

INSPIRED CAREER



5-MINUTE INTENTIONS

— TO —

ENERGIZE YOUR REAL ESTATE BUSINESS

KEIR WEIMER

INSPIRED CAREER

*5-Minute Intentions to Energize your Real Estate
Business*

Keir Weimer


FREEDOM INTERNATIONAL
PRESS

Inspired Career: 5-Minute Intentions to Energize your Real Estate Business

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Published by Freedom International Press

Created in collaboration with StoryBuilders (MyStoryBuilders.com)

First edition

Printed in the United States of America

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INTRODUCTION

IF YOU'RE READING this book, you're likely someone who values personal growth and wants to take your real estate career as an agent, broker or investor, as well as your life, to an entirely new level.

If so, you're in the right place!

I'm excited you're joining me on this journey of growth, exploration and self-reflection to learn ways to be more inspired and intentional in your real estate career and in all areas of your life.

If you've ever felt discouraged in your career (I think we all have at some point), lacking clarity and generally not living an inspired life, then this book is for you. Because I believe we all deserve and have the opportunity—once we give ourselves permission—to live inspired each and every day!

I believe we all want, deep down, to be able to show up for life with enthusiasm—to be intentional in our actions and fully present.

When we live every day intentionally, we can truly live a more purposeful life. That's what this book will help you do. With short, intentional readings in subjects ranging from leadership and mindset, to purpose, energy and relationships, I draw on my life experience to share lessons and principles that have helped me achieve things beyond what I ever thought imaginable.

Like you, I also highly value personal growth and education. I invest a lot of time, money and attention into finding new ways to become a better person, entrepreneur and leader.

Before we get started, let me tell you a little bit about my background. My story is one of extreme tragedy, reinvention and redemption. Before I became a successful and top producing real estate agent and team leader, and later an investor, developer and entrepreneur, I spent almost four years in prison as a result of an accident I caused that claimed the life of my college friend.

The experience galvanized my determination to live a life of purpose and to find a way to make a positive impact in this world.

I realized the way I was living was preventing me from realizing my vision and dreams. Through developing an extreme commitment to my vision, I've been able to persevere through numerous obstacles to overcome discouragement and achieve true freedom in life, so I can live a life of purpose and impact—on my terms—in the service of others.

I've been fortunate to be able to build purpose, wealth, happiness and impact over my young professional career through several businesses I have founded and grown. At this point in my growth, I'm now most excited and focused on helping others grow and create a life on their terms, as well.

While contemplating the events that led up to me sitting in a cold prison cell, I realized my first step was to accept responsibility for the tragic accident I had caused. I decided then at age twenty-four that I would not only learn from my mistakes, but take action.

I chose to change my life to find redemption, to become sober and live a sober life, and to contribute to the success of others.

Starting over again at age twenty-eight when I was released from prison, I promised myself that in spite of having no job, no driver's license, no money, being on parole and living at home with a curfew, I would never give up.

I faced many more challenges following my release, most notably being denied by all the graduate schools I applied to. I made the decision to be an entrepreneur and take control of my life and my fate. I decided to create a massive vision for my life with well-defined goals. The challenging process required a relentless commitment to my end vision but with flexibility on the means.

I also needed to persevere to overcome the challenges and the discouragement I encountered in order to grow and rise. My purpose in writing this book is to help you live a better, more mindful and inspired life, so that you too can elevate your real estate career, enrich your relationships, reach new levels of success and achieve your true potential professionally and personally, in all areas of life.

I am merely a humble observer of the world, although a focused practitioner in my various entrepreneurial ventures. What I will be sharing here in this book, are the lessons, the insights, the strategies and the various philosophies on life, career, business, relationships and other areas that I have developed throughout my journey.

It is also a function of the people and the wisdom, the interactions and the teachings, that have informed me and my experience in this world. I'm a firm believer in the concept of contribution and paying forward what we learn and achieve in this world to help others.

I hope you'll find my perspective on personal and professional development to be of value and implement the tactical tips and strategies and in your life to achieve results. I hope this book will energize your life and inspire your success!

These short, inspirational readings are designed to be read in order, but you could just as easily select any single one and derive value from it at any time and jump around if you'd like. You could use it as a sort of reference guide for inspiration and perspective in the various subject matter areas.

Let me explain the format and structure of the book so you can get the most out of it. Each short reading concludes with four points:



POWER QUOTE

A strong and sticky quotation from a key thought leader to accent the main message from the reading.



KEY INSIGHT

The fundamental or critical take away that you can leverage to create a breakthrough in your life.



TACTICAL TIP

A tactical piece of advice you can act on right away and implement into your personal or professional life to see results.



DAY CHECK

An accountability tool to circle back at the end of your day to see how well you acted and implemented the lesson from the reading for that day.

I kept the readings short so you can engage with them easily and quickly and provided the four points to help make them actionable for you. I really want you to be empowered to implement the lessons and insights from each reading so you can see results in your real estate career and life, like I have in mine.

I also hope you'll consider regularly engaging with the readings in the morning. My morning routine is absolutely critical to my success. I believe if you want to take control of your life, you have to take control of your morning and your day first. As you master each morning, and conquer each day, you'll begin to take charge of your life a little more each day.

My massive vision and goal with this book and my life's work, is to see 100 million+ people living an Inspired Life, achieving their goals and vision, and creating true freedom and a life on their terms—starting with you!

Now...

Let's GO!

To your success and happiness in life,

A handwritten signature in black ink, appearing to read 'Keir Weimer', with a horizontal line extending to the right.

Keir Weimer

INTENTION 1

BUILD A PERSONAL BRAND

HOW POWERFUL WOULD it be for you to build a strong, sophisticated agent personal brand?

When you look at the top-producing real estate agents and brokers around the world, there's one thing they all have in common, and that is a strong and unique personal brand.

This is the foundation and common denominator in all of the most successful real estate performers. I'm going to show you why.

To give a little context to illustrate this principle, it will help to tell you a little about how I got started as a real estate agent. For one, if you've ever felt discouraged and had trouble getting ahead in this business, I can fully understand and relate as it is very competitive and challenging in an ever-changing industry.

I went my first year in this business with zero sales and zero income. However, I did a few things right, and I learned one of the most fundamental skills that set me up for a successful career in real estate sales and that's how to list luxury properties—and a lot of them.

I listed over \$30 million worth of properties my first year and, while not one of them sold, they formed the foundation for the rest of my career. The second year most of them sold and I did almost 10 million in sales. I've continued to grow every year thereafter,

becoming the number one producing agent at my company, and then in my market, then starting a team to scale and grow.

How did I do this when I had no sales skills, no past sales or results, and no track record? How did I do it going up against established, 30-year veteran brokers in the luxury market?

I did it by very intentionally creating and promoting a unique personal brand.

You see, people are drawn to things they can relate and resonate with, a story of both an individual's and a hero's journey they can connect better than with your competitors. When you are clear on that story, people can better connect with you, who you are, and what you stand for.

I defined my personal branding as the luxury expert who was technologically savvy, embracing cutting-edge marketing techniques and offering clients a new, modern way to do real estate.

My approach was noticeably and visibly different from the past and the other agents out there. This was evident and apparent in the aesthetic and the design of all of my marketing materials, my brand collateral, the imagery and videography I embraced, the web design and social media content strategy. The overall way I presented and promoted myself in the marketplace spoke to my ideal clients.

By doing this effectively, I was able to position myself in the market and offer an alternative that attracted the right clients to me, versus having to chase down clients.

I created a sort of novel mystique and allure around this sophisticated, luxury personal brand as the go-to agent in my area now, providing a new and unique alternative that was compelling and attractive.

To build the foundation of your own unique and compelling personal brand, I suggest you embrace the following steps:

1. Define your ideal client avatar (who you would want to work with if you could always choose)
2. Define your mission, vision and value statement
3. Identify your strengths and weaknesses
4. Find the intersection of your passion and your strengths in the business and build a practice and brand around this
5. Create a content plan that speaks directly to your ideal client avatar
6. Embrace bold, vivid and professional photography and videography in your branding and marketing to tell stories that your avatar can relate to
7. Be prolific in creating and disseminating content and do not be afraid to self-promote your personal brand and what you stand for
8. Be consistent
9. Use modern graphic design that is different (web, social media profiles, ads created, print, etc.)
10. Answer the questions your ideal clients have before they know they have them

Start small, build on your successes, be diligent and intentional about building a unique and sophisticated personal brand.

Then you'll watch your leads, appointments, sales, reputation, income, wealth and freedom all grow and rise as you ascend to higher levels of success in your real estate agent business and in your life.

Now get to it and go build your personal brand!

LET'S GO!



POWER QUOTE

To be in business today, our most important job is to be head marketer for the brand called You.

—TOM PETERS



KEY INSIGHT

People are drawn to things that they can relate and resonate with.



TACTICAL TIP

What is your biggest strength and biggest weakness when it comes to your career success?



DAY CHECK

In what ways did you stay true to your brand today?

INTENTION 2

HOW TO SUCCEED IN REAL ESTATE INVESTING

DO YOU WANT to break into and excel in real estate investing and build income, wealth and freedom? Good news: You can do it!

Whether you are somebody interested in investing in real estate or you are already investing in real estate, it goes without saying that real estate is one of the most reliable vehicles out there to create income, wealth and freedom.

However, most people don't know where to start and how to best answer this new world of investing by adequately addressing the inherent risk, and developing and implementing strategy to achieve their goals.

As a seasoned real estate investor having invested and developed multiple different properties in multifamily apartments, hospitality development with resorts and hotels, and other mixed-use properties, I've developed the following broad checklist or framework that the new or even seasoned real estate investor can use.

It is a quick way to make sure they are well-equipped and educated to make the best investment decisions and choices possible. Remember, real estate is a great way to grow income, wealth and freedom—but it is equally a great way to lose and reduce income,

wealth and freedom. You must take the necessary steps to hedge against the investment risk, and make sure you're investing from the strongest position possible.

Here's my broad framework to invest intelligently and directly in real estate:

1. Define your investment goals (income, tax advantages, net worth building, fund education or dream buckets, etc.)
2. Define the level of risk you're willing to assume for a potential return
3. Get educated with a working knowledge of the type of properties you might like to invest in
4. Do a market analysis of the neighborhood, area and region to understand the macro dynamics and how this will affect your investment over time
5. Find best-in-class people and form an investment team to mitigate risk and build confidence (local commercial broker, commercial mortgage broker, CPA, real estate attorney, property manager/firm)

This is just a broad framework to start down the path of investing intelligently as a sophisticated real estate investor. A lot more goes into this in all the different areas, but you need to gain knowledge, expertise and confidence to really become a successful real estate investor.

