

Now the office is set up and we have a basic list of things to do. We haven't started to get into the specifics of how to get the business going yet and the reason for that is that it doesn't matter unless you have discovered within yourself WHY you are now going to set this ship to sail.

Where are you going? Why do you want to go there? What is there once you get there? How will you feel? What does it look like? How fast are you going to go? What bumps will you hit along the way and how will that slow you down? What will keep the ship going when you hit challenges or- to keep the analogy going – when you hit stormy seas. Well Captain. I hate to say it there, matey, but you are the one steering the ship and we need to spend a little time charting the course. Sound fair?

“Whatever the mind can conceive and then truly believe, it can achieve”

“We need to spend a lot of time thinking about the future because that is where we will be spending the rest of our lives”

“Setting goals is nothing more than predicting our future. It's choosing our destination before starting the journey”

So, when would "Now" be a good time to start thinking about where you are going? How about Now?

Let us move into the conception stage for now and just free our minds for a bit and allow yourself to get really excited about the possibilities that you can accomplish.



There is a reason that you have been attracted to this business and there have been some sort of parameters that you have set for yourself that you believe that you can accomplish. Maybe the inner conversation goes something like “oh if I could just replace the income I was making at my last job then that would be fantastic” or “I know a guy who I graduated with in high school and he is making a killing and if he can make it then, man, I know I can” or there may be a lot of other inner conversations that you have had with yourself and that is normal but we need to go deeper than that and really get the juices going for you so that you will make this business a phenomenal success like I know you can.

We will get into the details of work ethic and how to goal set strategically but for now we need to “Certify the WHY”. By ‘Certify’, I mean to make certain what it is that gets your motor running. Implant it in your brain. Make a concrete choice. Take the reasons that get you excited and Certify them. Certify the Why. Money is a great thing and it is ok to want to make money and lots of it but ...Why do you want it? Why do you need it? Why is more, better than less? What difference

will more money make in your life? What can you obtain to make your life better? What would you like to contribute to your family, your church, your community? Does more money buy you time? Obtaining stuff is ok too. A nicer home or nicer car or the ability to take a vacation once in a while when you feel like it and pay for it. Maybe it is just getting rid of debt. What about how the public views you as a professional? The industry, your community....

We have identified what a 4X Agent is. We have designed the 4X Agent Manifesto. We have discussed OUR MISSION. This is all about creating an identity with all the people that complete the course and enter into our community. That all comes from us.

What is the motivation for YOU to manifest into that Identity. It all sounds pretty good doesn't it.

Until you paint the picture of your life as you want it to be, you will never go there.

We are giving you the vehicle... the TESLA... BUT you have to power the vehicle. The Power in you is what gets the vehicle moving.



Other words that describe the word

Certify

Confirm • Officially state • Verify
Endorse • Attest • Declare

STEPS TO CERTIFY THE WHY

RULES

- 1 Be honest with yourself
- 2 Write in the "Here and Now"
- 3 Allow yourself to DREAM
- 4 Write in the affirmative
- 5 Include more details than you think that you need
- 6 DO it.
- 7 Read it every day, at least once a day. Two times or more is best. First thing in the morning when you awake, and again before you go to sleep is optimum

Those are pretty accountable words. It is a positive affirmation. In order to solidify your understanding of your "Why", we need to take some time to confirm what you are officially stating and verify the meaning to you so that you can properly endorse your commitment. Then in the future you will be able to attest to what you had formerly declared. In other words "CERTIFY the WHY".

The exercises will only work if you are totally and freely honest with yourself. This is paramount for your success. I believe in you and know that you can build a fantastic business if you just do every exercise in this manual completely and honestly. Free your mind and let go of all the stuff cluttering it up. Allow yourself to be honest and you will grow a lot quicker in this manner.

TODAY - YOUR STARTING POINT

Ask yourself some questions to clarify where you are today.
Clarify your current situation.

1. What are my assets today? (Make a list and ascertain an approximate value)

2. What are my immediate needs for my home and business that I need extra money for? (Itemize and attach a dollar amount for each and then total the amount)

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3. If I could ask a Genie today for the money that I need to clear up all my debt except for my mortgage, how much money would I ask for? (Itemize if you want or just write the total down)

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4. The sum total of all household and life expenses that I am responsible for on a monthly basis is \$ _____

5. Add \$ _____ per month for Real Estate business expenses and the total "nut to crack" monthly is
 \$ _____ /month X 12 is \$ _____ /year.

Turn to the next page and write this total in the space provided.

We have now succeeded in clarifying the present state of your financial life. It is now established that you NEED to earn \$ _____ /year which is \$ _____ /month and there is a total amount of \$ _____ required to be debt free except for your mortgage. Take the amount of debt and divide it by 3 and add that to your yearly total that you are required to make.

The total amount of money I need to earn per year required to pay for my yearly obligations and pay off all bad debt in 3 years is:

\$ _____ /year

if nothing changes

I would say that this is a pretty good place to start. Now make a decision to meet that requirement as your minimum. 36 months later you will pay for everything and get yourself into a debt free situation. These are your business building months. Anything that you can make over and above that can go back into your business into marketing yourself and getting your name out there. After that you can put money away for later and for future investments. Remember to give back and support some other worthy causes along the way. More on money distribution later.

