

THE REAL ESTATE AGENT'S ULTIMATE GOAL-SETTING GUIDE



Affirmations for Goal-Settings

Coach Javier Mendez encourages his clients to create and recite daily affirmations to help internalize their goals. Visualizing your the achievement of your future goals can help remind you why you're working hard. Below are some examples of affirmations Javier's clients use to help them work towards their goals.

- I make \$850,000 in commissions by the end of the year, closing 3 deals each month.
- I am well respected and a trusted Realtor and I attract wealthy, co-operative and willing clients, who gladly pay my fees for service.
- People are calling me to list their homes. I attract wealthy and affluent clients.
- I have 3 listings monthly in the Luxury market ranging from \$1.5 and above. I specialize in selling high-end homes.
- I get two good referrals each week and convert them into lifelong clients.
- I have my own Real Estate office by the end of year.
- I have a great social and business network, connecting with celebrities and politicians to work on social issues.
- I have my own real estate TV show.
- I am an accomplished motivational speaker and travel to Bulgaria and Zambia to speak.
- I look great with a slender body, radiating confidence, love and success.
- I have a loving family and friends who support me in my endeavours.
- I drive a navy Jaguar with beige leather interior.
- I travel to Europe and Africa once a year. I give back and create charity in Zambia to educate young people and build schools.
- I am energized and extremely effective and organized with my time.
- I have balance and peace of mind in all areas of my life.
- I have a highly successful and prosperous business; I touch people's lives.
- I have unlimited abundance in my life and I'm open to receive all the goods of the Universe.
- I am divinely guided and protected and I am looking forward to the future. Every day is a gift and I treasure the experiences and the people I meet along the journey.

Goal-Setting Preparation Step-by-Step

Courtesy of Coach Sandra Hendrix

When setting important goals or creating your business plan, preparation is key. Sandra prepares her clients to set goals by walking them through the steps below. People who achieve their goals are those who open their mind to growth and are willing to learn daily. Individuals with fixed mindsets are the ones who do not reach their goals no matter how much they prepare or plan.

Sandra also encourages her clients to include January as part of their 4th quarter business or goal-setting plan. Sandra says, "When we include January as a goal to work towards, you start the year powerfully. Success happens all year round."

- Know yourself: your lifestyle, wins and challenges.
- Understand your market / community (MLS or no MLS)
- Know your motivation and personal priorities.
- Understand what you can afford. Whatever situation you are going through has a better outcome if you have income. Data vs drama.
- Start by emptying your cup. No new ideas can come in a full or even half-full cup. If your cup is full, the new ideas will overflow or cause more confusion – so empty your cup and empty your mind.
- Clearing your mind clears the way to a business planning mindset.
- Establish your WHY. Your WHY needs to be emotional so it can move mountains and keep you engaged throughout the year.
- Determine 3 to 4 goals.
- Evaluate your business in the present moment and move forward to plan with clarity.

3 Steps for Setting and Achieving Your Goals

Courtesy of Coach Janet Miller

Janet shares the three steps below to help clients set goals and create business plans. Keep these steps in mind to set yourself up for success and achieve your goals every quarter.

There are 3 steps to reaching goals:

1. Write them down
2. Create actionable steps
3. Build in accountability

1. Write down your goals.

- Before I set goals, I do an exercise where I assess where I am at and what I need. I do this every 90 days. On the top of the page I write “think even bigger”, and on the next page I write “make the adjustments.” Check out my blog post on the topic.
- Writing a business plan is like getting ready to go on a road trip. Here’s an article on this topic that I wrote on LinkedIn.

2. Create actionable steps.

- Goals must be SMART - specific, measurable, aggressive, realistic and time bound.
- You need to know your WHY so you can take action. See my blog post called “Know Your Reasons.”
- Running your business without a focus on profit is like eating soup with a fork. You stay busy, but you stay hungry too. Too often we pick a number because it sounds good, but your goal numbers have to make sense. Start by calculating how much it costs to run your business, your life, savings goals, debt reduction goals. Get set up with programs like Quickbooks, Receipt Bank so you can review your profit and loss statement on a monthly basis.

3. Build in Accountability.

- Start to build the habit of Sunday planning. Block 30-45 minutes on Sunday (or Monday morning if Sunday is not a work day). Read the vision, review the plan, measure the results, keep what’s working, change what’s not and set weekly outcomes. This is an essential habit.
- A 2015 study by Gail Matthews found that more than 70 percent of the participants who sent weekly updates to a friend reported successful goal achievement (completely accomplished their goal or were more than half way there), compared to 35 percent of those who kept their goals to themselves. Find someone who can help hold you accountable; you don’t have to go it alone.