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North America's Leading Real Estate
Coaching and Training Company™

*“Becoming the
Best ...
Building a Better
You!”*

By Mike Ferry

BECOMING THE BEST ... BUILDING A BETTER YOU!

In doing Real Estate Sales/Management Seminars for 31 years, I've come to a few conclusions. Some of them were right ... some were wrong ... and some could be described as pretty stupid. The advantage of age and experience is that you can look at some of the “rights” and move forward and learn from some of the “wrongs”.

One of the most important things I've learned is that a vast majority of all Real Estate agents have the “potential” to become at least “good” – if not “great” – sales people. So, for the \$64,000 question ... “What stops them?”

It is generally two things ... their inability to learn how to sell ... be a salesperson ... a highly-skilled, efficient person who has learned the scripts, dialogues, and techniques required to succeed. It is also their inability to “believe in themselves” when it comes to succeeding in life OR in becoming a productive, profitable Real Estate salesperson.

If you have not read my report ... “*Yes, You Can Do 100+ Deals Per Year!*” ... call my office at 800/ 448-8423 and ask for a copy. In that report I spend a lot of time on both the skills and beliefs that I feel are necessary to become a “great” Real Estate agent.

The issues I mentioned above of becoming successful in life and business are two big issues and ones we are going to spend time on in this report. Take the time to study these ideas, as they are designed to provoke you, force you to think and get you into action. The list of ideas we want to discuss is lengthy ... so let's get started.

1. The first challenge we all face is operating from a point of ***“Blind Faith.”*** Here's an example of blind faith: What would be the advantage of my company teaching you anything that is not going to help you build your business? The answer of course is there is no advantage or reason we'd do this. If you are reading this report with the idea that you are going to learn how to “become the best,” then you'll have to exercise “blind faith” with me and this writing. Let's look at it this way ... if you don't know something and someone is trying to teach you what you don't know, you have to assume the one you are learning from is telling you the truth ... period. The doctor, the pilot, the attorney, your children's school teacher, are all people that you put tremendous faith in. Now apply the same to whoever is teaching you Real Estate.
2. Second is working on ***“Forgetting Past Failures.”*** One of the best ways to shrink in life is to dwell on all those things that have gone wrong. Forget them. You can't change them. Get on to something new and exciting ASAP. In the book, the ***“Art of Happiness”*** by the Dali Lama, the co-author tells the story of a man who shared his hatred for his former wife ... and all the terrible things she had done to him. When the writer asked when the things happened, the

response was “20+ years ago”. What a terrible way to live your life, dwelling on the problems of the past. Re-read the *100+ Report* for some ideas on how to put some powerful new thoughts into your mind.

3. Develop a “***Positive Support Group***” ... this goes beyond being part of a mastermind group, which is a great idea. Share your goals with your spouse, your kids, your extended family, close friends and associates. Tell them of your ideas, ask them to discuss with you openly what they think you’ll have to do to accomplish these goals. Meet with them, keep them involved, and if they can’t or won’t support you, say “thanks,” smile and don’t involve them.
4. We must learn to “***Set Small Achievable Goals***” ... this will build your confidence. Remember ... “you have to crawl before you walk” ... you know the rest of the story. Building one’s confidence is critical and can only be done one step at a time. By setting small goals, you have put yourself in a position to accomplish something now. The more often you accomplish something now, the easier it will be to go on to bigger goals, objectives and plans. To develop confidence in achieving the goals we’ve set, we have to keep informing ourselves, keep learning and growing.
5. Always be on the “***Lookout for Small Victories***”. You are probably experiencing them every day, and if you are not looking out for them, you’ll never see and get the same feeling of accomplishment you’d feel if you were looking for small successes daily. At the end of each day, sit down

and write out the 2 or 3 things you “did right” that day. Start a journal. One day when you are not feeling great ... take out your journal and read about the “things you’ve done right!” Review them ... small victories will renew your spirit.

