

Yes, YOU need Support

*HOW TO SHIFT YOUR MINDSET SO YOU
BEGIN TO SEE SUPPORT... AS THE
PROFIT CENTER THAT IT IS!*

Most Highly Successful Real Estate Agents when asked what they would do differently if they were to do it all over, say 2 things:

- They would hire a Coach Sooner.
- **They would have hired an Assistant (or more Assistants) Sooner.**



Are you like I was? Yes.... I was a **SUPPORT SNOB...**

My first sentence according to my mom was *"I can do it myself."*
And boy did I -- "It" was all mine to do, and I HATED anyone helping me. I had this underlying belief that people that hired others were cheating in some way....

THEN, I read a little fictional book by Alexander McCall Smith that quoted a (fake, I later discovered) African proverb that changed my life:

"If you have the financial ability to hire another human being to do work for you, you have a moral obligation to do so"

And discovered something amazing...

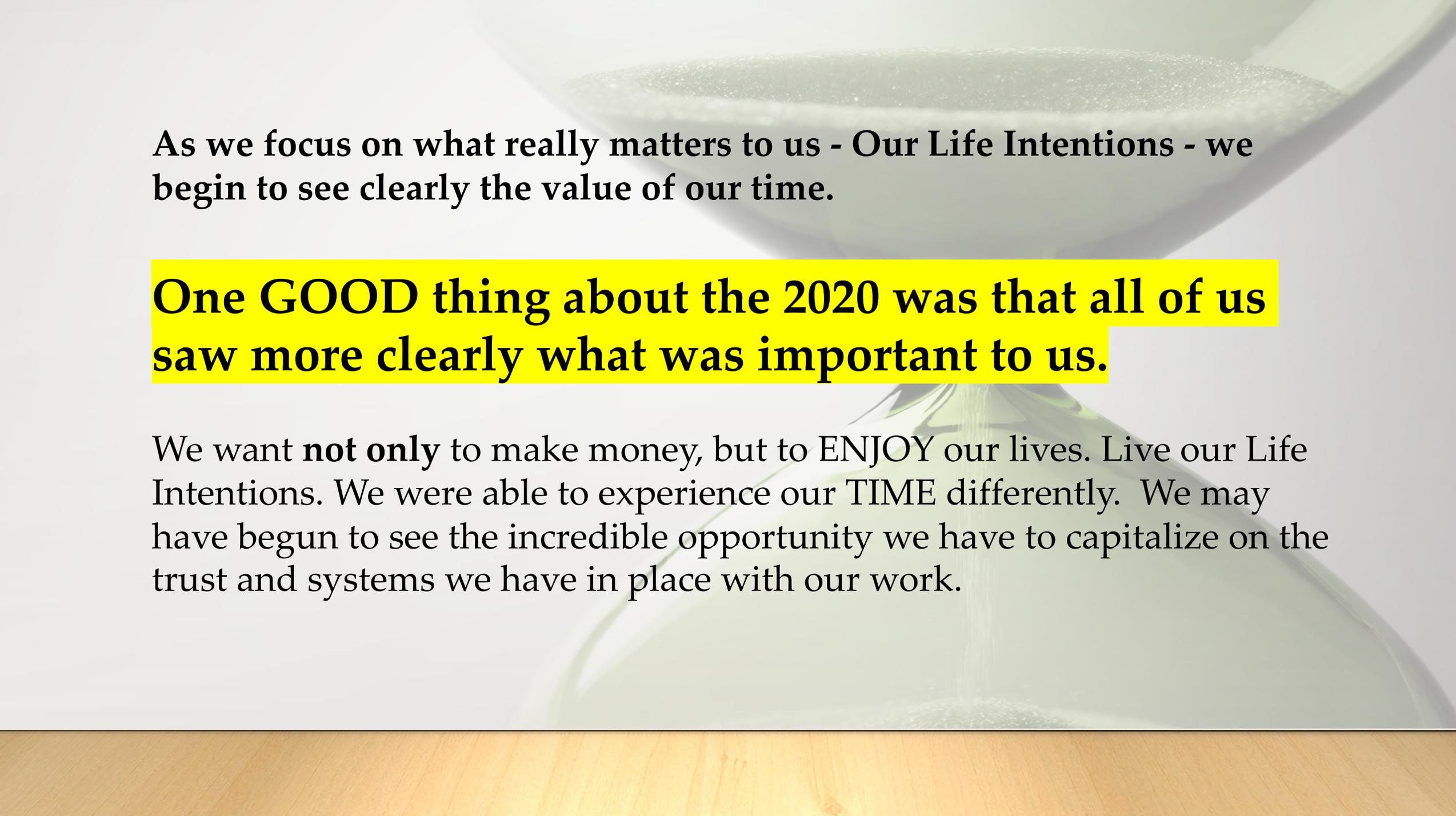
The more people we hired, the **better** life became... and as a bonus.... I calculated we grossed an additional \$100K for every person we hired who stayed on more than 2 years!

