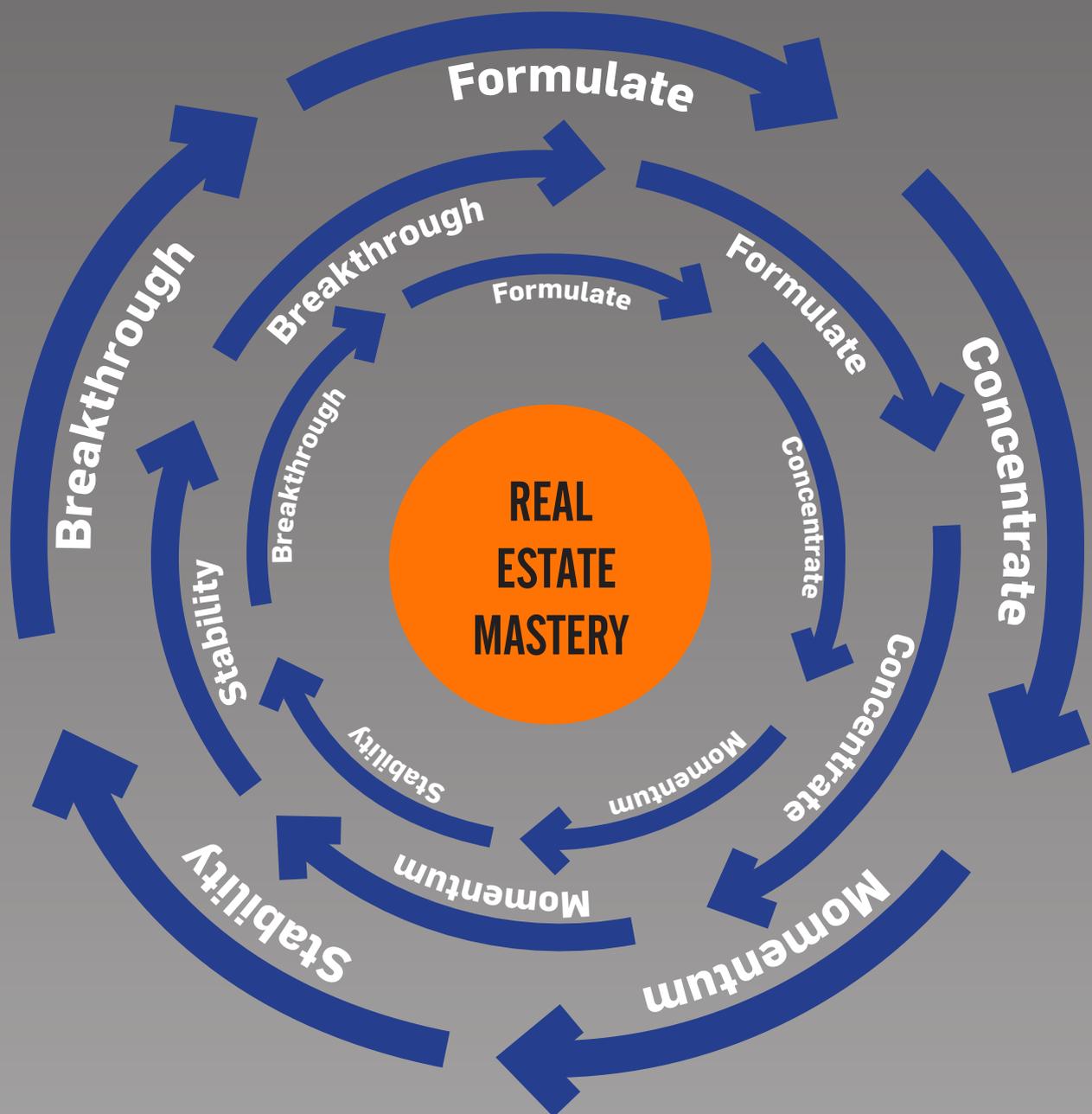


REAL ESTATE SUCCESS IS A PROCESS



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6 Steps To Mastering Anything

If you are like most, you are full of ideas that will take your business to the next level.

As a matter of fact, you probably have ideas pop in your mind every hour of the day. At the stoplight, a great idea pops in our heads. While we lay in bed, eat breakfast, workout, watch TV...

We Cannot Stop Thinking of Ideas.

