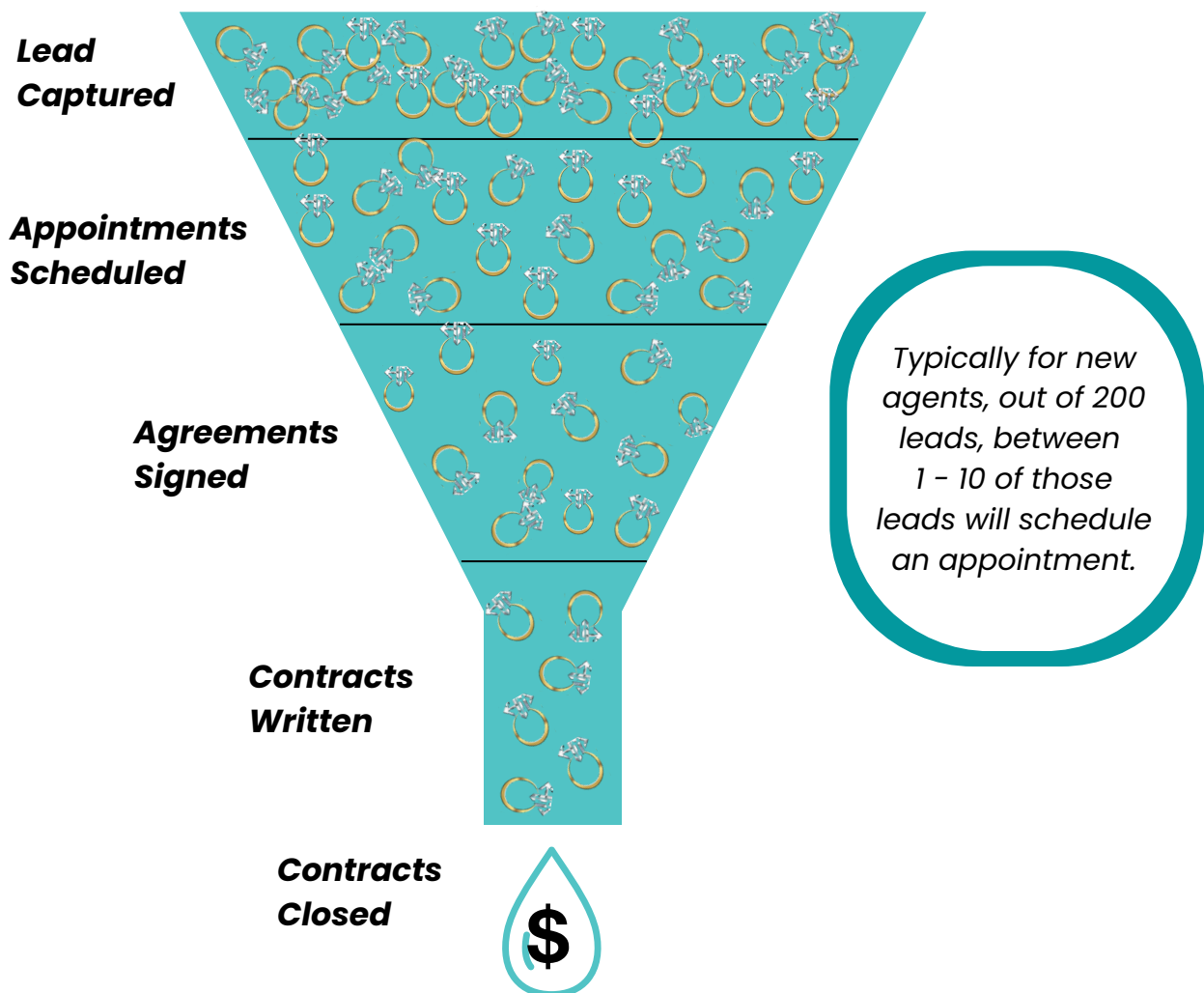
Great! You have a Big Why and a Financial Goal. Now, how do you attain these goals? LEAD GENERATION!

Lead Generation Funnel

Your lead generation funnel must be full of leads — these are people who have a real estate need now or later.

When a lead becomes an appointment with a buyer or seller, the countdown to payday begins! Once they agree to only work with you, you are on the path to executing a contract and negotiating an offer.

With your careful diligence, you see the transaction through and receive payment.



Four Powerful Habits

The success of your business is dependent on having productive business-building habits that are followed on a **DAILY BASIS**. It is critical that you establish these habits right away.

The Daily 10/4

The Daily 10/4 model is used to reinforce the Four Powerful Habits. It is a very simple tracking method for you to follow that is simple to remember.