If you're interested in free resources about how to learn more and become educated in this area, you can visit

keirweimer.com/sophisticated-investor/ and get involved in our community of world class investors and entrepreneurs.

Invest in yourself, invest in your knowledge, invest in your network, and then invest in real estate confidently.

LET'S GO!



POWER QUOTE

"In investing, what is comfortable is rarely profitable."

—ROBERT ARNOTT



KEY INSIGHT

Real estate is a great way to grow income, wealth and freedom—but it is equally a great way to lose and reduce income, wealth and freedom—if you do not take the necessary steps to hedge against this investment risk, and make sure you're investing from the strongest position possible.



TACTICAL TIP

What is your biggest investment goal today?



DAY CHECK

What steps did you take today to bring your closer to reaching your investment goal?

INTENTION 3

THE POWER OF WHY

WE'RE OFTEN CONFRONTED with thoughts and ideas of what we want in life.

- *What are our goals?*
- *What do we need to do to get there?*
- *How can others help us or give us the steps to take?*
- *Where can we find the support and encouragement to get there?*

This is all great and even important.

But it fails to identify the essence, to penetrate to the core and get at the driving question that can open up a world of opportunity for personal and professional growth:

WHY?

Why do we do the things we do?

Why do we get up at 5 a.m. when other people sleep in?

Why do we do the hard things others won't?

Why do we work as hard as we do, make sacrifices, work long hours, tirelessly build our businesses and improve our lives?

You might ask, *Why must we start with WHY? Why is WHY so important? If I know What I do and How to do it, can't I get to where I want to go?*

Maybe.

But you might take much longer and arrive at the destination alone.

The driving motivation of the world's most effective and successful leaders is a force that's hard to describe, but easy to be attracted to and inspired by—WHY.

Why was Michael Jordan so driven to be the best basketball player of his time, and arguably ever?

Michael Jordan wasn't massively successful and inspirational because of his field goal percentage or because he practiced his shots from the field longer than anyone else in practice.

Why was Steve Jobs so committed to his vision and what was his WHY?

Steve Jobs and Apple weren't massively successful because their iPhone had the most features and the coolest design. In fact, other phones were often faster and larger with more features.

Why has Mark Zuckerberg been so wildly successful in pioneering an entire industry now ubiquitously known as social media? He wasn't driven by money and fame; we've seen him balk at both.

Zuckerberg and Facebook haven't been so successful because they offer the most features and have taken the most traditional road to becoming a public company and social goliath.

For these leaders and so many others, success is not attributable to the *What* or the *How*.

What sets these leaders and visionaries apart from all the others, is that they all started with WHY.

And so must you.

Have an amazing day, seize every moment, don't waste a minute and be grateful for every opportunity to pursue and achieve your WHY!

LET'S GO!



POWER QUOTE

“Before we can stand out, we must first get clear on what we stand for.”

—SIMON SINEK



KEY INSIGHT

The driving motivation of the world's most effective and successful leaders is a force that's hard to describe but easy to be attracted to and inspired by—WHY.



TACTICAL TIP

As you go about your day today, think about WHY you do what you do.



DAY CHECK

What insight did you gain today about WHY you do what you do?

INTENTION 4

YOUR FOCUS

STARTING WITH WHY should be the focus.

It's not easy, nor is it natural.

Starting each of our days, our weeks, or our years with the focus on WHY will allow us to stay closely united with the purpose of our journey in this world—WHY we are here.

If WHY is our focus, a myriad of positive changes will be realized by ourselves and those around us.

We will naturally start to become more passionate, clear and purposeful.

Our intentions will become more deliberate.

Congruence and authenticity will rise.

This is what is most noticeable and what I've realized happens in my life.

When I start with WHY, others place trust in me, are genuinely interested in my WHY and often want to be a part of the WHY.

When this happens, it's truly special and transformative—it marks the beginning of a team.

Simon Sinek, author of *Start with Why*, puts it this way:

We can only provide a rational basis for a decision, when we can only point to tangible elements or rational measurements, the highest level of confidence we can give is, "I think this is the right decision."

When we make gut decisions, the highest level of confidence we can offer is, "The decision feels right," even if it flies in the face of all the facts and figures.

Again, this is biologically accurate, because gut decisions happen in the part of the brain that controls our emotions, not language.

Ask the most successful entrepreneurs and leaders what their secret is, and invariably they all say the same thing: "I trust my gut."

The times things went wrong, they will tell you, "I listened to what others were telling me, even though it didn't feel right. I should have trusted my gut."

The ability to put a WHY into words provides the emotional context for decisions. It offers greater confidence than "I think it's right." It's more scalable than "I feel it's right."

When you know your WHY, the highest level of confidence you can offer is, "I know it's right."

When you know the decision is right, not only does it feel right, but you can also rationalize it and easily put it into words. The decision is fully balanced.

Sinek describes times when he would turn away business because a client didn't "feel right."

Personally, I've done this several times.

I will only work with clients that understand and buy into my team's WHY.

No longer will I take overpriced listings from demanding clients who think agents are commodities.

I work with those that believe in me and my team—and most importantly, our WHY.

When we focus in that way, we build trust.

Everything always comes back to trust—in business and in life.

LET'S GO!



POWER QUOTE

“What do you focus on most often? What’s your life’s obsession? Finding love? Making a difference? Learning? Earning? Pleasing everyone? Avoiding pain? Changing the world? Are you aware of what you focus on most; your primary question in life? Whatever it is, it will shape, mold and direct your life.”

—TONY ROBBINS,
Money: Master the Game



KEY INSIGHT

The ability to put a WHY into words provides the emotional context for decisions.



TACTICAL TIP

Pay attention to how you feel when you interact with others and what that might say about your WHY.



DAY CHECK

What did you discover about your WHY as you monitored your feelings in your interactions today?

INTENTION 5

YOUR ONE THING

TODAY IS A new dawn in the growth of each and every one of us.

This is literally Day One.

Today.

Day One of a new week, a new month, a new year and Day One of the rest of your life.

Are you ready to treat it that way?

I'm talking about taking things to a completely different level. I'm talking about dreaming, conceiving and acting in a way so grand that it scares you.

Something so big that it seems impossible. So outsized, that it feels unattainable. I spent some time recently thinking about...

- *My goals and vision.*
- *New businesses I'm launching.*
- *My brand.*
- *My identity.*
- *My core values.*

What did I conclude?

That this is an absolutely amazing and unparalleled time to be alive and pursue a life of our wildest dreams!

We cannot take one moment of it for granted!

Take a moment and think about where you are in life right now. Then think about where you want to go in life.

Think about the largest life you can possibly conceive. Push the boundaries of what you think is even possible or realistic.

Put a multiple that seems crazy on what income you want to earn, maybe ten times what you're earning now.

Think about how you want your family to be, your schedule, your vacations, your... *everything!*

Dream big—really, really big—because there's no other way. You only get one chance to do this. I want you to see yourself living this life—this dream becoming a reality.

Now that you have a massive vision for your ideal life, you need a plan and action to bring it into reality and make it your life.

To break down what might seem like an overwhelming plan and strategy, you need to have a laser-like focus.

You need to find the ONE thing that will move the needle, set up a domino effect and propel you toward creating the energy and momentum needed to make this vision a reality.

As Gary Keller so famously said, we need to go small first in order to go big. So, I urge you to take fifteen minutes and focus on the

single most important action or habit that will create unstoppable momentum toward your extraordinary vision for your ideal life.

Identify this action or habit. Schedule it. Time block it. Protect it over all else—and make sure it is *the* priority to start each day.

LET'S GO!



POWER QUOTE

"You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine."

—JOHN C. MAXWELL



KEY INSIGHT

This is literally Day One. Today. Day One of a new week, a new month, a new year and Day One of the rest of your life.



TACTICAL TIP

Identify one habit that, if you did it consistently and daily, would move the needle and help you achieve your ideal life.



DAY CHECK

What did you put in place today to help you keep the one thing front and center for you going forward?

INTENTION 6

YOUR THINKING STORY

THERE IS A direct connection between changing our poor thinking habits and living a more successful and happy life.

Thinking habits?

Yes—the way we think, process information, interpret the world around us, make sense of it all and take action all come from “thinking habits” we’ve developed over the years.

These habits are mostly a function of our environment.

What if, however, our thinking habits are not good habits? For example, sometimes our eating habits are not healthy habits.

What if the way we view events around us, the way we perceive and process external things and internal emotions, is actually holding us back?

Think about this for a minute.

As a real estate professional and luxury broker in one of my businesses, I’m in the business of marketing, whether I want to believe it or not. I would never get a chance to sell a property if I weren’t first successful in marketing.

I’ve never shown a house without first getting a buyer interested. One precedes the other. But what is marketing, and what makes

someone a good marketer?

I see marketing as the art of effective storytelling.

Creative storytelling can move someone from where they are to a place of desired and intended action. For example, from elicited interest to a closed sale in real estate.

But what if we're telling the wrong stories? Not to buyers or clients –but to ourselves?

What if our thinking habits are, in fact, hurting us and holding us back from achieving our own true greatness?

What if these thinking habits are actually “errors in thinking”? This is a way of thinking and processing that doesn't truly work. It's an illogical and incorrect thought framework.

We live life through telling and consuming stories. We've always done so since the beginning of language—and even before that, through graphic depictions of life and experience.

What if you are telling yourself the wrong story of your life?

What if you are playing out a false narrative that is actually not your story?

What if you are holding yourself back by not believing enough in what could be, and in a huge vision for your ideal life—and instead you're telling yourself a false story?

What if that untrue story keeps you from pushing the envelope, going outside of your comfort area, prevents you from taking

calculated risks and pursuing your passion?

What if one error in thinking was simply thinking you couldn't or shouldn't live the life of your dreams and your highest vision for you and those you love?

But...

What if you stopped telling yourself a limiting story that prevented you from living and reaching your true potential and vision?

What would happen then?

The mind is the most beautiful and amazing thing. The energy and the momentum it can create, either positive or negative, and its effect on life...is simply extraordinary.

The amazing thing is that you have the ability to change how you are thinking in order to attract more positive energy and momentum into your life.

The most potent form of energy is thought, because thought-waves are cosmic waves penetrating all time and space.

As the saying goes...

"Watch your thoughts, they become words. Watch your words, they become actions. Watch your actions, they become habits. Watch your habits, they become your character. Watch your character, it becomes your destiny." —Unknown

Our thoughts can become and create our destiny!

Think about the power of your “Thinking Story”!

LET'S GO!



POWER QUOTE

“A man is but the product of his thoughts—what he thinks, he becomes.”

—GANDHI



KEY INSIGHT

There is a direct connection between changing our poor thinking habits and living a more successful and happy life.



TACTICAL TIP

Write down some of your thinking habits. Sort them into positive and negative. Which habits don't align with your positive outlook and goals and need to go? Which ones should you keep to help shape your new future?