1. So, what happened to all of those great ideas?
2. Have you ever had a great idea yet never took action?
3. Have you ever had a great idea, took action yet never followed through?
4. Have you ever had a great idea, took action and it didn't work so you stopped trying?

All of us have done one of the above and is likely that you have done all of the above.

In business and in life, it is very rare that someone will:

1. Have a great idea
2. Take action
3. Follow through
4. Focus till the finish
5. Reach the desired result

Let me share an example where nearly everyone has stopped short of reaching their goal.

DIET

1. You decide you are going to lose weight
2. You start exercising
3. You get sore from the new activities
4. You fight through the soreness
5. You start to see some results
6. You take the results for granted and cheat one meal
7. You cheat two meals
8. You have a cheat day
9. You quit
10. You start over the next month

I doubt that I am the only one that has done this.

Million of people are falling short of their goals each day

6 Necessary Steps to Mastery

If you are tired of setting goals yet never reaching them, you need to read on.

Mastering Real Estate is a Process Mastering Anything is a Process

Through my explanation of Mastery, you will see where things breakdown, why they breakdown and identify the obstacles that you must avoid to experience growth and breakthrough in your business.

Before I walk you through the steps, you need to understand that getting to a **Mastery Level is a PROCESS.**

When you **Focus on the Process, the Results will appear.**

When you **focus on the result**, the process never gets followed and the results are never obtained. Here lies the challenge.

Following the Steps to Mastery will help those looking to:

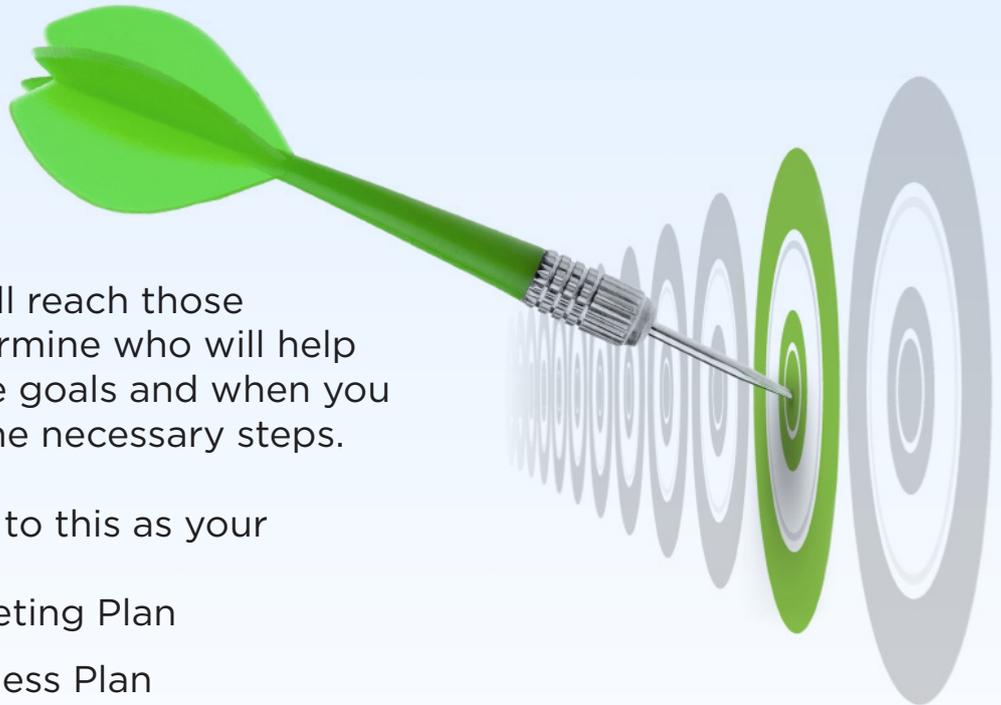
1. Grow their real estate business or any other business
2. Reach the next level...In Anything!
3. If you want to reach a higher income goal
4. If you want to improve your company image.
5. If you want to lose weight

Any Goal can be achieved when you follow the Process

Formulation Phase:

1

This is the stage where you turn your ideas or dreams into goals. You plan out how you will reach those goals. You determine who will help you reach those goals and when you will complete the necessary steps.



You could refer to this as your

1. Marketing Plan
2. Business Plan
3. Branding Plan
4. Fitness Plan
5. Growth Plan

STEP 1

First, you must admit where you are and determine where you want to go.

