



## **Change Your Mindset and Thrive in Your Business This Year**

### **Connecting vs. Impressing**

Take a look at how you approach prospective clients with your demeanor, your marketing and your attitude. Is your intent to impress them with your knowledge and experience? If so, they will see you as one of those scary, pushy salespeople. But, if you are showing a true interest in their needs and problems, you will begin to connect and build trust. There is a world of difference between the old and new style of marketing. The old style focuses on the agent. The new is relationship-based. Consumers want someone to trust, someone to listen and someone to discover their needs.

My clients often think if they just improve their closing skills, they will be more effective. But the truth is they are working so hard at proving how great they are, they end up turning off prospects because they fail to connect.

Relax, listen and connect with your clients.

### **Abundance vs. Scarcity**

One attitude I have 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 that 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 cannot address, don't. If someone wants commercial property, farmland, or a house outside your area, refer them to another agent who is qualified to help them. I guarantee it will be the highest dollar per hour you will make and the client will be better served.

Believe there is 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 in some three-day weekends during the year. If you work yourself to exhaustion, you will lose your zeal, your focus and your effectiveness. And you will not 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 have aligned their core values with their work are truly living.

Real estate is not about survival and selling every day. It is about service and making a difference in other people's lives. If you are not in that place, do some thinking about what mindset you need to change. You will 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!

**Make A Commitment:** I will connect in abundance while having fun!

**Deadline:** \_\_\_\_\_