DAY CHECK

How did your mindset about your story affect your habits today? What bad habits appeared when you were struggling? What good habits surfaced when you were in a positive place?

INTENTION 7

HOW TO CREATE A BREAKTHROUGH

I THINK WE all are looking, to varying degrees, for a breakthrough of some sort.

We want an epiphany—a point in time where we can make the conscious decision to reject the status quo as we move forward.

To decide that where we are is not where we want to be.

We can achieve whatever we want if we have the capacity to dream, envision, create a plan *and* have the work ethic to achieve it.

I attended a Tony Robbins' "Unleash the Power Within" conference and have been coaching with his organization.

I follow Robbins closely and really value his leadership and pioneering work in the field. So much so, that I want to share Tony's 3 steps to achieving a breakthrough:

1. CHANGE YOUR STRATEGY.

The best mindset can't overcome a bad plan. As Tony Robbins says:

Running east looking for a sunset, I don't care how positive you are, I don't care how hard you work at it, it's not going to work, it's the wrong strategy.¹

He suggests you find people who've achieved turnarounds and transformations and study what went right.

2. CHANGE YOUR STORY.

Common excuses like “I’m just not good at relationships” or “Only those born rich get richer” are the stories we tell ourselves that keep us from implementing our goals.

Robbins says we must divorce ourselves from stories that limit us in order to unlock our true potential.

3. CHANGE YOUR STATE.

If you're constantly stressed, overwhelmed or frustrated, you won't have the fuel to implement your goals. Instead, you'll develop a disempowering story, telling yourself that nothing can change and that nothing works.

Find a way to recharge.

Your mental and emotional state determines your perception of life and is essential to any breakthrough.

That's how you begin to create a breakthrough starting right now!

¹ Tony Robbins, “How Firewalking Will Help You Achieve More Breakthroughs,” Tony Robbins Firewalker, May 4, 2017, <https://tonyrobbinsfirewalk.com/firewalking-will-help-achieve-breakthroughs/>.

LET'S GO!



POWER QUOTE

"Your life does not get better by chance, it gets better by change."

—JIM ROHN



KEY INSIGHT

Breakthroughs come from a change in strategy, story, and state of mind.



TACTICAL TIP

How do you tell your story? Is your mindset a negative or positive one? Self-reflection on your strategy, story and mindset will help you see changes you need to make.



DAY CHECK

Where did you have a breakthrough today? What friction did you push past to win the day?

INTENTION 8

LEANING IN

IF YOU WANT to move into new areas and transform to become the person you need to be for this next chapter of growth and level of play in life, you'll need to consider this principle.

One of the most important principles for growth is simply *leaning in* to a new pursuit or goal and surrendering to the will and the power of the process to get there.

What I mean by that is that as a Type A, highly driven and organized person, I want to have order, predictability and to plan and time everything.

However, life doesn't always follow a set plan or timeline. Sometimes when the most unique and profound transformation and growth happens, it's because we are simply open to it.

We organically lean into the process and surrender our will to the determination of the *how*, not necessarily the *why*, as that should be clear.

We often tell ourselves stories or think we should have something done a certain way, on a certain timeline and how it should be done to achieve our goal.

What I'm learning more and more, though, is that I am exactly where I need to be right now. Things shouldn't have happened any bit before or any bit after when it's happening right now, today, in this moment.

I'm so incredibly grateful for the people I am meeting—the energy, positivity, ambition and success that I'm around every day.

I am leaning in, making all of my intentions become reality by being fully present, open and surrendered to the process.

As a result of doing this, I've had many opportunities I never would have imagined open right up.

Proximity is power.

We need to make sure we're strategically placing ourselves in the right circles, communities and around the right people we can network with, serve and help.

Find ways to elevate our own path.

That very concept is one of the most important things I've come to learn by attending a lot of events and Masterminds.

One of the most important benefits we can get by investing in our network growth and in building community through this method are the people that we become exposed to.

We learn their ideas and ways of thinking and how that knowledge can truly enrich and broaden our lives, moving us closer to where we want to ultimately be.

Never stop dreaming big, reevaluating and being open and vulnerable to the fact that your dreams are going to change over time. The path to get there is going to shift multiple times.

And that's okay.

What we can really benefit from is leaning into the process and making sure that we're always open, receptive and ready to do what it takes to elevate and grow into that next version of our best selves.

Be ready to compete and reach that next level of play.

LET'S GO!



POWER QUOTE

“Taking initiative is a form of self-empowerment.”

—STEPHEN R. COVEY



KEY INSIGHT

One of the most important principles for growth is simply leaning in to a new pursuit or goal and surrendering to the will and the power of the process to get there.



TACTICAL TIP

Take control of your day. You are where you need to be and you have the power to position yourself in learning situations. Find a way to open your mind to a new learning opportunity and take the initiative to lean into a new area of learning.



DAY CHECK

What new goal or area of learning did you lean into today? How did you take the initiative to step out into a new aspect of life? What did you learn?

INTENTION 9

NEVER LOSE FAITH

I REMEMBER THE scene vividly.

I was traveling down the highway with my girlfriend during winter in upstate New York when she started to discuss her job.

She was considering a career shift because she didn't think she was making enough money for the time she spent there and what she was contributing.

I asked her what she was making at the time and what she thought she should be making. She replied that she was making about \$70,000 but thought she should be making closer to \$85,000 per year.

I remember the feeling in my gut when she told me that. It wasn't a feeling of consternation, anxiety, or jealousy. It was an extreme feeling of frustration and deep discouragement that swept over me.

You see, I was twelve months into my path of selling real estate, but I hadn't made one penny of income. I didn't have one sale. I had invested over \$40,000 from a loan on advertising, marketing and start-up costs to get going in this business.

She asked why I was so quiet all of a sudden. I responded that I agree she should ask for a raise or consider a career path change

because I agreed that her time and contributions were not being reflected in her salary.

But I couldn't get past the deep-seated emotions of self-doubt and discouragement I had felt. Why weren't things working out for me? Why wasn't I able to make even one sale?

I was told by veterans in the industry that it usually takes three to six months to get a sale and start up. Then it usually takes six to twelve months, or often longer, to start to really build a reliable real estate practice.

But I was already in month twelve! I had been so patient and diligent. I had worked so hard! Why had I not seen any return from the fruits of my labor?

I felt so discouraged and defeated in that car ride, and that feeling persisted for the next few days.

I remember thinking back to other times in my life when I had feelings of discouragement and defeat, where I started to lose hope in the possibility and prospect that I would be successful and be able to create a new life on a new path after what had happened.

I began to think of the mindset-shifting system that I had created at the other three major turning points in my life, where I had managed to generate the courage to move forward, despite extreme adversity and negative circumstances.

I found power and solace in that. I found the will to keep going, to work harder than anybody else and continue to put one foot in front of the other.

I determined to do what I needed to do with the faith that it would all work out soon *if I could just get over that little hump.*

Less than a month later, my very first property sold!

After that, another one sold, and another one. All of a sudden, the sum of my hard work and determination started to pay off.

I went from not making any money at all, and actually losing \$40,000 my first year in the business, to becoming one of the top producers at my company in all of Upstate New York.

I then decided to form my own team to handle the exponential growth we were experiencing from the first two years as an individual agent.

By working hard, being patient, being resourceful and looking for other opportunities, I've been able to branch off, start and grow several seven-figure, real-estate-related businesses in hospitality development, commercial and residential property investment and more.

Why do I say all of this, and why does it matter to you?

I was inches from throwing in the towel out of discouragement, self-doubt and a lack of confident thinking that maybe this wasn't the right career path. *Maybe I should try something else.*

I thought about walking away because I hadn't made any money for a year. I thought about giving it all up to go pursue a traditional job and career path where I knew I would not be happy and fulfilled.

But I didn't.

I kept going, pushing through and finding a way to manufacture the courage and resolve I needed to break through that wall and enjoy success.

You see, most people give up when they're inches away from success. Most people walk away in the face of adversity and obstacles.

We're all naturally programmed to take the path of least resistance, much like water always runs downhill. However, that doesn't get us to a point of greatness and self-maximization.

We need to never lose faith in our ability to overcome challenges and setbacks, to rise above through the circumstances and the noise and to realize our vision and the success, purpose and impact that we were meant to have in this life.

Each and every one of us is destined for greatness. Each and every one of us is destined to have a massive impact in this world.

Each and every one of us deserves and should have all of the abundance, prosperity, respect and the fruits of our labors.

So get out there today and never give up on your dreams.

Never let setbacks or challenges frustrate you and your will to succeed. Never waver from the path you know you're meant to be on.

Always stay true to yourself, your vision and your values.

LET'S GO!



POWER QUOTE

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

–THOMAS EDISON



KEY INSIGHT

Never lose faith in your ability to overcome challenges, to rise above the chaos and to realize your purpose and impact you were meant to have in this life.



TACTICAL TIP

Think about your goals in life. Do you have them written down? If not, write down your goals where you can see them every day. This will serve as a daily reminder to push through struggles because you deserve to reach your goals.



DAY CHECK

What struggles did you push past today? What was your motivation to push past resistance?

INTENTION 10

THE DAILY SUCCESS GAME

THERE'S A SIMPLE exercise that has been made into a game that will help keep you healthy, happy and on the right track to achieving your goals.

I want to give proper attribution and credit to a friend and colleague of mine in one of my other businesses named Jay, who shared this with me at our business planning retreat.

This is appropriately entitled *Jay's Eponymous Formula for Success*.

This list of simple daily health habits can help you feel better, healthier, happier and achieve your goals in other areas of your life.

Sometimes it's hard to keep routines, so to make a simple game out of it can help you check things off and stay on track.

So the following is a success planner for daily success. Here's the scorecard:

- *Doing your affirmations, whether they be vocal out loud or written, you will get twenty total points.*
- *Drinking ten 8-ounce glasses of water per day will give you a total of twenty points and a handful of trips to the restroom.*
- *Exercise and sweating at least thirty minutes per day will give you twenty points.*

- *Not complaining at all about anything for the entire day will give you fifteen points.*
- *The simple act of smiling at three people or more each day will give you ten points.*
- *Schedule activities for tomorrow today; meeting success comes from planning tomorrow today. Doing this daily will give you another ten points.*
- *Taking your daily vitamins each day will give you five points.*

So there's a total of 100 possible points here.

Scoring a total of—

- **90- 100 Exceptional**
- **80- 89 Way to go**
- **70- 79 Almost there**
- **60- 69 You can do it**
- **Less than 60 Poor (Get back on track!)**

It is virtually impossible to not accomplish your goals and affirmations if you score 90+ points each day.

So give this a try, and see how small habits and healthy behaviors can be made fun and into a game to stay on track and build consistency.

