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BYLINE: BOB CORCORAN

5 Ways to Jump Start 2007

By Bob Corcoran

"Obstacles are those frightful things you see when you take your eyes off your goal."
Henry Ford

Can you believe it? Another year has passed.

And now it's January – the month that's a peak in our lives when we can view the past and be hopeful of the future.

I know that given the market in 2006, you may not have had your best year (although some of my clients report their best year).

If your 2006 was mediocre, take time to write down why and learn from your answers. Then focus on 2007. And tap these five tips to get a great jump start:

1. Forget Regret. Keep the look back at 2006 quick and positive.

Alexander Graham Bell once said, "When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us."

Don't let that happen to you. 2007 is full opportunities – that is if you choose the right attitude. Whatever you do, don't start the New Year off on a pessimistic note. That'll get you nowhere.

2. Know that January is a "warm" month.

The warm and fuzzy feelings of the holidays are still lingering, and that makes January a fine time to call on prospects.

Remember, sales are based on emotion. So don't forget the FORD script (talk to them about their Family, Occupation, Recreation and Dreams).

And remember this: many agents don't bother working near the holidays and that's so much the better for you – less competition!

3. Set "S.M.A.R.T." goals.

If you're not reaching your goals, you might not be setting smart ones.

That's S.M.A.R.T. as in Specific, Measurable, Attainable, Realistic and Timely goals.

To set realistic goals, use historical data in your area, and avoid comparing your goals to what other agents are doing elsewhere.

Also, reevaluate your goals every week. Hang them up in your office so you can see them every day. And go over them with a third party – friend, co-worker or coach – to keep yourself accountable.

And if you have a team of buyer and seller agents, meet with them weekly on their goals and make them accountable to you. Remember, you're the CEO.

4. Take responsibility for your actions. Part of achieving goals is taking responsibility for accomplishing those goals.

Plans don't always go as planned. It's inevitable that during 2007, the unexpected will happen. And when it does, it's easy to place blame on everyone and everything around you.

But you're the CEO. The buck stops with you. When you take responsibility, you'll do what needs to be done to steer the ship back on course – and I guarantee you'll gain tons of respect for it.

5. Understand that you DO have time.

In my role as a coach for agents and brokers, I hear over and over again: 'I don't have time.'

Bologna! You can find time to do anything if you want to bad enough. If I say let's carve out some time to go to Hawaii I'd suspect most people would have little trouble finding time for that. But what about time to find five more leads every day.

If you're so busy, remember what got you that way and I suspect you'll meet your goals in 2007 easily. Increase your prospecting time and you'll get busy, I promise you that.

A while back a friend and I were talking about time and we thought up this acronym:

T.I.M.E. - That Is My Excuse.

Leverage your time – so you can be the CEO of your business and do what brings in the money.

In fact, this is so important, I have posted an interesting article on my web site called "The Benefits of Time Well Managed"...why don't you take a moment and read it over: www.CorcoranCoaching.com/BrokerAgent.

And if you remember anything from this article, let it be this: It's a good thing to be busy in real estate.

Here's to making 2007 the best year of your life!

Bob Corcoran is a nationally recognized speaker who is founder and president of Corcoran Consulting & CoachingSM, ([CorcoranCoaching.com](http://www.CorcoranCoaching.com)), an international consulting and coaching company that specializes in performance coaching, and the implementation of sound business systems into the broker's or agent's existing practice. You can reach him at 800/957-8353 or Info@CorcoranCoaching.com. Sign up for his free "Tip of the Week. at http://www.CorcoranCoaching.com/tip_week.php"

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