4 POWERFUL Habits

- 1 GROW & MANAGE YOUR DATABASE**
Add **10 contacts** to your database **EVERYDAY**
- 2 PROSPECT**
Speak with **10 people** in your database **EVERYDAY**
- 3 FOLLOW UP**
Write **10 notes** to people you know or have recently connected with, **EVERYDAY**
- 4 KNOW YOUR MARKET**
Preview **10 Homes** for sale everyday and visit 10 person **EVERY WEEK.**

Just keep in mind:

1. "**Daily**" means everyday at least six times per week.
2. **TEN** – ten of everything
3. **4** – four different activities

Use Influencing Sales Language

"Did you find everything you needed?" "

"Go ahead and look around, and please let me know if there is anything I can do for you?"

Do you recognize any of these phrases? Of course... they're well-known and frequently used phrases in industries of sales and service. Because you are now in the sales industry, your success is dependent on your ability to use real estate sales terminology.

There are two approaches to this:

1. Ordinary Agent: Chats with whoever happens to cross their path. And if real estate comes up, great, and if it doesn't, oh well.... I am sure to get a deal one of these days.

2. House Matchmaker. Knows exactly who they want to talk to, blocks time to communicate with them, and is prepared to have great conversations that lead to you providing value in exchange for them helping you grow your business. **ALWAYS** ask for the business. " By the way, do you know anyone who may be considering buying or selling their home?"

Action Plan

1. Make a list

First, make a list of all the things in your world that require action or resolution—everything that's incomplete and needs action, whether is it urgent or not, big or small, personal or professional.

2. Eliminate

Review each item carefully. Is it cost-effective and part of your 20%? Does it have real relevance to you? If unimportant or not of relevance, delete it.

3. Prioritize

Determine two things for the remaining items on your list: their importance and their urgency. This will help you organize and prioritize the list.

- Important activities have an outcome that leads to us achieving our goals, whether these are professional or personal. These are your 20 percent items, the ones that are dollar productive.
- Urgent activities need immediate attention due to the consequences of failing to deal with them.

Prioritize your activities

Below is a graph to help you prioritize your activities.

Start your action plan.

1. List 6 tasks you need to complete. Lead Generation is already listed for you.
2. Rate each on importance and urgency.
3. Prioritize tasks,
4. Schedule on your calendar based on priority.

TASK	Important	Urgent	Priority
1. Lead Generate			
2.			
3.			
4.			
5.			
6.			

Live by the Calendar

You can now schedule tasks and activities so that your calendar is based on your prioritized action items.

Plan every week, and go over your Action Plan and calendar. Delete completed items and replace them with new ones. Add new actions or tasks that have come your way.

This approach allows you to focus on both daily tasks and long-term goals. This reduces stress, gives you control, and gives you a genuine sense of accomplishment.

During this class, you will develop the habit of planning critical tasks each day and scheduling them.

Schedule activities that generate revenue first, and those that keep your business running second.



TIME BLOCKING

Time blocking is a tool for organizing your day and focusing on the activities that generate money for your business.

Remember that you are first and foremost in the lead generation business.

Make a list of the days and hours you will work on lead generation.

Schedule time in your calendar for lead generation every day for an entire month.

Time Block home previewing – 10 homes per week.

*Make sure to Time Block all of your personal activities such as workout times, anniversaries, date nights, vacations, birthdays, and anything important to you. This will help you stay accountable to your Calendar.

Organization / Protect your Time

1. Block your calendar for the same time period — before noon — every single day, week after week. The morning is generally the best time for lead generation, as it ensures you do not get caught up in other activities and miss it.
2. No Skipping. **If you erase, you must replace.** If any event stops you from accomplishing your lead generation at your set time, that commitment does not simply disappear. It is up to you to make up the lost opportunity in another time slot. It is important to have time slots in your Calendar that can be used to replace any missed task that needs to be rescheduled.
3. Allow no interruptions unless it is a **REAL** emergency, like a family crisis. It is easier than you think to waste precious time on unrelated phone calls, water-cooler chat, or putting out fires that can wait until later.