LET'S GO!



POWER QUOTE

“You have to focus if you want to learn. Keeping your mind on track is essential.”

—TONI PAYNE



KEY INSIGHT

Sometimes it's hard to keep routines, so making a simple game out of it can help you check things off and stay on track.



TACTICAL TIP

Try doing the success game for a week and see the difference—or make your own version for the habits you want.



DAY CHECK

How did using a game mindset help you accomplish things today? Did it make it easier?

INTENTION 11

PRODUCTIVITY HACKS

EVERYBODY LOVES A good list.

It's a great way to consume, digest and remember information.

So, I'll share some of my top productivity hacks that I adapted from a fellow entrepreneur named Joel Brown.

The reason why I think these are particularly valuable is that we all face the same dilemma of being as efficient and productive as possible with a limited amount of hours and resources in the day.

As we face increasingly more responsibilities, we become more successful.

Some of these hacks can really help squeeze more from less. I'm always looking for tactics and tips to innovate on time management and productivity.

Here are the top 25 productivity hacks, adapted from fellow entrepreneur Joel Brown:

1. Avoid commuting to the office
2. Learn how to say "No"
3. Do the most important task of the day first
4. Keep your phone in airplane mode until your first task is done

5. Use a set sleep cycle to wake up with energy
6. Exercise in the morning
7. Be goal-oriented rather than following a to-do list
8. Meditate using the Headspace app or other aids
9. Use the Pomodoro technique to manage your time
10. Start the day off using the 60-60-30 technique for productivity
11. Avoid meetings
12. Remember the Pareto Principle (80/20 rule)
13. Avoid eating big meals during the day
14. If it takes less than two minutes, do it now
15. Check email twice a day
16. Tell people to stop distracting you
17. Use background music
18. Plan your day the night before
19. Make 60-second decisions
20. Don't start the day with distraction
21. Make your work environment comfortable
22. Stick to your routine
23. Wake up early to do your morning routine
24. Reward yourself
25. Pick a calendar management tool

Which ones do you already do? Which would help you get more done if you started practicing it today?

Pick a new one and let's get the day started!

LET'S GO!



POWER QUOTE

“No business can succeed in any great degree without being properly organized.”

—JAMES CASH PENNEY



KEY INSIGHT

We all face the same dilemma of being as efficient and productive as possible with a limited amount of hours and resources in the day. As we face increasingly more responsibilities, we become more successful.



TACTICAL TIP

Take five things from the list above and act on them for a week, then add some more. Watch how much more productive you feel.



DAY CHECK

What tips helped you today from the list above?

INTENTION 12

ACCOUNTABILITY LAYERS

I'M SO INCREDIBLY grateful for the opportunity I have—that we all have—to paint the blank canvas of our life as we see fit and realize our vision for our lives and dreams through purposeful action each and every day.

Today I thought it apropos to focus on a key component of whether or not we will actually make our massive vision for our ideal life a reality—or keep it just that, a vision and a dream. That key component is not the strategy or plan, or the action—all of which are critical to this system working.

It is the accountability framework you implement to underpin the entire structure that will determine if the vision actually becomes a reality over time.

We all know the value of accountability; we've discussed it in this section a few times. It is truly foundational for goal achievement. We learned a lot of different things from accountability, and I want to spend a few minutes focusing on accountability best practices and suggestions.

Accountability is best achieved through layers, in my opinion:

- *Superior or mentor*
- *Lateral colleague*

- *Friend*
- *Family member*

Leave the big picture goals and broken-down steps that it will take to get there to your mentor.

Leave the ONE thing that will over time create unstoppable inertia and momentum toward the vision for your accountability partner.

You'll need to structure the relationship where you're both helping hold the other person to account for their key action or habit, and doing so honestly and at times, with tough love.

Things to look for in a good partner:

- *Trustworthiness*
- *Positively reinforces, but with tough love*
- *Communicates clearly*
- *Sets schedule, date and time to talk and includes how*
- *Is able to identify the ONE thing—or the Key Metric*

LET'S GO!



POWER QUOTE

“Certainly. I mean, unequivocally, there’s no question about it. Backup support and having a partner or having additional partners there is absolutely a better and more safe situation.”

–DAVE BYRON



KEY INSIGHT

Accountability is truly foundational for goal achievement. We learned a lot of different things from accountability.



TACTICAL TIP

Who are some people who hold you accountable? What are ways you can improve the accountability? How can you help be accountable for others?



DAY CHECK

How did you keep yourself accountable today? Who helped you stay accountable on your journey today?

INTENTION 13

POSITIVE ENERGY

A KEY INGREDIENT, and in my mind the leading factor in creating a successful and positive culture for your team or organization, is positive energy.

Here are a few powerful excerpts from *The Energy Bus* by Jon Gordon, a book I highly recommend:

Positive energy. . . . It's a term being talked about a lot more frequently in conference rooms, classrooms, locker rooms, and even living rooms. Perhaps it's because there is an abundance of new research that shows that positive people, positive communication, positive interactions, and positive work and team cultures produce positive results. Or perhaps at a deeper level we all know that every person, every career, every company, every organization, every family, and every team will have to overcome negativity, adversity, and challenges to define themselves and to chart the course into the future they want, desire and deserve.

No one goes through life untested, and the answer to these tests is positive energy—not the rah-rah, cheering kind of positive energy, although there certainly is a time and a place for that, as well.

But rather, when I talk about positive energy I'm referring to the optimism, trust, enthusiasm, love, purpose, joy, passion, and spirit to live, work, and perform at a higher level; to build and lead

successful teams; to overcome adversity in life and at work; to share contagious energy with employees, colleagues, and customers; to bring out the best in others and in yourself; and to overcome all the negative people (whom I call energy vampires) and negative situations that threaten to sabotage your health, family, team, and success.²

This passage stuck with me. It hit me on a number of different levels.

I've had my share of struggles when I was younger, and I have had some really, really low bottoms. I had to hit and experience the lows in order to reach moments of clarity and honesty.

Sometimes you need to get really vulnerable and honest in order to really grow.

When I was at my lowest, I had a choice. Let the emotions and situation consume me and the rest of my life, or choose the alternative—marshall all of my faculties and resources, and manufacture all of that into a burning desire and positive energy to propel me into a life of deliberate purpose, intentional living and massive contribution to the world.

The power of positive energy in my life has been so overwhelming that it's hard to describe.

I am such a firm believer, based on my life experience, in the strength and power of positive thought, envisioning outcome and energetic living.

I attract the things I want into my life. Do you know how this is done?

It's done through embracing an unwavering commitment to always looking at life and its myriad of situations, setbacks and challenges as opportunities for growth, not reasons for despair, negativity or excuses.

When you do this, life opens up.

What does this approach to a positive attitude and life do for our cultures?

Well, it's arguably one of, if not the most, important and fundamental ingredients in the recipe for creating really great cultures.

Positive energy, enthusiasm and a *joie de vivre* are contagious—they attract other people to them.

Colleagues, potential clients, partners, friends—you name it—people want to be around people who are full of positive energy, who exude confidence and peace of mind, who are strong and stoic and unwavering in their demeanor and attitude in the face of adversity and setbacks.

These are the traits of a true leader.

These are the things that make for a really strong culture that attracts the RIGHT people into its orbit, those that share and can relate to the values embraced and want to be a part of the story.

² Jon Gordon, "Introduction" in *The Energy Bus* (Wiley, 2007).

LET'S GO!



POWER QUOTE

"If you are positive, you'll see opportunities instead of obstacles."

—WIDAD AKRAWI



KEY INSIGHT

Positive energy, enthusiasm and a joie de vivre are contagious—they attract other people to them.



TACTICAL TIP

What energy will you put out today? Do people see you as a positive person or a negative person? How do you see yourself? Make a point to be positive and see how it affects your day and those around you.



DAY CHECK

How did your positivity affect your day? If you got negative, how did that affect your day?

INTENTION 14

PRESS ON

ONE OF THE most important things in life is perseverance—giving 120% commitment and effort to overcoming everything and every challenge or obstacle in life.

One of the keys to perseverance is knowing how to detach emotion and expectation from the ultimate outcome and trust in the process.

It's critical to know that, no matter the ultimate result, you did everything you possibly could to achieve what you sought to achieve and left everything out on the field.

The passion that we bring to the table in every endeavor we undertake in life will drive the outcome and the success of our efforts.

However, even if we are the most passionate we could possibly be, even if what we are fighting for is so blatantly apparent and right and value-driven, even if all the evidence in the world supports our case and what we are fighting for—we could still experience a negative outcome.

That's because there are some decisions and things out of our control. Others still have the power to dictate and wield influence and power over determining the outcome.

What we need to realize is that we cannot control or influence every outcome that may impact us.

It's not possible.

We need to be laser focused on our mission, values and strategy in order to continue to be successful. We need to trust in the process and detach expectation and emotion from the outcome and focus on the effort, on what needs to be done.

If there is a negative outcome, at least you know you gave everything you possibly had.

The trials I have gone through have made me stronger, more resolute, focused and mindful of my mission statement and core values.

I am more persistent now than ever before; I persevere and I trust that no matter the outcome, I don't regret anything in the effort and in the process.

I give it all that I can and let the universe decide the rest.

LET'S GO!



POWER QUOTE

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan, ‘press on’ has solved, and always will solve, the problems of the human race.”

—CALVIN COOLIDGE



KEY INSIGHT

We need to be laser focused on our mission, values and strategy in order to continue to be successful. We need to trust in the process and detach expectation and emotion from the outcome and focus on the effort, on what needs to be done.



TACTICAL TIP

When talking to coworkers or anyone else during the day about something you want, try detaching your emotion from the outcome of the discussion and your determination to press on.



DAY CHECK

How did you detach your emotions from an outcome today so you could keep moving forward regardless of the outcome? In what situations did you not? How did these two feelings differ?

INTENTION 15

NEGATIVE NEWS

OFTEN TIMES WHEN we're confronted with bad or negative news or any external circumstance, our initial reaction can be one that is not always healthy or positive.

For me, one of my strongest qualities is an extreme and passionate commitment to whatever I put my mind to, but the polar opposite of this is also true, and can be my kryptonite—which is an extreme commitment to the same level of passion in a response to a negative event or emotion.

I don't always step away, compartmentalize and move on as quickly as I would like to.

I've been working on this. There's a lot of benefit to being more *aware* of our reactions and thoughts rather than actually *in* them.

Mindfulness exercises work well, developing a stoic attitude when you can keep an even-keeled equilibrium despite negative or external circumstances or events that might ordinarily cause you to lose focus and attention on what is at hand.

I know we all experience this, things that may happen in our business or life that are unexpected and catch us completely off guard. These things can put us in a bind or an uncomfortable position.

