

16 SECRETS OF THE MEGA-AGENTS:

- I) **Introduction**
- II) **Definition of a Mega Agent**
- III) **The 16 Secrets:**

1. Keep written goals at all times.

- The Power of Clarity
- The Big “Why”
- Being Realistic/The 3-Big Mistakes/The Goldilocks Zone @ 20-25
- Quad-ang-u-la-tion
- What is the “one thing” that separates me from mega-production?
- Definition of mega production (consistency, profitability, quality of life @ 80+
- Mindset – What occupies your dominant thoughts?

2. Have consistent Lead Generation/Lead Conversion Systems in place.

- The 3 Pillars of Lead Generation – Work a System in all 3 Pillars
- Where are you overleveraged?
- How much spillage occurs because of poor/inadequate Lead Follow-up and Lead Management Systems?
- Lead Generation and Lead Conversion always come first.

3. Stay on the “right side” of the pay line.

- 60% -80% of the day devoted to DIPA
- The Big 5 DIPA

- Lead Generation/Lead Conversion always come first – understand that constantly shifting focus between DIPA and Admin-type duties causes income fluctuations

4. The Rainmaker is ultimately leveraged on The Listing Side.

- How many saleable Listings must be in inventory at all times to ensure that your annual income goal will be achieved no matter what?
- Formula for calculating
- Buyer Leads/Have a balanced Practice overall

5. Maintain a Healthy Self Esteem.

- More about what they do (aka taking action).
- Compete w/themselves (“internal motivation”)
- Personal Development
- Winners/Losers/At-Leasters
- Mind/Body/Spirit

6. Mental and Emotional Toughness.

- Where are your emotional needs being met?
- Wimp Junction
- Handling Disappointment and Rejection
- Head Trash about money
- Go for a “yes” or a “no,” never take “I want to think it over.”

7. Burn Their Bridges.

- Desire
- Commitment
- Outlook

- Responsibility
- Accountability

8. Cultivate a Support System/Master Mind Group.

- Coaching/Mentoring
- MasterMind Group
- Avoidance of Toxic Individuals
- Toxic Independence

9. Know when and “when not” to use Product Knowledge.

- Getting to the pain vs. Product Knowledge
- Low self-esteem and aggrandizement
- Less is More

10. Know their competition.

- Inside out/Upside down/Backward and Forward
- i.e. The Commission issue

11. Understand and Use People-Leverage.

- Hire magnificent talent
- Good to Great – The right people on the bus

12. Have a Selling System.

- Old System – Rapport-Presentation-Qualify-Handle Objections-Close
- New System – Rapport-Pain-Qualify-Presentation-Handle Objections-Close-Post Close

13. They are Disciplined.

- What does that mean, exactly?

14. They are GREAT Leaders, beginning with self-leadership.

- Remember our definition of a Mega Agent.
- The Power of People Leverage – TAKE 2!
- The 3 Pillars of Leadership.

15. They understand the power of solid Relationships.

- The consciousness of service and gratitude.
- It's not going to happen on Facebook!
- Being “emotionally available.”
- Where our greatest opportunities come-from.

16. They maintain a balance between Mind/Body/Spirit.

- Work harder on yourself...
- Toxic Independence - here it is again!
- Health and Fitness – not an option!

IV) Conclusion

V) Taking The Next Step