Think of it like you are about to go on a road trip. You must first place a pin on a map where you are now and then put a pin on the map at the location you desire to reach.

You now have a starting point and an ending point.

This is the beginning of creating a clear vision of ***what you want to accomplish.***

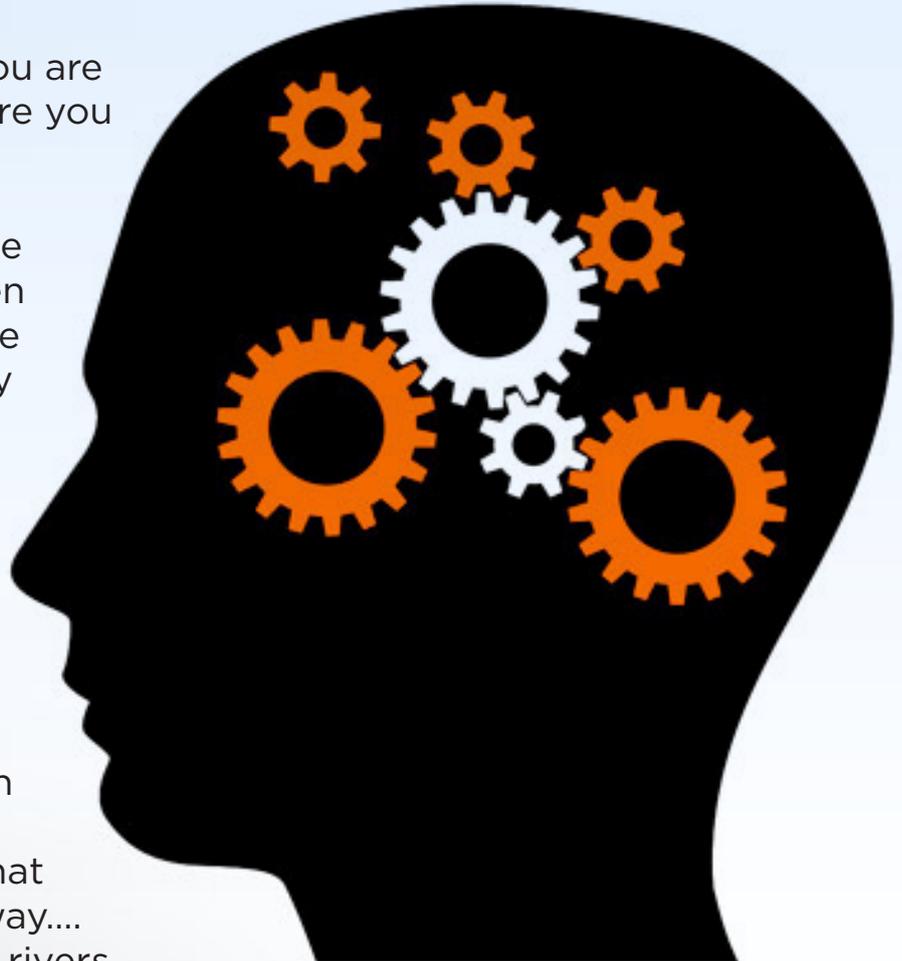
1. What – I want to sell 500 homes this year. (I am currently selling 300 homes now)

You know where you are and you know where you want to go

After you determine what you want, then you must determine the steps necessary to get there.

This is often considered the **'HOW PHASE'**.

You must draw a line from one pin to another taking in consideration any known obstacles that could get in your way... like mountains and rivers.



2. How – I need to prospect more, door knock, do direct mail, work my COI, learn my scripts, etc...

- a. Most salespeople need to work on a more intensive lead generation plan.

Again, you know where you want to go and now you are actually drawing the map to help you get there.

If you wanted to drive to California right now, you would pull out your phone or tablet and go to a mapping application. You would put in your location and put the address to where in CA you want to go. You would hit submit and a line would come on your screen connecting the dots.

That is our ‘What and How.’

We already know how to do this and we know it works.

All you have to do is apply the same strategy to your business.

There are a few more things you must figure out in the Formulation Stage:

3. Who – You must identify who you need to seek assistance.

- a. Do you need a staff member to handle certain task?
- b. Do you need to hire a consultant?
- c. Do you need a coach?
- d. Do you need to attend training?



