

THE REALTOR'S TOOLBOX

*22 & ½ TOOLS, TIPS AND TECHNIQUES TO
BUILD YOUR REAL ESTATE BUSINESS*



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TriplePlay

promoting
REALTOR®
success

THE REALTOR'S TOOLBOX

I. Introduction

II. A Self Assessment Test

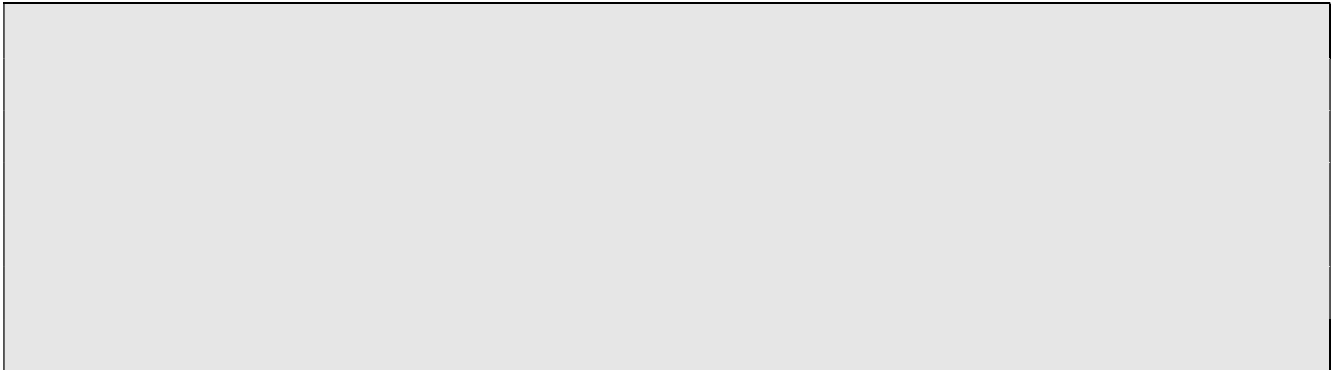
III. Inside the Realtor's Toolbox

□ 1. Start with a _____

□ 2. Create a _____

□ 3. Improve your _____

The Easy to Understand Model for Success in Real Estate



□ 4. Create a “ ___ ___ ___ ” – like _____

□ 5. Develop the 3 _____'s that lead your fans to _____

_____ = _____

_____ = _____

_____ = _____

□ 6. Create a _____

6.5 Define your _____ in _____

□ 7. _____ your day in _____

- 8. _____ for Success

- 9. Deliver a _____ - _____ pack...with _____

- 10. _____ More, _____ Less

- 11. www._____.gov

- 12. _____ & You

- 13. Useful _____ to Check Out

- 14. Use _____ in your _____

More Tools, Tips & Techniques

- 15. Get _____ to _____

- 16. Once a year, schedule a time with yourself to _____ all your _____ and _____
- 17. Create _____
- 18. Gather _____ from all of your _____
- 19. Evidence of your _____
- 20. The _____-1 _____ with a _____
- 21. Use _____ touches
- 22. Create a customer _____

HOW AM I DOING?

1)	1	2	3	4	5	6	7	8	9	10
2)	1	2	3	4	5	6	7	8	9	10
3)	1	2	3	4	5	6	7	8	9	10
4)	1	2	3	4	5	6	7	8	9	10
5)	1	2	3	4	5	6	7	8	9	10
6)	1	2	3	4	5	6	7	8	9	10
7)	1	2	3	4	5	6	7	8	9	10
8)	1	2	3	4	5	6	7	8	9	10
9)	1	2	3	4	5	6	7	8	9	10
10)	1	2	3	4	5	6	7	8	9	10
11)	1	2	3	4	5	6	7	8	9	10
12)	1	2	3	4	5	6	7	8	9	10
13)	1	2	3	4	5	6	7	8	9	10
14)	1	2	3	4	5	6	7	8	9	10
15)	1	2	3	4	5	6	7	8	9	10
16)	1	2	3	4	5	6	7	8	9	10
17)	1	2	3	4	5	6	7	8	9	10
18)	1	2	3	4	5	6	7	8	9	10
19)	1	2	3	4	5	6	7	8	9	10
20)	1	2	3	4	5	6	7	8	9	10
21)	1	2	3	4	5	6	7	8	9	10
22)	1	2	3	4	5	6	7	8	9	10
23)	1	2	3	4	5	6	7	8	9	10
24)	1	2	3	4	5	6	7	8	9	10
25)	1	2	3	4	5	6	7	8	9	10

Total = _____

Sean's Recommended Reading List

- ✓ **QBQ!** - John Miller
- ✓ **Tribes** – Seth Godin
- ✓ **Linchpin** – Seth Godin
- ✓ **Word of Mouth** – Andy Sernovitz
- ✓ **Trust Agents** – Chris Brogan & Julien Smith
- ✓ **Unmarketing** – Scott Stratten
- ✓ **Delivering Happiness** – Tony Hsieh
- ✓ **Setting the Table: *The Transforming Power of Hospitality in Business*** – Danny Meyer
- ✓ **The Fred Factor** – Mark Sanborn
- ✓ **The Difference Maker** – John A. Maxwell
- ✓ **The Good Life Rules** – Bryan Dodge
- ✓ **Predictably Irrational** – Dan Ariely
- ✓ **A Whole New Mind** – Daniel Pink
- ✓ **Drive – *The Surprising Truth About What Motivates Us*** – Daniel Pink
- ✓ **Switch – *How to Change Things When Change is Hard*** – Chip & Dan Heath
- ✓ **The Referral Engine** – John Jantsch
- ✓ **The Age of Speed** – Vince Poscente
- ✓ **Blink!** - Malcolm Gladwell
- ✓ **First Break All the Rules** – Marcus Buckingham & Curt Coffman
- ✓ **Now, Discover Your Strengths** – Marcus Buckingham & Donald Clifton
- ✓ **Really Important Stuff My Kids Have Taught Me** – Cynthia Copeland Lewis
- ✓ **Never Wrestle With a Pig** – Mark McCormack
- ✓ **How Full Is Your Bucket** – Tom Rath & Donald Clifton
- ✓ **Integrity Selling for the 21st Century** – Ron Willingham
- ✓ **The Richest Man in Babylon** – George Clason
- ✓ **The Complete Calvin & Hobbes** – Bill Watterson



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