However, we always have a choice as to how we will react and deal with that situation.

The strategy and tactics I'm embracing to try to improve how I deal with events like this are born from a traditional theory in psychology known as cognitive behavioral therapy.

It's based upon the idea that a thought that comes into our head invokes a feeling or emotion, which produces a behavior. It is the realization that for any negative, unpleasant, or regrettable behavior, we have to trace back to the emotion which elicited and prompted that behavior. From there, we must ask, "what was the initial thought that created that feeling or emotion?"

We have an ability to train ourselves through breathing, meditation, trigger words and other mindfulness hacks to pull ourselves out of the immediate reaction that we have following a negative event.

We need to remove and look at our thoughts as if we're outside of our body from afar looking in.

The theory goes that we can replace the negative thoughts that come into our minds, which then trigger the emotions and feelings of frustration, which then lead to the behavior of overreacting or losing focus.

So, if we can catch ourselves and replace that initial negative thought with a more positive thought, it will have a ripple effect down the line from the emotion and the behavior that manifests.

I can begin to get outside of my body and my framework, and even if I don't agree with another point of view, I can at least appreciate

it.

I can see what they believe and what they think is true based on the lens that they're looking through from their life experiences and unique circumstances.

By doing this, we can realize that our thoughts do not have to become our actions and our entire world. We have options about how we respond to negative news.

We can let thoughts come into our minds and just as easily leave our minds, and we can train with discipline, if we choose to.

By doing that we can start to create a more balanced, a more reasoned, a calmer and more productive response to those negative external events that will always come into our lives.

When we do this, we can have better reactions, relationships, and interactions and not lose focus on what we need to be concentrating on just because something came up that was unfortunate and unforeseen.

LET'S GO!



POWER QUOTE

“Change your thinking, change your life.”

—ERNEST HOLMES



KEY INSIGHT

We always have a choice as to how we will react and deal with negative news.



TACTICAL TIP

Think of an instance in which you were being criticized by another person. How did you feel? Now think about how the other person felt. If you were that person, how would you feel? Put yourself in another's shoes.



DAY CHECK

How did you calm yourself down from a stressful situation today? Did you stop and think, or react in the moment?

INTENTION 16

STAY TEACHABLE

I'VE GOTTEN REALLY deliberate about putting myself in positions where I am around people I can lean on, learn from, reach out to for help and find mentorship in new spaces and areas where I want to grow.

Seminars and events in which you are being mentored aren't just about what you get from the takeaways or the energy you get as you go home.

I'm learning more and more that these events are about the people that you meet and what you learn as you get outside your typical life experiences.

I'm talking about the value you get by stepping outside of your circle and your normal, predictable sphere.

You need to push yourself to grow into new areas of interest, talent or expertise. You need to pull the value from building community and relationships with new people in these environments and see what that can do for growth.

To that end, I'm learning how important it is to be humble in new pursuits and always remain—and be committed to—being a student of the craft.

Whatever your area of focus, business, skill, or expertise, you must remain teachable and willing to ask for help.

Leaning on others, both mentors and peers, is a valuable way to build camaraderie and community toward a shared goal.

We really gain strength by forming mutually beneficial relationships that support and give as well as receive.

There are events for all kinds of people from all over the world, so finding some for your interests won't be a problem.

People get together to help each other grow and strive to reach new heights in their business and in their lives, build new friendships and foster relationships that may continue far into the future.

You must be humble, teachable and remain in a state of perpetual self-improvement and development. You must be willing to invest in yourself and in your education, open to leaning on others for help and guidance.

Today I encourage and challenge you to do these things and see the benefits that can accrue and will manifest in your life as a result.

Watch the world open up for you and all that you seek to come within your reach.

LET'S GO!



POWER QUOTE

“For good ideas and true innovation, you need human interaction, conflict, argument, debate.”

—MARGARET HEFFERNAN



KEY INSIGHT

Whatever your area of focus, business, skill, or expertise, you must remain teachable and willing to ask for help.



TACTICAL TIP

Try going out of your way to engage at least one new person today. Find at least one new setting or situation and interact to open the door to new relationships and opportunities for growth.



DAY CHECK

What did you learn from people you interacted with today? How did you feel about yourself after you made an interaction that produced a new insight for you?

INTENTION 17

SYSTEMATIC ELEVATION

IT'S TIME TO think about a system I have developed that I call *Systematic Elevation*. By that, I mean a system and philosophy on life and achievement that I have developed and implemented to great benefit that I want to share.

Systematic Elevation is the careful, deliberate and methodical progression in any endeavor. It's the approach, the outlook and the strategy used to ascend and elevate from where you are to where you want to be.

It's a fact—to advance and grow, we must do things differently than we did before.

The world around us is ever-changing. We, too, must be ever-changing in the skills we identify and develop, the strategies and tactics we implement and follow and the mindset and worldview we adopt and maintain.

It's really the only way we're going to progress and grow in character, achievement and life expansion in every area and sense.

The system of *Systematic Elevation* I follow looks like this:

- *I start my year (and revisit quarterly) reviewing and adapting my one-, three-, five- and ten-year plans.*

- *I then set really big mid- to long-term goals that both scare and excite me.*
- *Next, I develop a set strategy and sub-tactics I will implement to make sure these goals get achieved.*
- *I will then identify the resources, capital and people required to make the goal a reality.*
- *I then future-pace the development and growth required—in mind, body, faculties and resources—to achieve those large goals.*
- *After that I develop a tracking or monitoring mechanism, ideally with some form of lateral or mentor accountability system in place.*
- *Then comes what I view as probably the most important part of the system or philosophy—I view every success on each of these goals not as an achievement, or a destination, where a goal is accomplished—but rather as simply a new floor. It's a new, higher floor from which I can continue to build my vision for a massive life and business empire.*

This last part is critical. Fundamental, actually. Think of it this way: it's like you are building a house, brick by brick, layer by layer, until you establish a new floor.

What do you do on that new floor? You shouldn't merely pull out a rocker and sit back and rest. No, for me, this success simply motivates me to now work on building the house even higher, by working toward adding the next, higher floor to the home—a floor

where I can then see farther across the world, the landscape, the horizon of opportunity.

The higher the floor, the farther you can see and the more wisdom you will gain—the better your ability to weather storms, to see paths through obstacles and to plan for future growth.

That's why this is the most important part of Systematic Elevation: remembering and embracing the notion that no goal is a destination, but rather a milestone on the road, or a higher floor in the house you are building for your life.

We need to always work to build higher floors or vantage points from which we can view and anticipate the changing world around us. These become places from which we can dream and grow, and enhance and enlarge our vision for our life and those around us.

So today, I encourage you to take some time and make a plan if you don't already have one. This is a comprehensive and involved plan for all areas of your life.

Start short-term—a year, then three, then five, then ten. Focus on the areas of your life that are most important to you, where you want to see meaningful growth and expansion.

Then go through the steps above, honestly and transparently, to build out the foundation—the architecture if you will—for the house you are building for your life. Remember to spare no detail and make sure to dream really big—as this is the house you will live in.

Don't cut any corners. Implement this idea of *Systematic Elevation*, and watch your growth take off in a powerful way.

LET'S GO!



POWER QUOTE

“Planning is bringing the future into the present so that you can do something about it now.”

—ALAN LAKEIN



KEY INSIGHT

I view every achievement of each of these goals not as a completion, or a destination, where a goal is accomplished—but rather as simply a new floor.



TACTICAL TIP

Schedule time today to develop a plan for Systematic Elevation where you can plan to achieve what you want.



DAY CHECK

When will you be working on your plan for Systematic Elevation? Is it on your calendar yet? How will you protect that time to develop this plan and execute on it?

INTENTION 18

GROWTH EQUALS PAIN

WITHOUT PAIN, SACRIFICE and some suffering, we will never experience true growth and transformation—to go from where we are to where we want to be.

Growth equals pain. It's that simple.

Only when we push and move outside of our comfort zone and boundaries can we truly adapt and step into our new self-capability.

Consider a simple example from the fitness world. How many times have you had a workout where you push yourself so hard that you literally max out on energy and strength.

Later that day, and the next day in particular, you feel sore, and your muscles hurt because you literally tore cells, stretched and temporarily damaged your muscles.

When muscles undergo intense exercise, there is trauma to the muscle fibers that is actual muscle injury. This disruption to muscle cells activates satellite cells, which are located on the outside of the muscle fibers.

The reason why our muscles grow and our strength grows with commitment and consistency in fitness and weight-training is that, after the stretched or torn cells heal, there are bigger and better cells.

The same concept and process holds true in other areas of life. Think about how much pain comes when trying to take on a new skill and develop that skill. You might be trying to become a better public speaker or learn a new language.

In the beginning, it's hard as you stumble with self-doubt and make mistakes. But then with commitment and consistency, that initial pain turns into growth as you start to build out this new area.

To advance from where we are, we have to have a tolerance for some pain and suffering to get there. Pain can be temporary and fleeting, but deliver extraordinary growth—if we can remain focused on the why behind the effort.

Nothing great ever came without hard work, pain and some adversity. Always remember that when staring down a difficult road to get to where you want to be.

You see, we have to remember that we control the strings that operate ourself and our character in life. We get to decide how we want to move our character and ourself.

If we are unhappy or do not like a quality or a habit in life, we have the ability and freedom to work to change that. If we see that something is detrimental to our growth and our vision, we can work over and through some pain to grow from it, learn and elevate beyond it.

So remember that when things get tough, when we do experience pain and are stretched in an area of our lives, it's not the time to back down, turn and run in the other direction, or find the path of least resistance where the pain will stop immediately.

No. Instead, we need to persevere even if the pain increases in the short run, because when we have a clear destination and know what it takes to get there, only an iron will and the resolve to work through whatever obstacle we encounter will allow us to be successful.

That's what growth is all about—constantly learning, working, improving and being willing to put yourself out there and experience short-term discomfort, unease and pain as you pursue growth, enlightenment and elevation.

LET'S GO!



POWER QUOTE

“Opportunities are usually disguised as hard work, so most people don’t recognize them.”

—ANN LANDERS



KEY INSIGHT

Nothing great ever came without hard work, pain and some adversity. Always remember that when staring down a difficult road to get to where you want to be.



TACTICAL TIP

What is something that took a lot of hard work to start, but is now easy for you? Imagine if you never did the work. Now, what goals are you stalling on because you’re afraid of the hard work? Think about the benefits of your hard work.



DAY CHECK

How did it feel when you finished a hard project or accomplished something that took a lot of effort? What did you accomplish that took determination?

INTENTION 19

TREAT YOUR COLLEAGUES LIKE CLIENTS

WHAT IF WE treated our colleagues, team members and those we work with the same way we treat our clients—and we did it by serving them relentlessly and always helping them achieve their goals?