You may not need anyone yet you must go through this process in order to complete this phase.

*“It is not about being a resource...It’s about being
RESOURCEFUL”*

4. When – You must identify deadlines. Some things can be time sensitive. If that is the case, identify them in this phase so you are prepared from the start.

Recap - What have you accomplished in the Formulation Phase?

1. You have a clear vision of your goals
2. You determined what you want
3. You have a clear plan mapped out

BTW: The Formulation Phase should only take 1-7 days

You are ready to advance to the next phase



Concentration Phase **2**

WARNING #1:

Depending on your goals, this stage can take from 90 days to 12 months

WARNING #2:

This phase can be very boring

WARNING #3:

This is the phase where 90% of people quit

Doesn't this sound fun and exciting?

The Concentration Phase is where the rubber meets the road.

We already have a plan with a detailed map...Now is the time to get down to business. It is time to get to work.

Now is where you put your plan into action:

In real estate, this is where we would start generating business.

In branding, this is where you would start distributing your message through various channels.

No matter what your goals are, this is where you apply action.

The Keys to a successful Concentration Phase:

1. **You must get to work**
2. You must **follow the plan** you wrote during the Formulation Phase

3. **You must have versatility** – Not everything will go as planned so make sure you modify, adjust and correct if you see things going off course. You must measure results often.
4. **Consistency is CRITICAL** – You have to have faith in your plan. You cannot do it today and tomorrow then skip the next day thinking you will make it up next week.
 - a. Lack of consistency is where a lot of people fail. They are looking for immediate results and when they don't get them immediately, they change their plan. Once you fall into this trap, you are doomed.
5. Understand **Repetitious Boredom** – Think of some sports stars that are really good at what they do.



- a. Take Tiger Woods for example....think about how many times he had to hit the same put in practice to make sure he could hit it on the 18th green to win a tournament.

- b. Michael Jordan: how many times did he have to shoot free-throws in practice to be able to hit the winning shot in a championship game?
 - c. You have to be comfortable with the boring.
6. **Be patient** – You will feel like you are putting in way more effort than the results you are getting back.
- a. In the concentration phase, you will exert twice as much effort and get very little results. This is the process and it is necessary to get to the next phase.
 - b. You may actually feel like a hamster on a wheel. You are in action but don't feel you are getting anywhere.

While coaching real estate agents all over the country and explaining this process to them over and over again, the majority of them would never make it out of the concentration phase.

They would get half way through this phase, get discouraged because it didn't produce results overnight and quit. Then, they would claim **IT** didn't work and start formulating a new plan.

Most business people are trapped in a vicious circle of Formulate, Concentrate and stop.

Formulate, Concentrate and stop.
Formulate, Concentrate and stop.
Formulate, Concentrate and stop.

Do you realize how much **money we lose** by quitting too soon?

Assuming you are following this plan and have not quit, you can now advance to the next Phase.

Momentum Phase

3

Finally - A Phase that we can get excited about

After concentrating for a period of time, you will start to see a sudden burst of results.

This is where you start to reap the benefits of your hard work for the last 6 months.

Unlike the concentration phase where you are working a lot and getting paid a little. The Momentum phase is where you are working the same yet getting paid a lot more.



If you were focusing on an email marketing campaign during your concentration phase, this is where you start to get more signups, calls requesting more information and more clients. Finally, we are getting paid!

You are starting to get better results because your message has had enough time to get the consumers attention. They may need to see your message 10 times before they remember who you are. That is what we are doing in the concentration phase.

Now let me tell you about some **Momentum KILLERS:**

Unfortunately, there are some pitfalls that we must avoid in the Momentum Phase. If we fall into any of these traps, we could lose our momentum and have to start all over at the formulation phase.

PLEASE DO NOT FALL INTO THESE TRAPS

1. **Overwhelm** – Our systems are not ready for an increase in business and poor lead follow up and poor organization forces your conversions to be extremely low. You must have a solid infrastructure.

2. **Ego:** (Look at me, I'm great!)
 - a. Very few people want to admit they have an Ego. But, the reality is that we all have an ego and it often gets out of control. A big ego is a major momentum killer.

 - b. Once we start seeing the results start to come effortlessly, we tend to get complacent. We feel like we can take a day off today and make it up tomorrow. We start to lack consistency and it eventually catches up to us.