We quickly learned that support not only changed others' lives, but it also changed OURS for the better too!

When we sold our little RE biz, we had 12 employees... and had grossed \$2.7M+ that last year!

SUPPORT WAS MOST DEFINITELY a PROFIT CENTER!

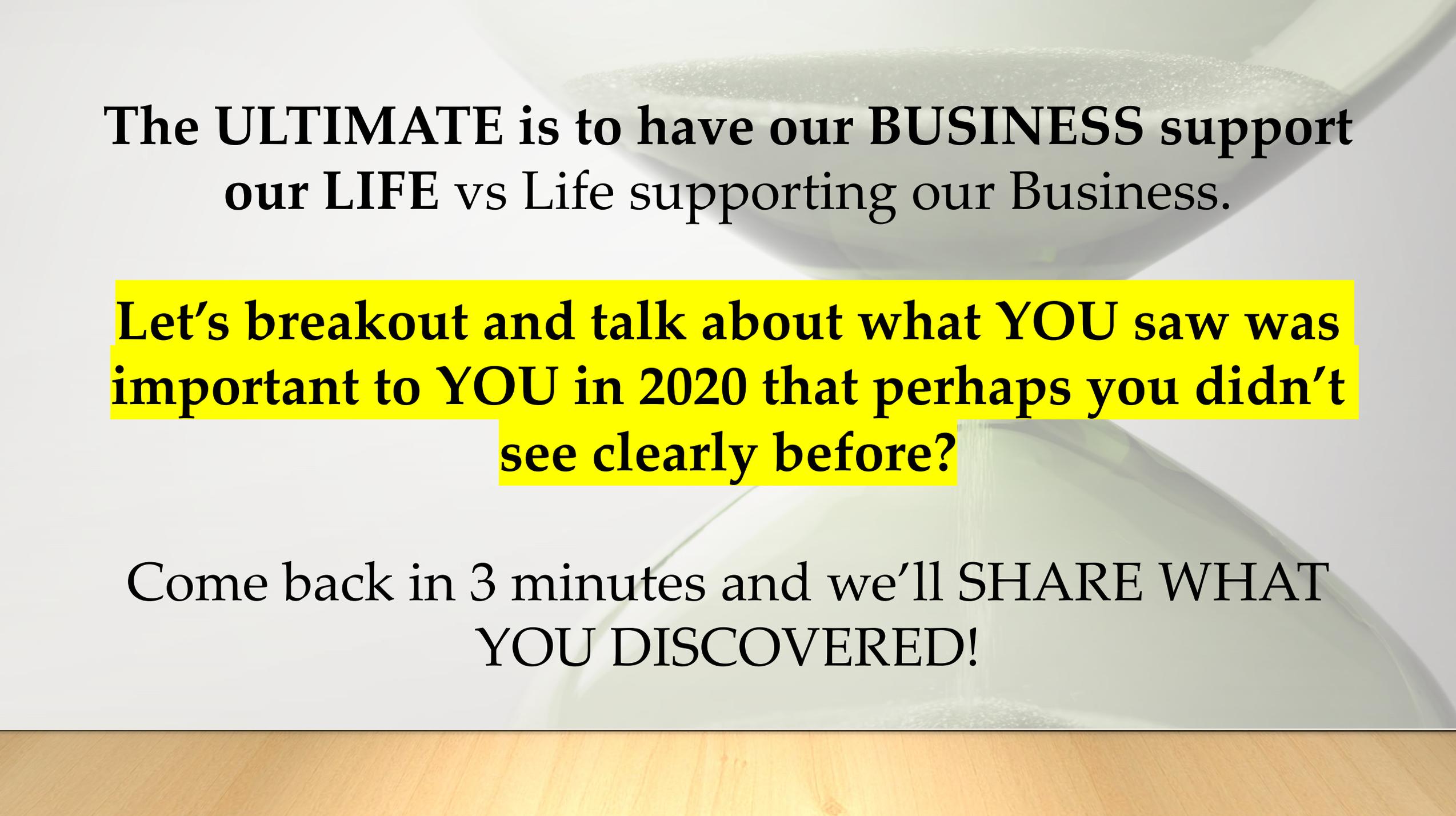




As we focus on what really matters to us - Our Life Intentions - we begin to see clearly the value of our time.

One GOOD thing about the 2020 was that all of us saw more clearly what was important to us.

We want **not only** to make money, but to ENJOY our lives. Live our Life Intentions. We were able to experience our TIME differently. We may have begun to see the incredible opportunity we have to capitalize on the trust and systems we have in place with our work.

An hourglass with white sand is shown in the background, with the top bulb containing more sand than the bottom bulb. The hourglass is centered and slightly faded.

**The ULTIMATE is to have our BUSINESS support
our LIFE vs Life supporting our Business.**

**Let's breakout and talk about what YOU saw was
important to YOU in 2020 that perhaps you didn't
see clearly before?**

**Come back in 3 minutes and we'll SHARE WHAT
YOU DISCOVERED!**

**IF SUPPORT REALLY
WAS A PROFIT CENTER...**
why is it scary to ask for
it, *even when our work is
taking PRECIOUS TIME
away from what we say
our Life Intentions are...*

**Even when we may not be
doing the job WELL
ourselves....**

**or don't even get to DO
some of the job because
we are so busy?**

