

Keller Williams University

*Lead Generation*  
*36:12:3*

*Introduction:*  
*The Power of One*

Rebecca John, Ph.D.

Mindset. Commitment. Action.

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LEAD GENERATION 36:12:3

# *The Power of One*

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- [7]** *Training, Implementation, and Accountability*
- [8]** *Putting It All Together*

## Notes

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# *Introduction*

## Ground Rules

1. Arrive to class on time and return promptly from breaks.
2. Move quickly when you are instructed to form small groups or partner with someone to role-play.
3. Be fully present. Turn your phones to vibrate or off.
4. Respect the reality of time and participation. Remember the BOLD Law: how you participate in here is how you participate everywhere.
5. Respect the different learning styles and opinions of others. Ask yourself, “Am I displaying an open mindset or fixed mindset?”
6. Help each other learn because none of us is as smart as all of us working together to improve our skills and knowledge.
7. Consider everything we discuss confidential. What is discussed and role-played behind closed doors *stays* behind closed doors. When people in the classroom share information about themselves, their office, or anything discussed in confidence, it shall remain confidential and will not be shared again outside of the classroom.
8. Enjoy your time in class and commit to implementing at least one thing you learn.

## Accountability Methods

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Accountability is, in the KW experience, the most crucial part of goal achievement. To support your goal setting, we recommend you:

1. Develop a Lead Generation Action Plan. At the end of each Power Session, you will create a plan that outlines the specific actions you will take to achieve your lead generation goals. You will also create a calendar that helps you time block the specific activities you will do during your daily 3 hours of lead generation.
2. Select an accountability partner or program to help you measure, evaluate, and make adjustments to your Action Plan. Look to the following resources for an accountability relationship:
  - Team Leader
  - ALC Members
  - Peers
  - KW MAPS Coaching individual and group coaching
  - Market Center Productivity Coach





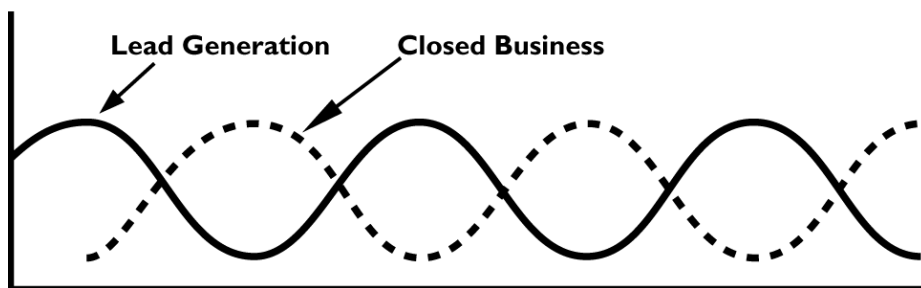
*Introduction*

## Why You Are Here

For amusement and excitement, there is nothing like a great roller coaster—with steep climbs, fast drops, relentless speeds, tight turns, flips, and sudden stops! Roller coasters are wonderful, adrenaline-pumping entertainment!

The fun stops when the roller coaster becomes an analogy for your career in real estate. When your career and your personal income begin to experience steep climbs, you feel brave and powerful. But when you suffer an unanticipated fast drop in business, a tight turn in your income, or when your success flips over completely, you become fearful, distraught, and powerless. In fact, the one thing everyone in real estate agrees upon is, you must avoid the Productivity Roller Coaster!

### Real Estate Productivity Roller Coaster



The Real Estate Productivity Roller Coaster illustrates what happens when you lack commitment to consistent lead generation and when you suffer from an erratic, unpredictable flow of closed business. Lead Generation 36:12:3 will help you see the importance of making a daily commitment to lead generation that will not only virtually guarantee your success in real estate, but also prevent you from ever getting on the Real Estate Productivity Roller Coaster.

It's about adopting the right mindset and committing to a powerful new daily habit. It's also about arming you with practical guidance and a set of skills to establish your success as a lead generator. The goal of this course is to help you:

- Close **36** transactions
- In **12** months
- By spending **3** hours every workday on lead generation

*Introduction*

Living the business life of 36:12:3 will give you the gift of confidence and security in your real estate business career. And beyond that, it can even establish the foundation from which you can choose to build a business along the path of *The Millionaire Real Estate Agent*.

