

THE REAL ESTATE PROFESSIONALS TOOLBOX

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



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THE REAL ESTATE PROFESSIONAL'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 _____
- ❑ 4. The 4 Levels of a Successful _____
 - Level 1 _____
 - Level 2 _____
 - Level 3 _____
 - Level 4 _____
- ❑ 5. Create a “____ u_____-like” Following
 -
 -
 -

❑ 6. Develop the 3 _____'s that lead your fans to _____ you

❑ 7. Create a _____

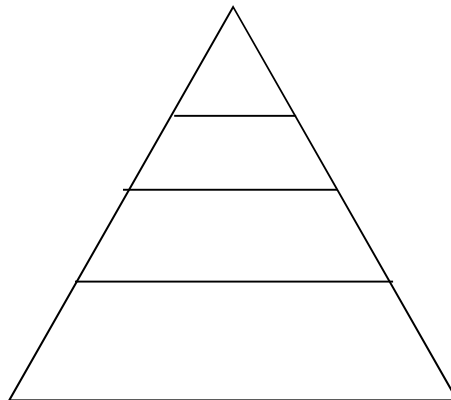
7.5 Define your _____ in _____

❑ 8. Hold yourself _____

Just **doing** things doesn't always **do** things

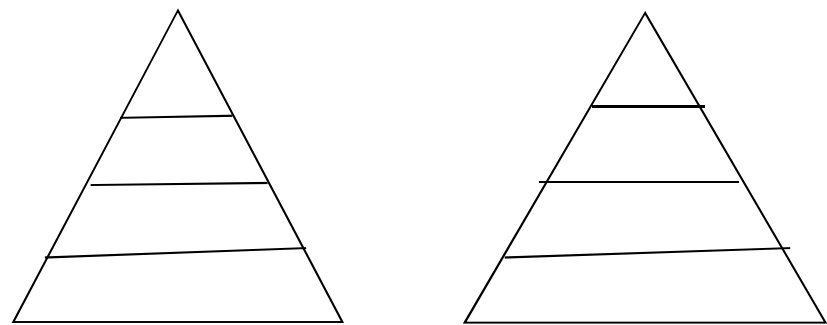
Activity - _____ people take that _____ to _____

Results – The _____ or _____ outcomes that results from _____
_____ (or not _____)



What do you need to _____ or _____ to achieve
_____ from your sphere of influence?

We cannot get new or better _____ without first changing our _____



Either you manage your _____ or it will _____ you.

- ▣ 9. _____ your day in _____
- ▣ 10. _____ for Success

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

- ▣ 11. Track Your _____

□ 12. www._____.gov

□ 13. _____ & You

Useful _____

□ 14. Harness the _____ & fun of _____

□ 15. _____ makes your _____ stand out

□ 16. _____

□ 17. _____

□ 18. _____

□ 19. Use _____ in your _____

More Tools, Tips & Techniques

- 20. Once a quarter, schedule a time with yourself to _____ all your _____ and _____
- 21. Create _____
- 22. Gather _____ from all of your _____
- 23. Evidence of your _____
- 24. The _____-1 _____ with a _____
- 25. 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
- ✓ **Poke the Box** - Seth Godin
- ✓ **Success is in Your Sphere** - Zvi Band
- ✓ **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
- ✓ **Contagious; Why Things Catch On** - Jonah Berger
- ✓ **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 Conversion Code** - Chris Smith
- ✓ **Blink!** - Malcolm Gladwell
- ✓ **Steal Like an Artist** - Austin Kleon
- ✓ **Now, Discover Your Strengths** - Marcus Buckingham & Donald Clifton
- ✓ **Really Important Stuff My Kids Have Taught Me** - Cynthia Copeland Lewis
- ✓ **Crush It!** - Gary Vaynerchuk
- ✓ **Integrity Selling for the 21st Century** - Ron Willingham
- ✓ **The Alchemist** - Paulo Coelho
- ✓ **Think & Grow Rich** - Napoleon Hill
- ✓ **The Complete Calvin & Hobbes** - Bill Watterson



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