Where you are today is the direct result of the past. Everything that you have done in the past; everything that you have thought about in the past; everything that you have focussed on in the past; all of the mental influences of the past; all previous experiences of the past and all money spending and investing of the past have brought you here today. It is important to establish where you are today and then decide on how it can be improved and then focus on what tomorrow will look like so that you can take control of your future. It is all in your hands.

Now I want you to do an exercise with me and it is important that you pay attention to the rules of this exercise. On the page provided I want you to write everything that you can think of that will make you feel great that earning a larger income will provide. I want you to write how you will feel when you achieve it as if you are feeling it right now. 5 years is a long time in the future but let's imagine, your life going great, and your business is fantastic,

and you have the income that you dream of, coming in on a consistent basis 5 years from today. Everything is efficient. You are smiling and when you sit down with people imagine them laughing and smiling with you. You're talking on the phone to a past client who has just called you to let you know that they referred a client to you and you are speaking and smiling and making notes. Imagine yourself as a successful Real Estate Professional. What do you look like? What kind of clothes do you wear? How fast do you walk? What kind of car do you drive? What does your home office look like? How organized is your desk? Is it piled with papers or neatly organized? What is the ideal person for you to become in order to be what you consider to be successful? These are just a few questions to ask yourself to get you thinking but really take the time to describe in utmost detail the ideal life. Try to touch on all aspects of life. Business, Personal, Relationships, Money, Spiritual, Family etc. Make the effort and try to imagine yourself living that life as if it is happening right now.

Now keep in mind that I have created this worksheet to get you on track and help you organize the thought patterns to help you through this exercise. I encourage you to use this as a worksheet that is ever-changing. This is a "working document" that you re-visit on a regular basis. At least once per year. You are literally designing the life you want. The life you envision. The only way to properly do that is to take the time to free your mind and imagine all aspects. Experience it now. Feel it now. See and hear it now, in your own mind. Once this is solidified, in this way, you will be unstoppable!

My wonderful, fulfilling, exciting, fun-filled,

life 5 years from today.

Your car

I drive a _____ with a(n) _____ transmission and it is _____
in color. This car is exactly what I want because _____
_____ . (What does it achieve for you?)

Your house

My house is located in _____ (area) with a lot size of approximately _____ .

It has a kitchen with _____

_____ and my master bedroom has _____ .

Some other great features of my home are _____

_____ and I love the location because _____ .

I get a fantastic sense of accomplishment when I go home because it satisfies so many things that we need for _____

_____ and I am so grateful that my efforts have really paid off and I am so appreciative of the abundance that I can tap into.

Accomplishments

Some other things that I have obtained and accomplished over the last little while that I am enjoying are _____

10 years from now

Now on the next blank page take a snapshot of your life in 10 years. Fast forward for a second to your life 10 years from today and talk about all aspects of your life.

Let's pretend that you are now being interviewed by a reporter from a local newspaper and they want to do a story about you and your life as a REALTOR® but they want to do a proper editorial to understand you- the person. They want to know all about you. Write the editorial as if you are the writer and write the story that you would like to see in print. A story that you would be proud to read to your grandchildren. If you read this story about someone else you would be greatly impressed and inspired. How would you describe your Financial Life, Business Life, Family Life, and your Spiritual Life? What are your hobbies? How do you contribute? How are you involved in the community? What are you doing for your children, parents, etc? What barriers have you overcome?

This is a very important exercise because this is what becomes the "rudder" that steers all of your decisions from this point forward. What you do or not do today effects what happens in that future.

This is your personal worksheet. If there is someone, that is special to you, that you trust completely, that you can share this with then that is great. If they are to be your cheerleader, then they should know what you are striving to create. IF you choose to keep it all to yourself that is ok, but then you must make a commitment to re-visit and re-read this on a consistent basis, and even re-write this as you progress along and come up with new things that fire you up.

Now either copy the statements below or make up your own. These are statements to help you build new beliefs – to get those synapses to connect – This will make you unstoppable!!

STATEMENTS

- I love helping people get what they want
- I am in full control of my business
- I make a plan, and I work the plan
- I am accountable to everyone including myself
- I work hard and smart because time is precious
- I am an action-oriented person
- I meet new people every day
- I am thankful for everything that I have in my life right now
- I love challenges
- I believe that I will achieve every goal I set
- I earn \$_____ per month

What to do now.....

- Read those statements more than 3 times per day.
- For sure - when you go to bed, and when you wake up in the morning.
- Have it in a frame on your desk where you work
- Write it in lipstick on your bathroom mirror
- Put it on the wall above the toilet

Once you have completed all the steps here...you can now move on to the next module.

Congratulations! You are going to end up in the top 20% of the Top 20% once you do this. Then read it every day. Pound it in your brain until you absolutely visualize it. You have to create it in your mind first. Then it will happen because everything in your life will begin to work towards that end. I am so excited for you!

Let's get to work!!