6. **“Recognize that Having Doubts is Normal and Healthy”** ... you just don’t want to focus on them. Remember Earl Nightingale’s important thought ... “You become what you think about most of the time.” So, if you are experiencing doubts, let them surface, look at them carefully, work on resolving them, review your goals to renew your excitement about yourself and move on ASAP. If you find the same doubts rising all the time, write them down, look for where they are coming from and put together a plan to replace them with positive thoughts.

7. Work to understand **“How the Subconscious Mind Works.”** There are a lot of great books on this topic ... get some, read and study them. In my opinion here’s the key to the subconscious mind ... it accumulates everything we see and hear around us all the time. It collects the positive with the negative and then only sends back to us what we have accumulated. You see it dictates both what we do and what we say, based on the input it has had in the past. Control, or keep attempting to control, what goes in and you’ll both say and do more meaningful things daily. Pack the subconscious mind with strong positive thoughts and only good things will come out.

8. ***“Stop Questioning What You Are Being Taught and Start Doing Something About It.”*** Our nature is to question, critique and doubt not only what we are taught ... but the people teaching us. To grow and keep moving forward means that we have to keep our minds open at all times and allow good thoughts in. Remember ... blind faith!
9. Remember ... ***“Where You Came From Does Not Have to Dictate Where You Are Going!”*** Too often we let our past dictate our daily activities, and therefore our future. Many people come from backgrounds that were not supportive, understanding or positive, and because of that tremendous influence many people continue to live their lives exactly like their past. So many people are happy to spend their time dwelling on their past ... therefore they can't move away from it. There's a bright future for everyone. Live today and plan for tomorrow.
10. ***“Be Careful of Spending Time With People Who Are Downtrodden!”*** Earl Nightingale once said to me ... ***“We're not in the business of uplifting the downtrodden.”*** He was referring to the fact his company could only help those people who had the desire to grow, learn, move forward, or who wanted his guidance and help. By spending time with people who do not have the desire to succeed or who could possibly not want you to succeed, you are diminishing your chances ... and putting the wrong thoughts into your subconscious mind. Let these people down kindly and move on to new associations.

11. This is a difficult one for many people ... ***“If Your Environment Does Not Support You, Then it is Probably Working Against You.”*** Getting your family, friends, and associates to buy into the life you want is many times difficult ... but certainly important. Remember, you have to be asking them what they want and how you can support them, if you want their support in return. Ask for these people’s input, share your plans, your schedule. Show them the benefits they will receive once you have accomplished the goals you’ve set. Keep them informed and involved, as it makes for a better journey. If they are working against you assist them in changing, but don’t forget point number ten.

12. Stop ... ***“Being a Skeptic or Pessimist.”*** It’s such an easy path to follow, but one that will not lead you to the goals you want or the life you deserve. Take one year and commit to making a change in your attitude, which will make you more productive and your life a lot richer. There are lots of skeptics and pessimists out in the world who will gladly slow you down ... don’t do the same to yourself. Write out a plan for yourself to change who you are ... to be more positive ... to achieve better results.

13. ***“There Are No Magic Answers.”*** Too often people are looking for a quick fix, a scheme, the magic pill to life’s riches. Unfortunately, a lot of people spend their entire life looking and searching when they could be working on attaining some worthwhile goals for themselves. Again, to quote Earl Nightingale ... ***“Attitude is the magic word”*** ... a positive one can take you to heights you never dreamed

of ... a negative one can send you spiraling downward. Spend your time planning, thinking and working on the things you want to accomplish.

