

It's all in your mind

Change your thinking and thrive.

by Bob Corcoran



The secret to success in real estate—and in life—is much closer than you probably realize: It's right inside your head.

During my years of helping REALTORS', I've found three distinctions that separate the successful from those who constantly yearn. All three are based on attitude. And the good news is that by shifting your mindset, you can see dramatic results.

Connecting vs. impressing. Take a look at how you approach prospective clients with your demeanor, your marketing, and your attitude. Are you working to impress them with your knowledge and experience? If so, they'll see you as one of those scary, pushy salespeople.

But, if you show a true interest in their needs and problems, you'll begin to connect and build trust. There's a world of difference between the old and new style of marketing. The old focuses on the agent. The new style is relationship-based. Consumers want someone to trust, someone who will listen, someone to discover their needs.

My clients often think if they just improve their closing skills, they'll be more effective. But the truth is, they're working so hard at proving how great they are, they turn off prospects because they fail to connect. Relax,

listen, and connect with your clients.

Abundance vs. scarcity. One attitude I've seen over and over again in my consulting business is what I call the "scarcity mindset." The premise goes like this: Business opportunities are limited, so I have to work with every prospect who comes my way.

Listen up. Stop working with the jerks. Life is too short. The scarcity mindset causes horrible decisions. If people have needs you can't address, don't bother. Of course, I'm not talking about the protected classes in fair housing law here. But if someone wants commercial property, farmland, or a house outside your area, refer them to another agent who's qualified to help them. I guarantee it will be the highest dollar per hour you'll make, and the client will be better-served.

Believe there's plenty of business. So get choosy about working with those who fit your target market and your skills. And remember this: The universe reflects back to you the most dominant thoughts you have. Do your thoughts support your vision for your business? If not, the consciousness of the thoughts you are putting out there is the first step to changing your negative thought patterns.

Fun vs. hard work. Taking care of yourself is imperative. Take at least one full day off (no cell phone, no e-mail) every week. And schedule some three-day weekends during the year. If you work yourself to exhaustion, you'll lose your zeal, your focus, and your effectiveness. And you won't be any fun to work with.

Audit yourself now: Do you love the real estate industry? Is your real estate practice a reflection of your values and what is really important to you? Those who've aligned their core values with their work are truly living.

Real estate is not about survival and selling every day; it's about service and making a difference in other people's lives. If you aren't in that place, do some thinking about what mindset you need to change. You'll get into the flow and find it all gets much easier.

Look around—people are connecting, having fun, and enjoying prosperity. And if they can do it, you can too. Start changing your mindset today and start thriving tomorrow! ★

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