For instance, in one of my businesses, I've always believed that real estate brokerages should be structured in a way where the principal or managing broker isn't involved in sales or production as a competing broker with the agents and associate brokers within that firm.

The reason behind this, I believe, is that principal brokers and owners should be treating their agents as the clients. Let the sales agents in the field treat buyers and sellers as the clients of the agents, and by extension, clients of the brokerage.

The best model to run a brokerage doesn't lead to conflicts of interest. Competing skims the best leads and clients from the top and creates disenfranchisement and disunion between agents and brokerage.

By treating agents like clients, it also allows the broker to then be better at providing best-in-market and best-in-class agent support, training, technology and service so agents can perform at a high

level. The brokerage can then attract more and more of the best talent in the marketplace.

Now on a team structure, this is a little bit different. The team leader is typically the rainmaker or the highest producer, and the team was formed to support the amount of volume and business the team leader generates and brings in.

Eventually this evolves and grows with time into an ideal, mature team where the team leader is not involved in much of the production, sales or the servicing functions of the team.

It becomes the face, brand equity, and generator of leads with marketing and reputation in the field. Those leads are then distributed to agents on the team to service and work.

With this realization, I learned a very important lesson about the best way for me, as a team leader, to focus my energies.

I'm seeing that by simply laying down a very large vision for the future and career of my entire team, it is not necessarily encompassing nor supportive enough of the individual goals and visions of every member on my team. It is a much broader vision.

I need to spend more time treating each and every one of my team members as my clients, where I'm servicing them and their needs and making sure that they have the best tools, the best marketing, technology and administrative support.

When they win and achieve their goals, the team wins and achieves its goals.

Whether you are on a team or a team leader, this can be a principle and a practice to use with anybody you work with.

When you serve and help others achieve their goals by building their skills, their experience and their confidence, it lifts everybody up around you and will help you achieve your goals in the process.

Remember, we can only drive and take things so far. We're only as good as those around us that we build up and help grow as well.

Spend time focusing on ways in which you can better serve your colleagues and those that you work with in the same fashion, and ways that we serve the interests and the goals of our clients and customers.

When we do this we will truly create a culture of reciprocity, mutual benefit, loyalty and growth that we would not be able to achieve otherwise.

LET'S GO!



POWER QUOTE

“Never lose sight of the fact that the most important yardstick of your success will be how you treat people - your family, friends, and coworkers, and even strangers you meet along the way.”

—BARBARA BUSH,
Former First Lady, U.S



KEY INSIGHT

I'm realizing I need to spend more time treating each and every one of my team members as my clients as well, where I'm servicing them and their needs and making sure that they have the best tools, the best marketing, technology and administrative support, so that they can achieve their goals. When they win and achieve their goals, the company wins and achieves its goals.



TACTICAL TIP

How are you empowering the people around you? Are you doing everything you can to give your team or colleagues what they need to achieve their goals?



DAY CHECK

How did you empower someone today? What did you do that helped someone else accomplish a goal?

INTENTION 20

PROXIMITY IS POWER

I ONCE TOOK a two-week-long trip attending three conferences in a row: First, speaking at an industry event in San Francisco, followed by a summit in Las Vegas, followed by the Tony Robbins Business Mastery event in Las Vegas.

That's a long time to be away from home and businesses, but it was such an amazing experience to be at all three of these back-to-back. The teachings, takeaways, relationships—both new connections and old friends—were absolutely extraordinary.

I believe strongly in constant personal and professional development, improving your mind, body and spirit and investing time, money and effort into becoming the best person and professional that you can possibly be.

This is also a culture I've created for my teams in the businesses I own.

I want to focus on some key takeaways I learned and brought home with me from my travels to these conferences, with several coming from Tony Robbins at his Business Mastery five-day retreat. I would highly recommend attending one of his events if you can. It's really transformative if you're open to it.

Tony Robbins has been a huge idol of mine for years, as I think he is the world's leading expert on self-improvement and mastery and is

hugely inspirational.

I started coaching with the Tony Robbins organization and purchased the Business Mastery event ticket. With it, came a UPW (Unleash the Power Within) ticket, as well. I learned the hard way that nothing is “free” when I didn’t upgrade my seating, finding myself in the nosebleed section far away from the stage where Tony was presenting and inspiring over 14,000 people!

I learned my lesson there, and made sure I upgraded so I could be in the front row no matter what it cost at Business Mastery.

Because proximity is power, in life and in business. Remember that, *proximity is power.*

You are a reflection of those people you spend the most time with and associate with, and your net worth is a reflection of the average of those same people. This is so fundamentally true.

So, there we are starting this intensive course with Tony teaching it himself. I’m sitting smack in the front row, high fiving him, talking with Tony and connecting with him and other amazing people from across the world who are passionate and committed to their success and happiness at a very high level.

Some of the people I find myself surrounded with include but are not limited to: close personal friends of Tony Robbins himself, highly successful business executives, and business owners from all sorts of industries and from all over.

There was a world-renowned architect for the super wealthy who builds \$30M estates around the world; she needed a marketing

partner to help her clients find and sell these estates once they were ready.

This was just one example of the many people I met.

The relationships and the people I met, the business opportunities that were formed, and the exposure to growth professionally and personally, all came as a result of my proximity to the right people.

Had I not invested the money to go to the event, invested the money to upgrade so I could be close to Tony and the most committed people up front, had I not networked like crazy, I would not have met these world-class people.

Proximity is power.

Find a role model or role models for areas in your life in which you want to improve, grow and advance. This could be career, family, financially, etc.

Find those people who are doing it and crushing it, and find a way to connect with them. Model their behavior, learn from their failures, be around their successes.

Proximity is power, and we must put this into action and identify, make a plan to connect and model and then be accountable to ourselves and to our plan to see it through to the end.

Decide where you want to go and who you want to become. Dream big, put yourself around those much further than you, find mentors and role models, model their behavior, their successes and their path.

Never take no for an answer, and don't be scared or intimidated by what you think you can't achieve.

I am a firm believer that what the mind can dream and believe, it can achieve.

LET'S GO!



POWER QUOTE

“Pick your role models wisely, find out what they did and do it.”

—LANA DEL REY



KEY INSIGHT

Proximity is power, in life and in business. Remember that, proximity is power. You are a reflection of those people you spend the most time with and associate with, and your net worth is a reflection of the average of those same people. This is so fundamentally true.



TACTICAL TIP

Who are your role models? Have you ever wondered how they got to where they are? Do some research on people you admire and look up to, then look at the struggles they went through and how they endured.



DAY CHECK

How did you learn from your role model? What mindset or action did you copy from someone you admire?

INTENTION 21

ADVOCATE FOR YOUR CUSTOMER

SO THE CONCEPT I want to focus on today is the idea of defending and advocating for our clients' or customers' interests—no matter what.

Let's think about this for a minute. This is not focusing on our skills and career building; it's not focusing on just closing a deal for a sale or a client; it doesn't matter what we are selling or who we serve in business or life—it's the idea of rigorously and unapologetically defending the interests of those we serve.

No excuses.

It's advocating for their best interests and their goals, wishes, dreams and desires. It's knowing their fears and apprehensions better than they do, and speaking to them in a way that makes them feel safe before they know they are in danger.

When we do this, consistently, it changes the game and elevates the level of service, success and experience of those that we serve and come into contact with in our businesses and in life.

So we need to be both the protector of our client and also the promoter. We need to guard and defend against their fears, and we need to promote and advocate for their dreams and desires.

When we do these things, we serve at the highest level. We lead at an extraordinary level. We deliver value at an unparalleled level.

We create experiences and results that are so appreciated, novel and unique—they have the opportunity to actually transform and change lives.

When we do that successfully, there is NO better feeling. None.

Do you know what happens next?

Our practice catches and grows like wildfire. Now our clients and those we serve are not just numbers in the machine we call business, brokerage, coaching or sales—whatever it is we are selling.

Now they become raving, loving, appreciative fans and ambassadors of our brand. Of you. Of me. Of us. Of what you stand for and what you deliver.

This is the best feeling in the world, and it will lead to multiplying opportunities to repeat this and deliver and serve at a level you've previously not been able to, which results in client experiences and results previously unattained.

So let's go out today and this week, and start by putting our clients and customers, those we serve, ahead of all else. We need to start defending and advocating for them rigorously above all else. This is our charge and our duty; this is the mandate.

Go out, and if you do nothing else, make sure you defend and advocate tirelessly—never let up and never let this part of your practice, business, brand, legacy and life—be sacrificed for anything.

LET'S GO!



POWER QUOTE

“The golden rule for every business(person) is this: Put yourself in your customer’s place.”

—ORISON SWETT MARDEN



KEY INSIGHT

We need to be both the protector of our client, and also the promoter. We need to guard and defend against their fears, and we need to promote and advocate for their dreams and desires.

When we do these things, we serve at the highest level. We lead at an extraordinary level. We deliver value at an unparalleled level. We create experiences and results that are so appreciated, novel and unique—they have the opportunity to actually transform and change lives.



TACTICAL TIP

Put yourself into the clients’ mind. Whatever your goal audience is, you need to think like them and give them what they want in a way that benefits you. But when you put the client before yourself, that gives your work a touch that is unique and sincere. People will always come back and share things that are genuine.



DAY CHECK

How did you put your audience before yourself today? How did you stretch your mind to think like someone else?

INTENTION 22

STRATEGIC RELATIONSHIPS

I WANT TO discuss the importance of forming strong and strategic relationships and partnerships to achieve our goals.

The unique ability that we have in this business of relationships is identifying and pursuing opportunities; some come our way, or we might discover others through our interactions with so many different people of different backgrounds, careers and experiences.

In order to do this, a few things are critical. One, we have to start by building rapport and trust from the first time we meet someone.

We do that by demonstrating knowledge and expertise in our field and in what we are talking about, the reason why we are there in the first place.

Then we establish common ground or things that we both partake in, value or enjoy that we can discuss and bond over.

We also want to find and identify the one or two things that are most important to the other person and see if there are ways in which we can help support them in achieving whatever that is.

We have to always start by asking how can we deliver value and support to someone else in their pursuit of their goals, whatever they may be.

Once we do this, a relationship is born that is not simply transactional in nature, but can be reciprocal and symbiotic in form.

When we support others and what they're trying to achieve in their important projects and larger "why", they naturally want to support us in the pursuit of our goals and put us in touch with the right people that will help us to that end.

The old Golden Rule of networking goes, "Always give and add value before ever asking for something of anyone."

Now we have to start looking at forming these relationships and friendships with the people that we interact with on a daily basis, including clients.

With the right investment of time and effort, clients can potentially become our friends, business partners or even connect us to new partners, investments, ideas and things that will help support us in our vision and our growth.