14. ***“No One is Born Successful ... We Learn How to Become Successful.”*** Sure, there are people who are born with the golden spoon in their mouth. However, they still have to learn how to deal with the circumstances into which they were born. Don't envy the person who was born with money ... don't envy the person who has accomplished more ... learn from them. Successful people you meet had to learn the process just like you are learning it today.
15. ***“Understand the Length of Time it Takes to Become Better at Anything.”*** A person recently introduced me as an overnight sensation in the Real Estate Training field. I smiled and said, “That's correct. However, it took me over 11,000 nights to become good at what I do!” The audience laughed and the fellow introducing me turned a mild shade of red. There are very few overnight sensations, because it takes time to learn how to do something well. In fact, whatever time you think it is going to take ... it will probably take longer. Don't let the frustration of time be the factor that stops you.
16. ***“Behave Like You Are in Business For Yourself ... Because You Are.”*** Being an Independent Contractor for most agents is the ultimate two-edged sword. As you know, a two-edged sword can be a great offensive weapon, but it can also hurt you just as quickly. As an Independent

Contractor you can virtually do anything you want and the problem is ... too often you do anything you want ... which has nothing to do with earning money in real estate. As an agent you are either working for a traditional real estate company or for a high-commission house, either one is OK. What you have to get clear on is it doesn't matter who you work for, because you work for yourself. The key to long-term success in real estate is to take on the attitudes and behaviors of an entrepreneur ... because you are.

17. ***“Hold Yourself Accountable For the Things You Say You Are Going to Do.”*** Quit waiting for your customers, your prospects, your broker/manager, your coach, or the world to hold you accountable once you have made a promise to any of them. As I said to you earlier ... each of us has to develop strict discipline, mental toughness, a “get it done” attitude. You have to be willing to grab yourself by the collar on the days you don't feel like it and get to work. You have to take on the attitude of “I'm not going to let myself or anybody else down.”

18. ***“Learn to Alter Your Expectations Based on What is Happening at the Moment.”*** It is OK to change your mind, make adjustments to your plan, change your schedule or simply try something completely different. Just make sure that what you are doing has a purpose and fits into the Business Plan or personal plan you are trying to accomplish. This also means that you have to be versatile enough to change gears, for example on a

presentation ... if the responses you are getting require change. Be flexible, be tough and you'll win the game.

19. ***“Here’s the Hard One ... Keep Your Ego Out of the Way.”*** I’ve said time and time again that an individual’s ego can be the most destructive part of one’s business. It causes people to make poor decisions, spend too much money and most importantly, it drives people away from you. Remember, the real estate business is a business based on meeting the needs and demands of prospects and clients ... not our own needs.
20. ***“Don’t Let Your Emotions Get in the Way or Control The Day.”*** Next to an uncontrolled ego, our emotions can quickly cause havoc in our business. We can let our emotions run wild. Like ego ... uncontrolled emotions mean you are focusing on yourself and not the client. Controlling your emotions is critical if you want to make your decisions based on reality.
21. ***“Remember You Get What You Deserve and Nothing More.”*** “I’ll never get that listing ...” or that type of thinking brings out the worst in everyone and most importantly, hurts production. Building a strong belief system is critical and can be done by everyone (refer to the *100+ Production Report*). Working on your self-image and self-belief is critical to everyone’s success.
22. ***Key Point ... “Build Your Skills on Rock ... Not on Sand”*** ... if you want your business to remain stable and to

grow. We have to do two things simultaneously ... build on your strengths and eliminate the weaknesses. Question: What do you do best and are you doing it daily? Question: What's stopping you from moving forward and what are you doing about it? Work on them both if you want to build a better foundation.

23. ***“Defeat Complacency.”*** This is a challenge for all of us because it requires we maintain both business and personal growth at all times ... in spite of the successes we've had. Remember, we can't stand still.
24. ***“There is no Future Trying to Live in the Past.”*** We have to learn to let go if we expect to move forward. Look carefully at the thoughts and actions that keep you from growing. If they are not thoughts and actions designed for growth, cut the strings and free yourself from the past.
25. ***“Be Tenacious ... You Have a Right to Your Dreams.”*** Go after them ... these are your goals, your plans, your dreams ... and you deserve to achieve them. Put in the time and energy to make things happen.
26. ***“Develop Strong Practice Skills.”*** What makes a great singer, dancer, actor, athlete, doctor, sales person or anyone great? Practice ... Practice ... Practice. There are scripts, dialogues and skills that each of us has to develop if we want to become one of the best versus one of the rest.