*What is it that
makes it so hard
to find and fit in
that LAST piece
to complete our
puzzle of our
business?*

*We are going to
explore that..*



Think about it:

We have no problem going to a restaurant to have someone else cook us a meal, serve it to us, and clean up afterwards.

We have no problem hiring someone to do Auto Repairs, Dry Cleaning, Hair and Nail professionals. What else do you pay someone for not even thinking about it?

**So why do we resist getting SUPPORT
in our businesses...
SUPPORT that is a PROFIT CENTER!?**

Have you ever heard anyone say they wanted a business like the one _____ has... when _____ is doing it all themselves and running themselves ragged...? No, of course not.

Some of the Reasons we may not Hire Support.

1. *It's hard for me to ask someone Else to do something I think I "should" do.*
2. *I've been judge-y of others production with a "Well, yeah, but it's not them, by themselves..." and I don't want others judging me.*
3. *I don't think I can afford to hire someone / someone good. They will cost "too much."*
4. *I don't understand how hiring someone will make me profit.*
5. *I don't understand what someone I hire will DO for me / I don't have enough work for someone to do...*
6. *I don't want to manage an employee.*
7. *I'm not good at delegating.*
8. *I don't know the PROCESS of Hiring, Training, and Paying the RIGHT Assistant that will STAY for long periods of time.*

Breakout and share which of these is
YOUR “GO TO” REASON you
haven’t made YOUR next hire yet?

