



## **5 Ways to Jump Start Your Year**

### **1. Forget Regret**

Keep the look back 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. Next year is full of opportunities 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). Remember that many agents don’t bother working near the holidays which is 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.

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

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 the coming year, the unexpected will happen. When it does, it is easy to place blame on everyone and everything around you. You are 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. 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 badly 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 are too busy, remember what got you that way and I suspect you'll meet your goals 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 the 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. This is so important that I have posted an interesting document on my website called "The Benefits of Time Well Managed"...take a moment and read it over: [www.CorcoranCoaching.com/Commitment.php](http://www.CorcoranCoaching.com/Commitment.php).

**Make A Commitment:** I will remember this - It's a good thing to be busy in real estate!  
**Deadline:** \_\_\_\_\_