You can do this! Anyone can, but not everyone will. The ones that do will get the leads, the relationships, the experiences, the career, and the income they so richly deserve. We hope you are one of them. All you need to do is decide you deserve it and commit to the wisdom and the strategies for success presented in *Lead Generation 36:12:3*.

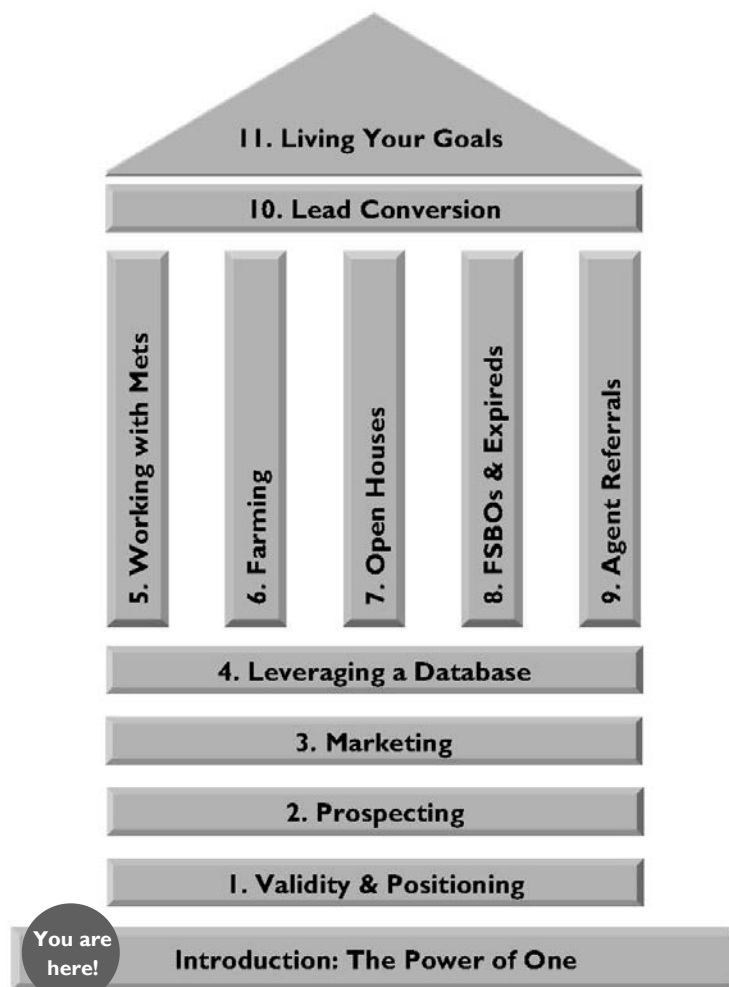
Are you ready? Let's get started!

*Introduction*

## What You Will Learn

In this introductory session, *The Power of One*, you will learn the importance of focusing on one thing in your real estate career—lead generation. Once you have adopted the mindset of a focused lead generator committed to 3 hours of lead generation a day, you'll move through the remaining Power Sessions. You will start by building your validity and positioning, an exercise that is foundational to your success. Next, you will learn essential strategies to help you prospect, market, and leverage a contact database. Then you'll see the application of these strategies in five tactical sessions that help you succeed with Mets, farm target groups and areas, work open houses, generate business from FSBOs and expired listings, and capitalize on agent-to-agent referral business. Next, a Power Session on lead conversion will provide you with techniques for turning your newly generated buyer and seller leads into appointments, on their way to closed business. To top off these strategies and skills and set them into motion, you'll end with a Power Session on goal setting and business planning.

### Lead Generation 36:12:3 Course Map



## What Will Make This a Great Training Experience

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# “The Power of One”