Let's start looking at these relationships not just as transactional in nature, but as strategic opportunities for growth for the other person and also for you.

This is how we advance and elevate in a win-win, mutually beneficial way.

LET'S GO!



POWER QUOTE

“Business is all about relationships—how well you build them determines how well they build your business.”

—BRAD SUGARS



KEY INSIGHT

Focus on the quality of the relationships we are forming with the people that we come across and meet in our career and in our lives. Let's start looking at these relationships not just as transactional in nature, but as strategic opportunities for growth for the other person and also for you. This is how we advance and elevate in a win-win mutually beneficial way.



TACTICAL TIP

When you show people that you are interested in their dreams, they are more prone to help you with your dreams. Try helping others out as you go about your day, without expecting anything in return. Help your coworkers and others that you interact with daily.



DAY CHECK

How did you help someone achieve their dream today? How did the person react to your enthusiasm to help?

INTENTION 23

PLAN TO GROW

WHEN ANY YEAR winds down, there's often a lot of talk about finishing strong, but it is just as important to set ourselves up to have a stronger year next year.

When we do this and plan properly, it takes a lot of time, effort and diligence in reviewing our performance and reports.

It requires stepping back and elevating up to a hundred, a thousand, ten thousand feet above our lives and our businesses to really evaluate where we are and the progress we have made this year regarding our goals.

It also gives us a chance to review and see what is working and what isn't, where we can put more emphasis and move more resources toward our strengths, and do the same in areas that could use improvement.

Personally I'm a big fan of really knowing yourself and knowing what our strengths are, what our drivers are and what our main levers of influence are. That way we can refine, build and grow those in the areas we need, admitting and understanding that it's okay to not be good at everything.

It's okay to not be as great at something as we might like, but know that somebody else is probably far better skilled and a better fit to

do certain things that we might not like to do, do well or want to do.

I went down to Philadelphia to attend an intensive event that's put on by one of the best public speaking and performance leaders in the country.

The reason I went is not because I don't know anything about public speaking, or don't have a skill set in public speaking, or want to get into public speaking.

No—rather contrary to all of those, as public speaking is a key part of what I do in my business and in my personal life, I identified that I really want to grow this skill even further and take it to the next level.

I wanted to build on my strengths and find ways to reach more people, be more effective, be influential in my communications and in the way in which I interact with others.

These things will ultimately help me in all of my professional areas of pursuit as well as in relationships and in my personal life.

So today I want to ask and challenge you to identify a couple of skills and things that you are both really good at and that you like doing.

Then think about the last time you actually invested time and money in improving this skill.

Whether it's working with a coach, attending an event, doing some other professional group work or anything else, you need to very

intentionally work on putting the accelerator down on advancing and getting better in that key area of strength.

Then I want you to do some research and find out ways you can take that skill to the next level and really find the edge and see how that can advance your business and your life in significant ways.

Continue to refine, enhance and grow in areas where you're already strong and have talent, versus focusing on areas of improvement where you're not strong to begin with.

One of the things I sometimes hear but disagree with is that we are generally taught and shown that we need to be investing in our areas of weakness, or maybe we need help improving in some categories.

I'm going to take the contrarian viewpoint against conventional wisdom and say outside of those three to five key skills and strengths anyone might have, the rest should be handed off and delegated to other people that are better at and more interested in doing those things.

Do that instead of spending all the time, valuable effort and focus to try to get those skills up to just a minor passing grade or satisfactory level of proficiency.

Let's know what we're good at and know what we're not—and be okay with it.

So let's take some time today and identify key areas and skills where we can really push it.

Look to build on those inherent strengths and skills that each of us possesses as part of our unique offering to the world.

LET'S GO!



POWER QUOTE

“Strength and growth come only through continuous effort and struggle.”

—NAPOLEON HILL



KEY INSIGHT

I'm going to take the contrarian viewpoint against conventional wisdom and say outside of those three to five key skills and strengths anyone might have, the rest should be handed off and delegated to other people that are better at and more interested in doing those things, versus spending all the time and valuable effort and focus to try to get those skills up to just a minor passing grade or satisfactory level of proficiency.



TACTICAL TIP

Take a moment and write down three to five core strengths you have. What are ways you can enhance those strengths?



DAY CHECK

Did you delegate things to people who are better than you in that area? Did you notice how you let others handle stuff you

were not equipped to handle and moved on to what you could do?

INTENTION 24

DAY ONE

One of our panels at a recent event focused on talking about culture and company philosophy and how this can make or break an organization.

This has been a perennial favorite of mine, and I've spoken on it several times.

Culture is so critical, and one of my favorite business activities to focus on is improving and innovating.

The example that was used to deliver the message concerning the importance of culture was that of Amazon and their extraordinary culture, foundational values and principles.

Amazon continues to innovate, accelerate and dominate in the markets they compete in—which is basically anything that can be sold online.

Which is a lot!

There are a lot of reasons for this, and I read and loved the book *The Amazon Way* and the fourteen leadership principles that have underpinned their success to better understand their achievements.

In my early research and in following this extraordinary company, what I've seen is that a lot of it can be attributed to a very simple principle and belief:

Every day is Day 1 at Amazon.

Jeff Bezos has made the idea that it's always "Day 1" at the company—a leading mantra meant to convey that the company will never stop being a start-up, never become complacent, never stop innovating and never stop putting their customer first, above all else.

In a letter to shareholders in 2016 that's been widely publicized and broadcast, Bezos was quoted saying:

Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death," he said. "And that is why it is always Day 1.³

Leaders at Amazon start with the customer and work backwards. This is not always the natural thought process or pattern of management and leadership.

I know I don't always start with what a potential client needs or what their potential pain points might be.

I try to, but I sometimes go for building value and discussing my team's unique approach first and then ask questions—instead of trying to understand their situation and needs and wants by putting myself in their shoes first.

Bezos has stated that a company can be centered on many things, including products, technology, business model and more, but that the best way to protect what he called "Day 1 Vitality" is to be obsessively focused on customers.

He explained that customers can keep you on track because “customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great.

The customer, he added, “Always wants something better, and focusing on not just keeping people happy, but delighting them, drives innovation.”

I think we can all benefit by taking serious heed to this idea of placing the customer first, whether that’s a buyer or a seller, or if you’re in another industry.

Let’s make a collective effort to leave the ego out of it, leave our teams, companies and greatness and the most amazing value proposition you’ve ever heard—out of it.

Let’s be the best listeners we’ve ever been.

Let’s ask the thoughtful and tough questions of our customers. Let’s drive and dig to uncover their deepest fears and concerns, and identify what they’re truly seeking.

Only then will we be able to tailor our approach and deliver exceedingly high levels of value in both products, but more importantly, the service we give them. When we do this, we create trust, we create loyalty and we create customers and clients for life.

So, let’s be mindful of how we interact with our customers today and this week and attempt to implement this ideology and foundational principle.

Let’s go into those conversations with our team members and our business partners as if it’s “Day 1” and we are just starting out.

Everything we do has a direct effect on whether we succeed or fail. Let's refuse to become complacent no matter how successful we become.

Let's place innovation and an unending and unwavering commitment to growth and to never being content with the status quo at the top of our priorities.

Let's create a culture in our professional lives that is centered on the philosophy of "Day 1," a culture where we have never been more hungry, eager, committed, conscientious and more determined to continue to grow, lead and contribute to others.

Just like when we started on that energy-filled day of vision and hope that is known as "Day 1."

³ Jeff Bezos (Founder and Chief Executive Officer, Amazon.com, Inc.), 2016 Letter to Shareholders, <https://www.sec.gov/Archives/edgar/data/1018724/000119312517120198/d373368dex991.htm>.

LET'S GO!



POWER QUOTE

“Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death. And that is why it is always Day 1.”

—JEFF BEZOS



KEY INSIGHT

Everything we do has a direct effect on whether we succeed or fail. Let's refuse to become complacent no matter how successful we become. Let's place innovation and an unending and unwavering commitment to growth and to never being content with the status quo at the top of our priorities.



TACTICAL TIP

When you're brainstorming ways to get a product out or sell a service, think about the audience you are serving. Instead of focusing on your needs, focus on your customers' needs, then see how those needs line up with yours.



DAY CHECK

How did thinking about the customer first change your mindset? Did you notice how thinking of your target audience gave you

more peace of mind than when you focused on your own needs??

INTENTION 25

THINK AHEAD

WHEN WE LOOK at each year's goals, I suggest that we all take some additional time to look at what our goals are for the next two, three and five years.

What does our team or practice look like then? Does it require additional team members to achieve those goals? What type of people will be critical to execution? What systems and resources will we have to develop to achieve these goals and this growth?

Now I want you to fast-forward the timetable for all of this growth, meaning why will it take you a year to hire two more people? What are you waiting for?

Why not hire them both in the next three months, and future pace your growth by fast-charging your support systems to handle them?

That new lead source system that's been hanging around your "do, doing, done board" for the past six months—let's get it implemented ASAP.

We need to not let up on what it takes to grow our market share, and take business from our competitors.

We should be less worried about our direct-cost increases to attain this new business, and even ok with smaller margins as we scale

and grow our market share in key markets. We should be focused on growth and attraction of the right talent to grow our teams and practice.

Jeff Bezos is famous for not turning a profit at Amazon for years, and being less concerned with margins than he is with market share in any market they choose to compete in.

Free cash flows and gains over competitors are important, and when he wins customer loyalty and controls a market, the margins will then increase over time through that dominant position and through economies of scale.

Specifically, Amazon and Bezos' approach should inspire companies to do business the way Amazon does—sacrificing this year's profits to invest in long-term customer loyalty and product opportunities that will create bigger profits next year and for years thereafter.

The way most companies do business is to focus primarily on today's bottom line.

The prevailing ethos in corporate America, after all, is that companies exist to make money for their owners—and the more and the sooner, the better—so every decision should be made in the context of that.⁴

If we are going to continue to grow and outgrow our competitors, we must future-pace and over-invest even a bit beyond our comfort zones to fast-track this growth. I mean invest in those systems, people and marketing spending before you had planned to or thought it was justified.

Let's be confident in our business and in our value proposition to clients, and put our money where our mouth is.

Let's invest-up in that new system, that higher level of coaching, that new team member that looks to be a star...even before we think we can justify it.

Let's believe in ourselves and in our story of growth enough to do it now, betting on ourselves and our future.

Let's future pace and grow into the business and world we create—by design, starting today.

⁴ Henry Blodget, "Amazon's Letter To Shareholders Should Inspire Every Company In America," *Business Insider*, April 14, 2019, Accessed December 5, 2019, <https://www.businessinsider.com/amazons-letter-to-shareholders-2013-4>

LET'S GO!



