

7 SECRETS, 7 FIGURES.

HOW TO SEPARATE YOURSELF FROM THE REST.

Preface:
He or she
who reaches
the most
people the
most often is
the most
successful.

- STOP: THINKING 7 FIGURES IS IMPOSSIBLE.
- If you reach enough people you'll make enough money.
- Today I share my 7 secrets to reach enough people to make 7 figures.

How you use your time:



- Start originating @8 and don't do anything else while you do so.
- Staying at home base
- I start my day at 3, in the office by 5, set me entire routine by 7, clear all issues by 8 and hit the phones.
- By 11 am I've already made 150 contacts, dropped a voice drop campaign, sent a mass text and launched a marketing campaign

Relationships



- Your team and your clients come first; they are irreplaceable.
- Your team, your underwriters, ops team, escrow, notary company, and referral partners come second.
- I realize that business partnerships are not forever, but family is. My clients are my family.
- I call my family all the time, most call their customers when rates drop.

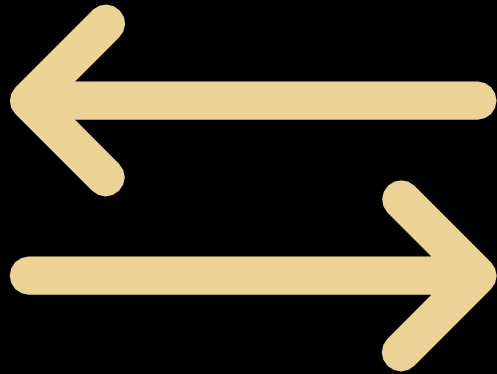
How you move on:



- Don't dwell on anything!
- Front windshield vs rearview
- I don't care if I lose a deal, even at docs.
- While most complain, I move on, when people see that they are drawn in.



Delegate



- Move all non sales tasks to your team
- Run your team like a CEO
 - Payroll
 - HR
- The only thing I do is what nobody else can do
- I make sure my support team has a voice



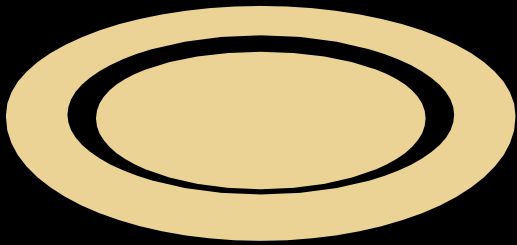
Marketing



- Personal website, personal brand, personal funnel
- 20 point marketing system (will be released next month)
- I make v take
- When you market you are in business, always



Hunger



- Find the pain and use it to drive you
- Pay the rent every day
- I never forget



Database



- You never lose a client.
- Average homeowner does 9.6 loan in their life, how many can I do?
- Touch each client 2x per year directly and 4x per year with marketing



In sum, he or she that spends the most time focusing on making money, executing money making actives, focusing on the customer over 3rd parties, looking forward fastest, delegating most often, marketing the most consistently, staying hungriest, who also grows the biggest data base, becomes the most successful.