by Gary Keller

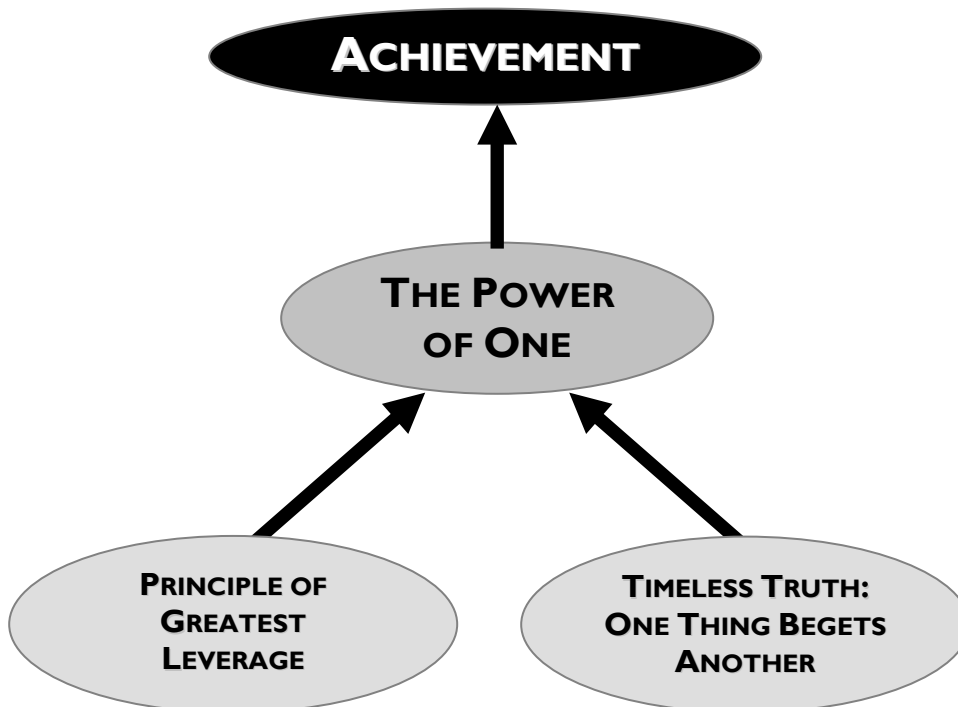


Have you ever looked at someone you thought was incredibly successful at something and wondered how they got that way? You see their seemingly effortless ability to do things day in and day out, and you're amazed at their discipline. Well, the truth is they got there through the Power of One. They set *One* important foundational goal, focused on *One* fundamental discipline, and developed *One* empowering habit that supported achieving that goal.

Sounds simple doesn't it? That's because *it is*. In fact, it's so simple many people miss it—not because they haven't heard it, but because they don't believe it. This course is about making a believer out of them and of you!

## For The Skeptic in You

How does this work? Again, it's simpler than you might think. The Power of One is based on two proven foundational concepts that are at the heart of all real success: 1) the Principle of Greatest Leverage; and 2) the timeless truth that “One Thing Begets Another.”



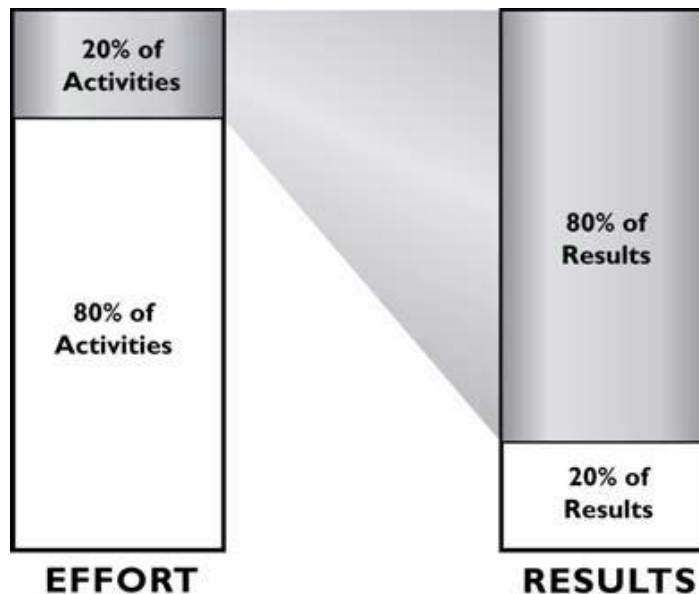
*“The Power of One” by Gary Keller*

## I. The Principle of Greatest Leverage

In 1897, while studying patterns of wealth and income in 19<sup>th</sup> century England, Italian economist Vilfredo Pareto (1848–1923) discovered the pattern commonly referred to as “the 80/20 Principle.” This principle states that predictably 80 percent of our results will come from 20 percent of our actions. (See *The 80/20 Principle* by Richard Koch.)