In Any of those Cases...
it's a Border Experience



The Playing Field

A QUICK REVIEW

Physical Reality

People Things
Places



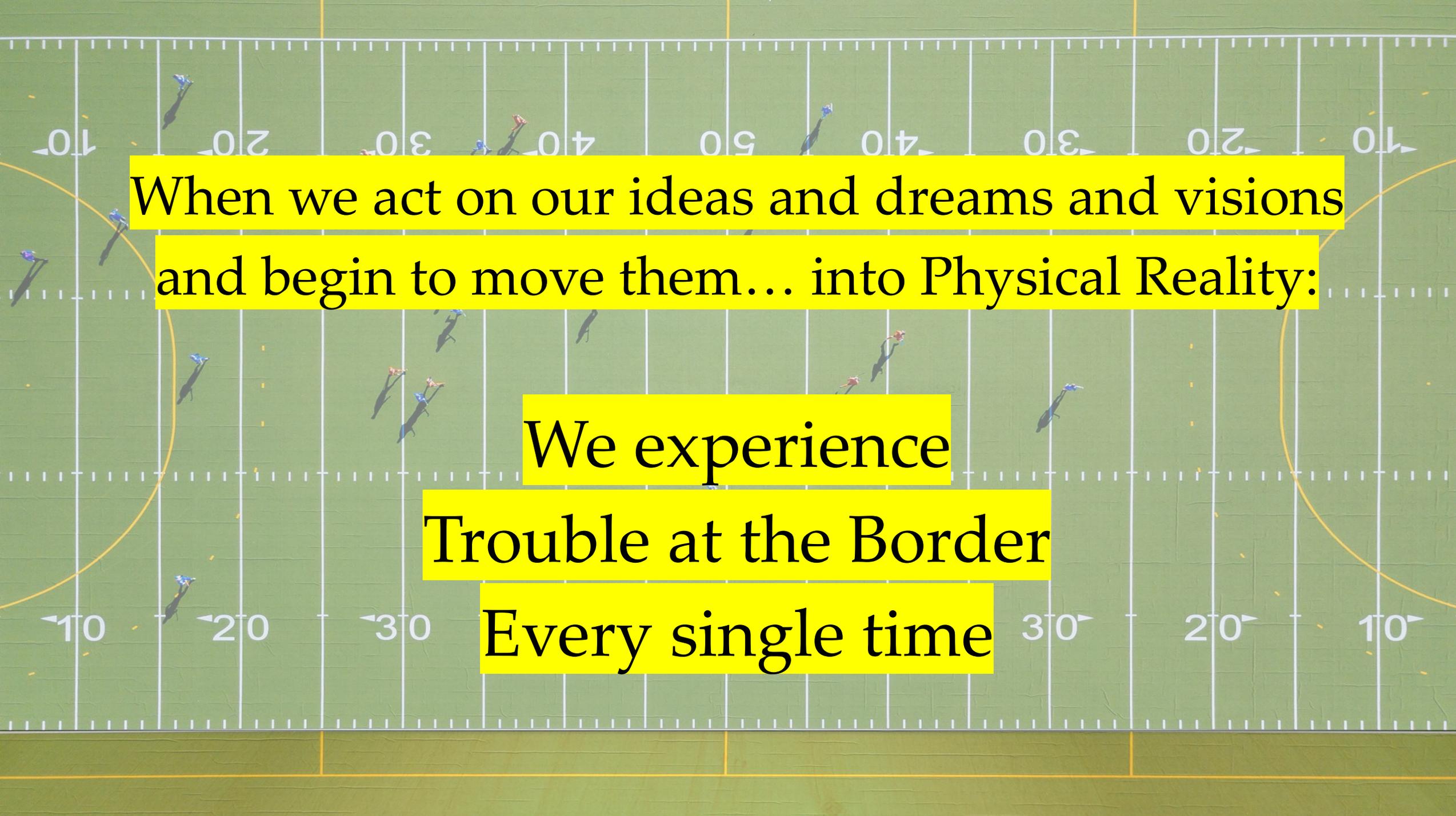
GOALS
ACHIEVED
live up here

Visionary Reality

vision desires
ideas dreams



IDEAS for
GOALS are
visioned or
dreamed or
desired in here

An aerial view of a soccer field with a green grass texture. The field is marked with white yard lines and numbers (10, 20, 30, 40, 50) on both sides. Several players in various colored jerseys are scattered across the field. A large yellow text box is centered on the field, containing the text: "When we act on our ideas and dreams and visions and begin to move them... into Physical Reality:".

When we act on our ideas and dreams and visions
and begin to move them... into Physical Reality:

We experience
Trouble at the Border
Every single time

Physical Reality

Trouble at the Border



Visionary Reality

The line dividing Visionary and Physical Reality is known as **the Border**. This is where the **high, possibility-filled energy** of Visionary Reality hits up against the dense **energy** things demand in Physical Reality.

There is a realization that moving to Physical Reality will take much more energy than we thought it would take — ***about ten times more***.