DAILY PC SCHEDULE FOR FULL TIME AGENTS

8:00 AM Script Practice

8:30 AM Affirmations

9:00 AM Lead Generate & Cultivate

10:30 AM Nurtures & Follow Up

12:00 PM Lunch

1:00 PM Lead generation & Cultivate or Go on Appointments

2:00 PM Work out

3:00 PM Contract Hour

4:00 PM Pick up the kids from school

4:30 PM Listing presentation/home buyers consultation script practice

5:00 PM Action Plan for the next day

5:30 PM You get to go home

6:30 PM Date Night

DAILY PC SCHEDULE FOR **DUAL CAREER AGENTS**

5:30 PM Arrive for Success

5:35 PM Affirmations

5:45 PM Script Practice

6:00 PM Lead generation & Cultivate or Go on Appointment

7:00 PM Nurture & Follow Up

8:00 PM PC database Hour/Handwritten Note Cards

8:30 PM Write Daily Action Plan For Tomorrow

8:45 PM You get to go home

9:00 PM Night out

Staying Accountable

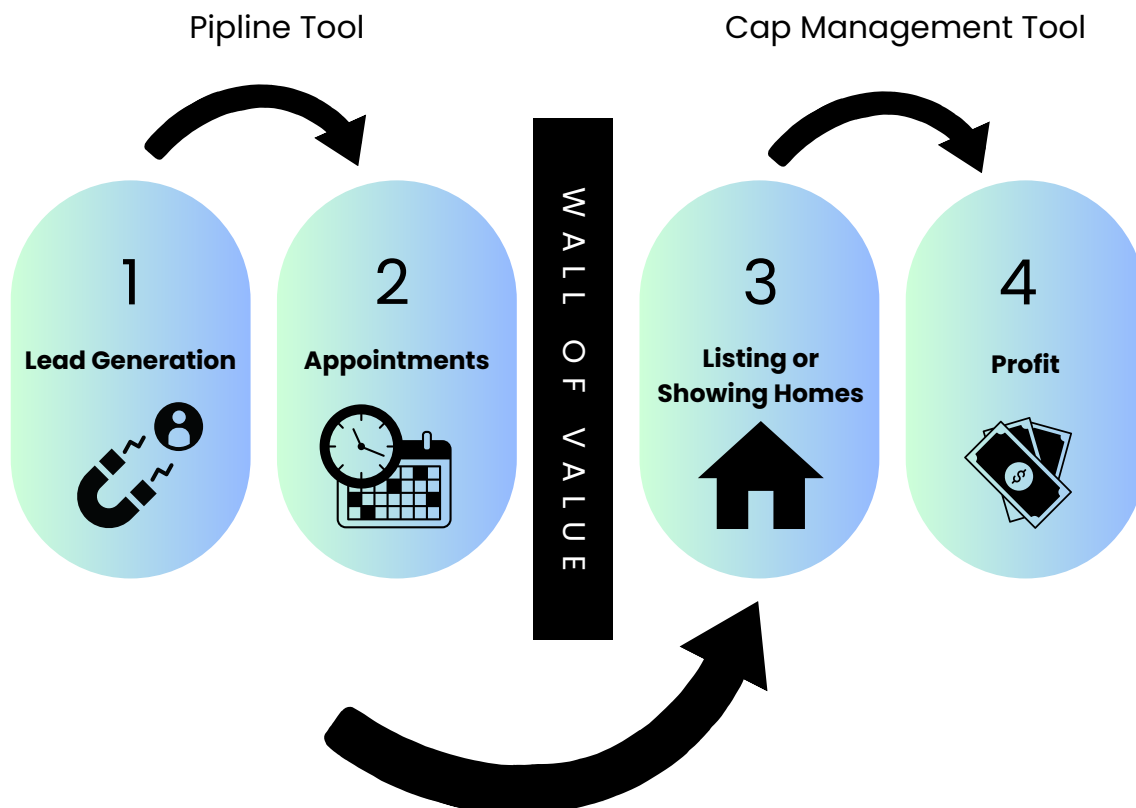
The most successful people have coaches who hold them accountable. Mia Hamm, Michael Jordan, Joe Montana, and Mary Lou Retton have all credited their success to their coaches.

Who is going to do that for you? You have several options:

1. Accountability Meetings with your Broker / Coaches
2. Success Partners / Choose agents in your office to partner with.
3. Personal accountability - Remember that Failing to Plan, is Planning to Fail.

1. Accountability Meetings with your Brokers / Coaches

In speaking about accountability, the Career Growth Initiative (CGI) brings laser focus to activities that lead to results in your business.



Partners in Success

One of the most significant advantages of having an accountability partner is that it increases your productivity and keeps you on track and focused on your goals.

Provide a safe place to show

Set frequency of checking in with each other

Create a commitment and stick with it

Follow through with action items

Dig deep to find out why you do the things you do

Allow to give and take a feedback

Listen and pay attention while the other person shares

Respect each other and the process

Have each other's best interest in mind

Personal Accountability

Personal accountability means that you are willing to personally

- Understand and accept the tasks
- Take action to achieve results
- Answer to results obtained, regardless of the outcome
- Accept blame if things go wrong and make corrections and improvements to avoid mistakes in the future.