 - c. Too often, I see people get over-confident. They believe that the result is because of them and not because of the process.

 - d. Your results are **'Always a Product of the Process'**

If you become a victim of one of these Momentum Killers, you must start all over in the Concentration Phase.

If you avoid these two momentum killers you can now advance to the next phase.

You made it!
Congratulations

Stabilization Phase **4**

Most business people spend years trying to get to this stage.

There are three obvious reasons why people Fail to Stabilize:

1. They fail to create a plan - Formulate
2. They quit to early - Concentrate
3. Their ego is too big or they become overwhelmed - Momentum Killer

Because we know why people fail, we should be able to reach this phase easily.

The Stabilization Phase is where you will spend a lot of your time.

This phase could last 6 months - 3 years depending on how much you are looking to grow your business.



Stabilization is where you:

1. Have systems in place that allow you to effectively manage your current level of business.
 - a. A lot of your old systems are now automated.
 - b. You may have had to add a staff member to assist in keeping the business organized.
 - c. Delegation becomes important - You can no longer control everything.

2. You are **measuring your results** and looking for ways to improve. You may be testing different methods of lead generation and adjusting based on the ones that get the best response.
 - a. **Statistics are important** in order to build a predictable business.
3. You must **remain consistent** or risk losing the momentum.
4. You are probably actually **'sticking' to a schedule** now.
5. **Business maturity** is developed in the Stabilization Phase

Many business owners are happy to reach and stay in the Stabilization Phase.

A lot of people actually reach this level and never leave.



There is another phase to reach and that is the...

Breakthrough Phase **5**

The breakthrough phase begins within the Stabilization Phase.

Imagine yourself working hard to reach a particular goal. You reached that goal and managed to stabilize.

Now that things are running smooth because your systems are set up properly, you decide you would like to grow some more. A breakthrough is a sudden burst of new business.

5 Must Do's in order to create a Breakthrough:

1. While stabilized, you must set some time aside to set a new *short term* goal.
2. You must identify:

- a. **What** - do you want to accomplish next.
- b. **How** - will you do it?
- c. **Who** - do you need?
- d. **When** - are the deadlines

As soon as these are identified, start concentrating.

Once you formulate your short-term goal and begin to concentrate on execution of that goal, you will generate momentum again.

3. **Be consistent** - remember consistency is key to establish momentum.
4. **Keep the Ego in Check** - remember...It isn't you, it is the process!
5. **Delegate** - you will likely experience overwhelm if you do not have systems and people in place.
 - a. Every time you grow, you have to evaluate your systems.

Once you follow the process, a **Breakthrough will Occur!**

You will not stay in the Breakthrough Phase too long. As soon as you get a sudden burst of new business, you will turn your focus to handling this new increase and immediately re-stabilize.



Mastery Phase **6**

WARNING: Very Few People Reach this Phase

Mastery is achieved after years of following phases 1-5.

You will spend years going through:

1. Formulation
2. Concentration
3. Momentum
4. Stabilization
5. Breakthrough

Mastery is where excellence is achieved. This is the point where year's of following the process begins to pay off. You have to cycle through the Phases of Mastery many times before Mastery is obtained.

After a series of breakthroughs in your business, you eventually reach a level where you have everything delegated to a qualified team who can operate the company without you. Keep in mind, MOST people never reach the Mastery Phase.

If you are one of the few that reach the Mastery Level, you are very fortunate. This doesn't mean you have to stop working and let everyone else run the business...it just means you have options.

Remember, focus on the process and the result will appear. When you focus on the result, the process is rarely followed and the results never obtained.

*It is the Pursuit of Mastery...
Not Mastery Itself that Determines Success!*

Mastery Defined:

'Do Nothing and Everything Occurs'

Set Backs **Set backs are inevitable.**

Two Types of Set Backs

Breakdowns

A past coach of mine told me “breakdowns gives you access to a breakthrough”. Success usually happens right before everything seems as if it’s maxed out or about to crumble on top of you.

Since breakdowns give you access to breakthroughs, do not stress over breakdowns. Remain calm and respond to the situation.