POWER QUOTE

“If you invest the time earlier to create structure and process around communication, planning, and goal-setting, you can prevent missteps before they occur.”

—CHRISTINE TSAI



KEY INSIGHT

We should be less worried about our direct-cost increases to attain this new business, and even ok with smaller margins as we scale and grow our market share in key markets. We should be focused on growth and attraction of the right talent to grow our teams and practice.



TACTICAL TIP

What do you need to grow your business? What are you waiting for? How can you grow your audience? Think about these questions, and similar ones. You need to make sure you have the resources before you grow your audience.



DAY CHECK

In what ways did you stop stalling today? What did you do today that you have been putting off?

INTENTION 26

BUILD A TEAM

I WANT TO focus on giving everybody some tangible, actionable strategies and steps to really kick their professional and personal lives into high gear in every major category and sense.

What I want to suggest to you today is to encourage the development of the business-owner mindset, not just the top-producer mindset in your chosen career and line of work. If you're coming from the business-owner mindset and perspective, you are focused on owning a system, not a job.

I'm spending a lot of time and capital to build out a repeatable system where I can hire people to perform the different functions while I lead and manage. Not while I produce.

The reason is this: what happens if I get sick, want to go on an extended vacation, or want to do other things with my other businesses?

The answer is, if I own a job, my income and business grind to a halt. What happens if I want to sell my client book of business and my team down the road, but I'm producing the majority of the sales, and clients in the market have come to expect me and working directly with me when they call my team?

The answer is, I won't be able to sell my team very easily at all.

What happens, however, if I have a well-oiled machine with various systems and repeatable processes that produce reliable and predictable results for our clients with consistent service and accuracy?

Now, all of a sudden, I'm the owner of a system, not a job. And the owner of a system can sell that system for a multiple of earnings anywhere between three- and maybe five-times, depending on a few other factors.

Consider forming a team once you get to a certain level of production as a next step in your growth, to further leverage and build the business owner mindset and exit strategy into your company, and evolve from the self-employed mindset and strategy.

Watch how you can use these principles to change your entire way of thinking and how you approach business and wealth creation.

It will open up many doors and allow you to start to enter the next mindset shift and evolution, which is to that of an investor.

LET'S GO!



POWER QUOTE

“Delegating doesn’t mean passing off work you don’t enjoy, but letting your employees stretch their skills and judgment.”

—HARVEY MACKAY



KEY INSIGHT

What I would encourage everyone to do—and even if you don’t run a team this can still apply to you—is work toward systematizing everything in your job or business and embrace the concept of leverage, leverage of your time and your capital and resources.



TACTICAL TIP

Take some time and think about what you do for your business or company. Are you the main producer? What are ways that you can step down so that others can grow and not rely on you as much?



DAY CHECK

In what way today did you step down and let someone else grow? Did you notice how it felt to release control?

INTENTION 27

LEGACY

WHEN I LOST my father, it was very challenging to live the new normal without him.

He was such an amazing person in so many different ways, from the nature of his contribution, to the impact and effect he had on so many lives and in this world as a scholar, teacher and leader to others.

His legacy is one of lasting love, contribution, wisdom and overall greatness and completeness in life.

Legacy is defined in the dictionary as “something that is transmitted by or received from a predecessor or someone in the past to someone in the present.”

Legacy can be thought of as a lasting reputation and impact that each of us has as individuals on the people that we encounter and interact with in life, and on our overall contribution to humanity and the human condition in a meaningful and positive way.

We often think about things that are very near-term or immediate—the things that we have to take care of today in this minute and hour—and sometimes we don't take the long view on life and legacy.

I would like you to spend thirty minutes sitting down and actually writing out your eulogy. What would be the ideal legacy that you would love and aspire to leave in this world if people other than yourself were to write about you and your life, and your impact on them and humanity?

This might not seem like a natural thing to do, and it might even be uncomfortable. I assure you, it will be very instructive and informative if you do it.

The reason why is that what we believe to be true, becomes true.

Putting our beliefs, reality and our vision down on paper and taking deliberate and consistent action toward achieving them is hugely powerful.

The mere act of doing this will start to program your subconscious mind and psyche to move toward accomplishing those things that you hope to be remembered for.

So take twenty or thirty minutes and do this exercise in a very open, honest and transparent way with yourself.

What does your legacy look like?

Who are the people you have touched and impacted in a positive and transformative way?

What does your family look like, and how do they remember you?

For what values are you known?

What causes were important to you philanthropically?

How successful were you in business relationships, financially and in other important and major areas of your life?

What are the things that you hope your family and friends will remember most about you?

I assure you, doing this will be powerful for you.

LET'S GO!



POWER QUOTE

“Please think about your legacy, because you’re writing it every day.”

—GARY VAYNERCHUK



KEY INSIGHT

Putting our beliefs, reality and our vision down on paper and taking deliberate and consistent action toward achieving them is hugely powerful. The mere act of doing this will start to program your subconscious mind and psyche to move toward accomplishing those things that you hope to be remembered for.



TACTICAL TIP

How do you want to be remembered, and what will your legacy be? Write out your eulogy and see how powerful it can be.



DAY CHECK

What are some things you did today that will contribute to your legacy?

CONCLUSION

YOU MADE IT! But the journey really begins now, with a unique opportunity that lies in front of you. Right now, at this very moment, this instant—you have a choice.

How are you going to live the rest of your life? How are you going to show up every day? You deserve to truly live an Inspired Life—to seize control of your destiny, be more mindful, intentional, and energized in every area of your life, and in your career as a real estate agent, investor and entrepreneur!

In order to do that, however, you have to ask the hard questions of yourself and others. You have to be open and honest about yourself and the world around you. You have to value and seek the truth at whatever cost and place the need for radical honesty and transparency foremost in all of your endeavors.

To live inspired, you have to stay energized. You have to stay committed with the clarity and the necessity of your vision. You must chase your vision and goals with extreme commitment. I found success in life by maintaining my commitment to my vision, and to constant growth and development each day. Now it's your turn to do the same.

You're not alone though. Let's take this journey together. I'm here to support you in your walk.

If you want to take a deeper dive and learn more specific tactics, strategies and real estate subject matter expertise that will

empower you to take your real estate business and career—whether you're an agent, investor, developer or any other capacity in the real estate industry—to the next level, then visit my website at KeirWeimer.com.

I regularly post free content and strategies on my blog, have several free courses and resources, as well as some higher-level options for those really serious about leveling-up and building their income, wealth and freedom through this wonderful business of real estate.

To gain access to all of this just visit sophisticatedagent.com and join our mailing list for regular content and resources delivered right to your inbox.

Learn More About Real Estate Agent & Investor Programs

[CLICK HERE](#)

If you want to continue the growth journey with more intentions, I suggest you get a copy of my book:

Get the Book & Bonuses Now

[CLICK HERE](#)

Let's live inspired each and every day, chase our dreams and our vision for life with a relentless commitment, and not waste a moment in the pursuit. Are you with me?

Then...

Let's GO!

A handwritten signature in black ink, appearing to read 'Keir Weimer', with a horizontal line extending to the right.

Keir Weimer

ACKNOWLEDGEMENTS

THERE ARE FAR too many people to list individually here who've had some positive influence on me and contributed to my growth and development as a person—and to this project in particular.

I believe no one is really “self-made,” achieves happiness and success in life on his or her own, or does much of anything without the influence, support and help of others. From family members, friends, colleagues, business partners, communities, society and this great country of America, we are all a unique function of the collection of our backgrounds, environments and experiences.

With that said, without the support and help of a few key people, I wouldn't be where I am today. And I certainly wouldn't have put this book together and carried it out into the world.

I want to thank my Father and my Mother, Mark Weimer and Gail Doering, for their unwavering and absolute support, and for their unending love for me through thick and thin, from beginning to end.

I want to thank my late father, Mark, for dedicating his life to his two boys and their happiness and success. My father was a beacon of strength for me, throughout life and through my darkest times. He was and remains my best friend. From attending every varsity basketball game two hours away after a long day of work, to visiting me every weekend while I was away at my lowest point, to editing and scanning the manuscript for the stories I would mail home from prison after writing them on my typewriter for my first

book—my dad never gave up on me. In turn, he taught me to never give up on myself. I miss you more than you know, Dad, but feel you still with me every step of the way.

I want to thank my mother, Gail Doering, who has been more than just the best mother I could ever imagine or ask for. You have also been a true best friend, a leader to me and a shining example of what love and life really should be about. Your grace, generosity, kindness and wit are appreciated beyond description. I love and respect you more than you'll ever know. Thank you for always supporting me and believing in me.

I want to thank my younger brother, Jared, for being the best little brother I could ever ask for. You've been there through the hardest of times. I am so grateful for the great friendship and relationship we've developed over the years. I'm thrilled to see you continue to grow and develop as a father, son, brother, friend and a positive example and role model for so many people.

I would like to thank my amazing team at my multimedia company for their support and help in putting this project together. Thank you to all of our partners in business who've also contributed to this project directly and indirectly. These include but are not limited to: StoryBuilders, Brand Builders Group, Bullen Publishing Services and BrandMagic LA.

Thank you to all of my friends, colleagues, partners and supporters—far too many to list—who have been there and supported me—and continue to be there—throughout this amazing journey. I truly feel like we are only just getting started!

Thank you, from the bottom of my heart.

Keir

ABOUT THE AUTHOR



KEIR WEIMER IS an internationally recognized real estate and lifestyle entrepreneur. Having started and grown multiple businesses, Keir has a passion for entrepreneurship and novel ideas.

Before his success, however, Keir spent almost four years in prison as a result of an accident he caused that claimed the life of his friend in college. This experience galvanized his determination to live a life of purpose and contribution in pursuit of redemption.

By developing an extreme commitment to his vision, Keir has been able to persevere through the challenges and obstacles he's encountered. As a result, he's built a life of purpose, abundance and happiness. Keir loves helping others grow and live a life of freedom on their terms as well.

As an internationally-recognized, luxury real estate & lifestyle entrepreneur who has been featured in major global media outlets such as the *Wall Street Journal*, *The New York Times*, *Bloomberg* and *Sotheby's International Realty*, Keir is now focused on sharing his expertise and wisdom through a next-generation education and information company, Keir Weimer Multimedia, LLC. When Keir

isn't working on the next big idea or venture, you can find him traveling the world, exploring new places and cultures and enjoying the outdoors.

To connect directly with Keir, visit his website:

KeirWeimer.com. You can find his blog there and receive updates on new content, resources and announcements. To learn more about sophisticated agent, his flagship real estate course for agents, and sophisticated agent investor mastermind, as well as other real estate programs and products, please visit sophisticatedagent.com

You can also follow Keir on Facebook and Instagram or find him on LinkedIn by searching "Keir Weimer".