To become one of the best, we should read and re-read the

above twenty-six points. We must take these ideas and imbed them into our subconscious minds ... put them into action and when they apply ... keep working on them daily. These are not the types of ideas that you read once and they become part of you ... they are a work in progress for all of us.

Now to keep us growing, let's look at a series of words that, when internalized, can also strengthen us and keep us on a positive growth path.

Honesty. This involves first being honest with yourself. Then taking that approach with your prospects, your customers, those closest to you and the world you operate in. As you build your business a key foundation block is honesty ... use it daily.

Enthusiasm. That wonderful attribute that draws people to us and keeps us positive. Remember, nobody has enthusiasm all the time ... but it is something you must have to keep growing.

Confidence. This is simply knowing that you can do or accomplish something because you have learned how. Keep in mind that knowledge equals confidence and ignorance equals fear.

Punctuality. Being "15" minutes early for everything ... which means you will never be late. The key to this important word is having and showing respect for other people.

Being Responsible. Not letting yourself or the rest of the world down for any reason. Being there physically, mentally and emotionally when you are supposed to be there ... and when you are needed.

Commitment. “This is what I’m going to do ... and this is when I’m going to do it ... Why? ... Because I said so!”

Listening. How much can we really learn from people when we are talking all the time? To become a great listener ... ask questions!

Flexibility. Getting out of your own way ... Be willing to try things that are not always comfortable ... expand your thinking.

Efficiency. Getting the most out of yourself today. Getting the most out of the opportunities you are involved in and the most out of your time. Since you are reading this report ... getting the most out of the Mike Ferry System.

Being Logical. Dealing with reality daily. Seeing things as they are, not as you want them to be. Keeping the emotions out of the day and the decision-making process.

Discipline. Developing the personal power to do what you are supposed to do, when you are supposed to do it, because you know its got to be done.

A Sense of Humor. This probably should be #1 on the entire list. It is simply keeping things in perspective. Learning to laugh at yourself, the situation and life.

Patience. Not letting the circumstances around you get to you. Understanding that not everyone is going to see things from your perspective.

Decisiveness. Making decisions quickly because our greatest asset is our time. Developing the habit of not letting things slip by.

Energy. It's critical to getting all the things done that need to be done. We develop or lose energy because of what we eat, drink, think about and do.

Open-mindedness. Keeping your eyes, ears and mind open to new ways of doing business. Being open to thoughts, words, ideas and actions that you may not have used before and remembering you probably don't have all the answers.

Courage. Stepping up to the plate, calling the people you don't want to. Looking at things as they are and taking action ... not letting your fears run your life.

Value. Creating the highest value for your prospects and clients. What else can you do to make every situation better for everyone involved?

Focus. Keeping your mind's eye, your energy and your actions on the task at hand. Keeping your eye on the big picture.

Respect. Something we all want and something that is not bought ... but earned. We earn respect through our thoughts, words and actions.

Being Coachable. Accepting and doing what your coach, mentor, trainer or anyone you've asked advice from, asks you to

do. Doing it in spite of how you feel, the circumstances at the moment, and what you may think is right.

As you can see ... “to build a better you” there are a lot of qualities to work on. Becoming better is a never-ending life experience of growing, learning, trying, expanding and putting new things into action.

This report on “***Becoming the Best***” is one of a series published by The Mike Ferry Organization and is designed to assist you in doing just that ... “becoming the best!”

If you’d like more information on The Mike Ferry Organization, our coaching programs, seminars, retreats or services, go to www.mikeferry.com or call us at 800/ 448-8413.

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