Common Causes of Breakdowns

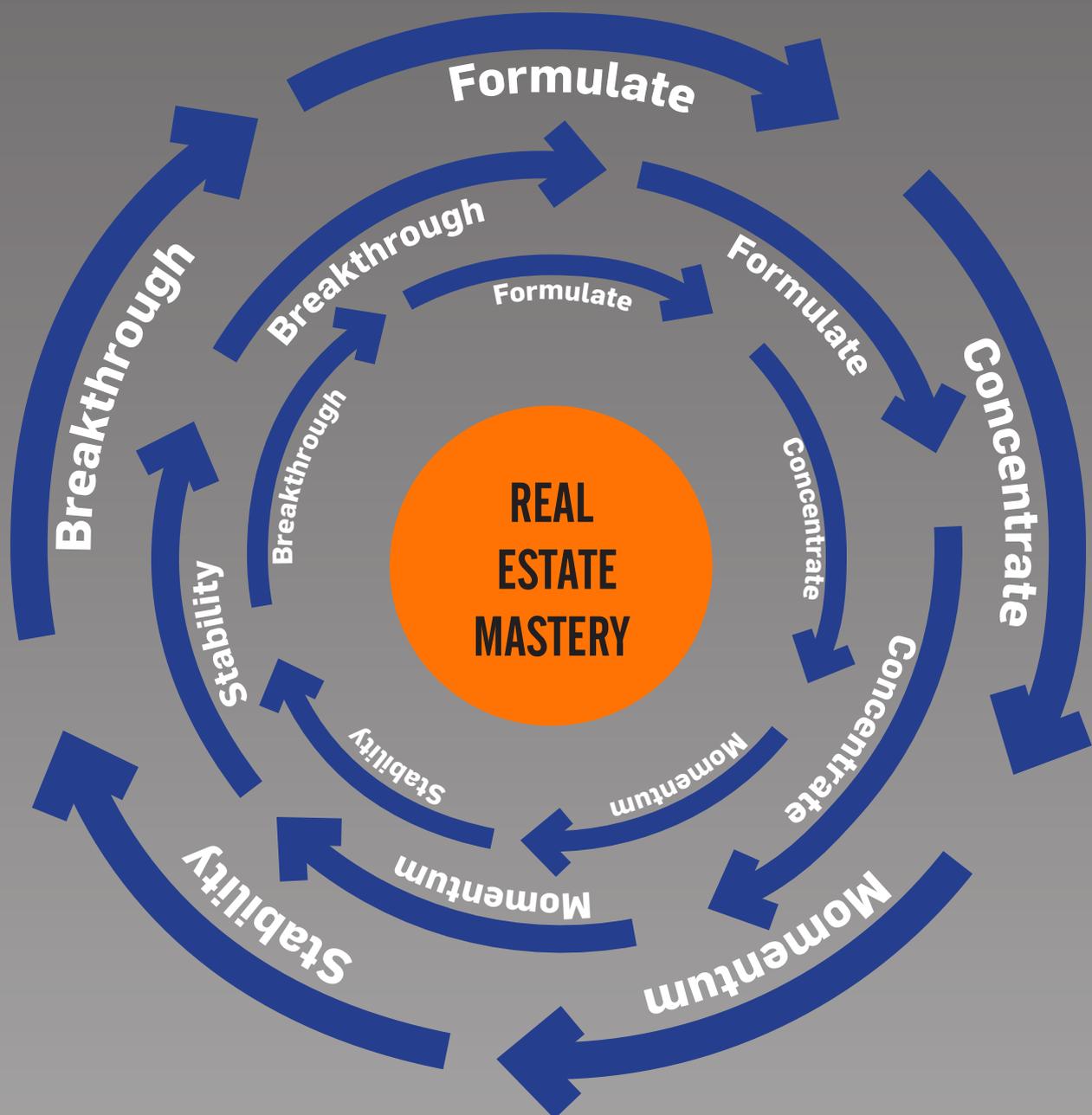
- You aren’t doing the things that created your momentum
- You stop following your routines, schedules, and processes
- You become distracted by things that seem important
- You stop following your plans and begin to break promises

Disasters

- You are managing emergencies instead of processes
- You stopped doing the plan a while back
- You stopped following a schedule, routine, or rituals
- You started lying or hiding the truth about daily activities
- Lack of communication

Disasters will take you back two phases as they ultimately sabotage your systems

JUST REMEMBER...
REAL ESTATE SUCCESS
IS A PROCESS



Follow the Steps and you WILL SUCCEED!

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