Trouble at the Border is inevitable – accept that

EXPECT to meet obstacles at the Border. This is where support and clarity about that support is critical. 5 things to know:

- 1. Nobody likes Trouble at the Border.** It **is** unpleasant. It is normal here to want to stop, give up, or look for something more “inspiring” to do.
- 2. This is where we hear the chatter of Monkey Mind most loudly**, that inner voice of doubt and worry we all experience. No one is immune.
- 3. This experience is the primary reason people struggle with growth and change.** We often worry that there is something **wrong** with the idea, project, or effort we have dreamed of or visioned.
- 4. Learn to see this experience as a sign we are doing something “right” rather than “wrong.”**
This discomfort really shows that you are stretching and growing beyond your comfort zone! VERY RIGHT!
- 5. It simply shows you the need for additional skill development or SUPPORT**, in order to reach the result — *It is nothing more than that!*

Physical Reality

People Things
Places

It takes about
10x energy to
break through
as it does to
keep going after
you
breakthrough!

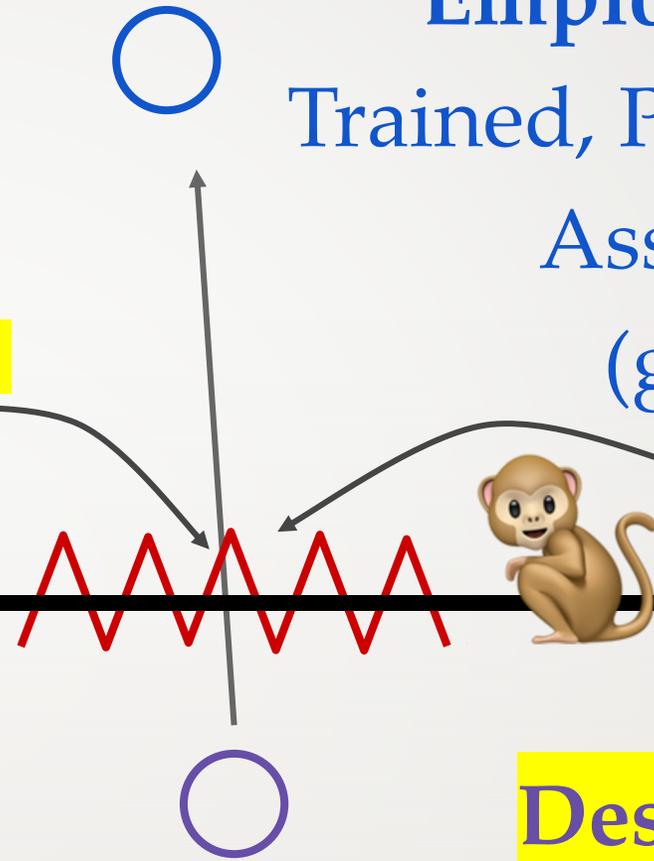
Employ a Fully
Trained, PROFITABLE

Assistant
(goal)

Trouble at the Border

Visionary Reality

vision desires
ideas dreams



Monkey Mind
or "negativity bias"

Desire for
Support
(idea)

When you notice Monkey Mind, save everyone involved a lot of time, energy, wasted effort, and frustration...

Following the 4 steps to move through the Border with ease:

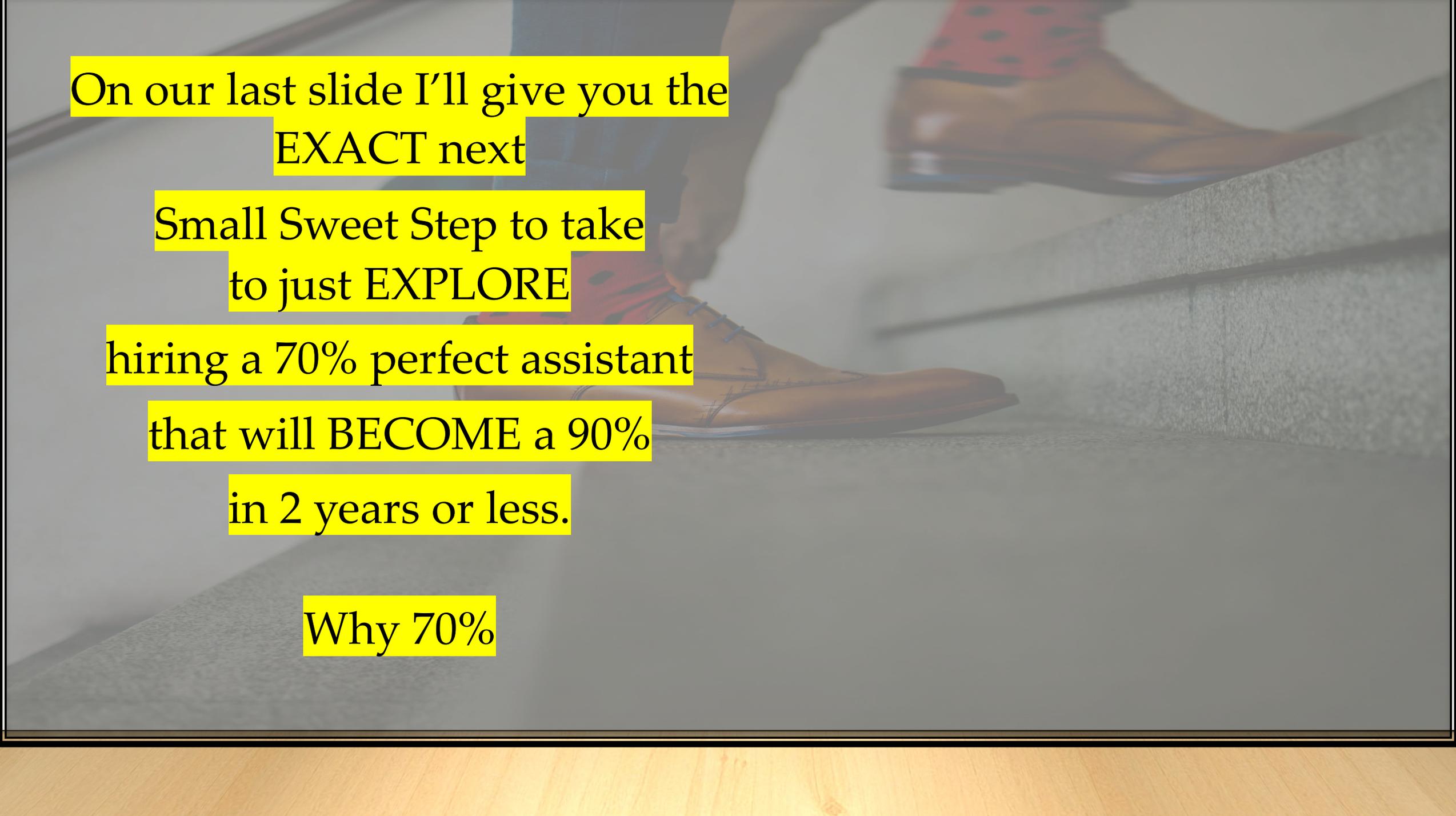
1. Know this is not only **NORMAL** but **DESIRABLE**.
2. Take Small Sweet Steps
3. **Get SUPPORT**
4. Celebrate each step!



When Bumping up Against the Border

Look at the Lessons there are for you to Learn
and the skills there are for you to develop
Such as the SKILL of getting SUPPORT

*Small sweet steps forward, with support and celebrating
each step as you go forward are the KEYS.*



On our last slide I'll give you the
EXACT next

Small Sweet Step to take
to just EXPLORE

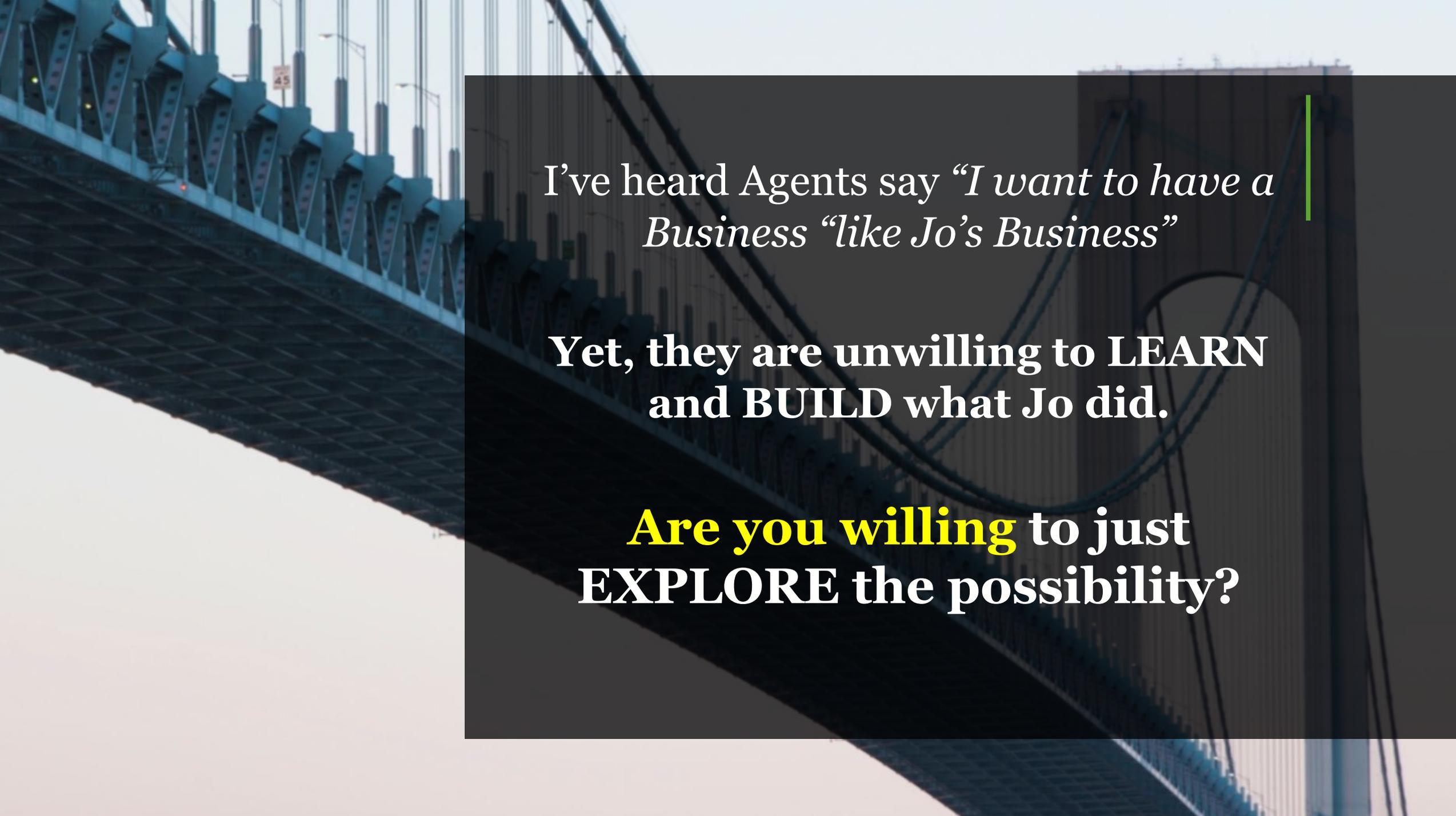
hiring a 70% perfect assistant
that will BECOME a 90%
in 2 years or less.

Why 70%

Why 70% to start

3 of the MANY Reasons Why you don't want to hire someone already at 100% but 70% instead to start

1. They will never grow. If they are already perfect, there is nothing to grow into and people do not stay when they are not growing. You want them to want to be part of something that will IMPROVE *because they add to it.*
2. If they already are as good as you... they'd be hiring someone. See? You will never keep 100% long enough to have them GROW into replacing you. And if your assistant can replace you, why do they need YOU to employ them?
3. If they came to you 100%, someone else trained them in THEIR way. Do you want to run your business someone else's way or your way?



I've heard Agents say *“I want to have a Business “like Jo’s Business”*

Yet, they are unwilling to **LEARN**
and **BUILD** what Jo did.

Are you willing to just
EXPLORE the possibility?

Your Next Small Sweet Step... and I heartily encourage you to both Take this step... and SHARE this information with any Agent or Broker it could Benefit:

Register for my next FREE Webinar on either

Monday March 15th at 1pmET

By clicking on the [link](#) in the Chat NOW...

or

Thursday March 18th at 4pm ET

By clicking on the [2nd link](#) in the Chat

In the Webinar we will cover:

- What are the characteristics that give you a 70% Perfect Assistant to hire
- What the Best Assistants DO every day that get them to 90% in 2 years or less
- The most effective steps to take to **find, contract with, and train** the best assistant for YOU -- INCLUDING a list of what **forms and systems** you need in place BEFORE you hire.
- **Exactly how** the right assistant profits you. Not only in **time** but in **covering their own salary... PLUS profit for YOU.**
- How you can get in on the 3-month class, which will be limited to 12 people only for inaugural class. Held April, May, June this year.