The 80/20 Principle feels a bit unnatural to us. Instinctively, we believe we should focus our energy on at least 80 percent of our activities to yield the greatest results. The more effort on more things, the greater the results, right? Wrong! As the figure below illustrates, when we are focused on the 80 percent that doesn’t matter, we tend to get only 20 percent of the results we want. The key is to focus on our most important 20 percent.

*When you focus on the activities that really matter (instead of the 80% that don’t), your chances of success will increase significantly.*



*“The Power of One” by Gary Keller*

When applied to mastery and success, the 80/20 Principle can accurately be restated as the “Principle of Greatest Leverage.” Simply put, it means that you can leverage your time to yield the highest productivity by spending that time disproportionately (yet, strategically!) on only a few key actions.

Unless powerfully focused on the 20 percent that really matters and moves your business forward, your time and effort will rarely yield powerful results. In fact, there is a huge price we all pay in our business and in our lives when we do not apply the Principle of Greatest Leverage. The price? We work harder and longer to achieve less than we want or deserve. History has proven that no matter what your goal, not all activities surrounding it are equally important. Some are pivotal and must be done. When you focus on what really matters, your chances of success increase significantly.

The reason the Power of One works is because it is in harmony with the Principle of Greatest Leverage. It forces you to focus on the *One* goal, the *One* discipline, and the *One* habit that will ensure that your sales success soars to the highest level possible. By simplifying your thinking and narrowing your focus, the odds of achieving your sales goals go up dramatically. It’s about aligning yourself and your business with one of the most powerful success concepts ever discovered.

## 2. One Thing Begets Another

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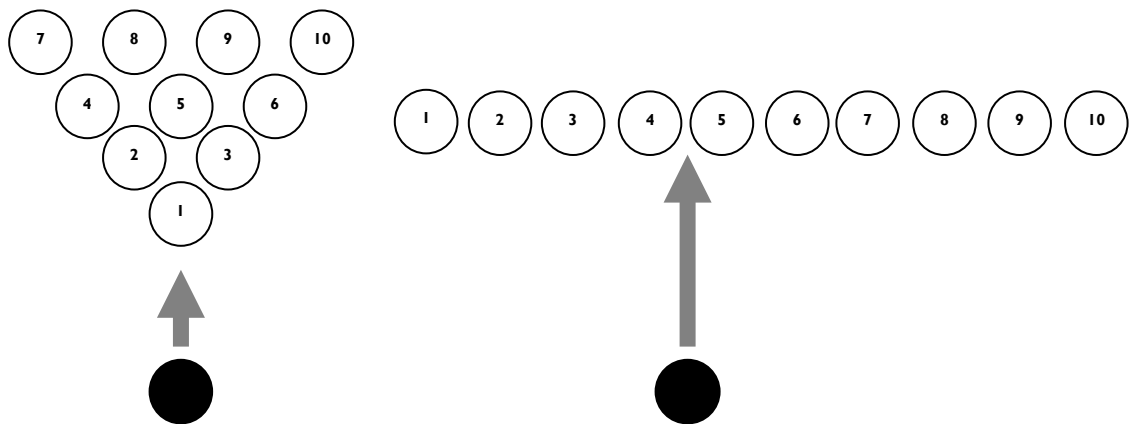
The second concept that supports the Power of One is the timeless truth that “One Thing Begets Another.” This is a well-known and documented truth that you may have even experienced personally. Let’s think of what this means for mastery and success: once you master one thing, it makes achieving mastery of the next related thing easier. This is the foundational way all goals, disciplines, and habits are ultimately added in life—they support and beget each other. By doing the right things first, you can create momentum in your life and in your business. In terms of the physical law of momentum, you are applying force in a specific direction to generate movement and build speed.

When you acquire and implement an important new habit in your business, you will soon discover that the next important business habit becomes just a little bit easier to develop. This is why “the rich get richer.” Once someone learns one correct habit for acquiring wealth, they more easily learn the second, and so on ... until they have the necessary financial habits in their life to build a massive amount of wealth. “The poor get poorer” for the same reason. They acquire the wrong foundational habit, probably because they don’t purposely pick the right key habit to build upon. Once this wrong habit is firmly in their life, it unfortunately makes acquiring the next wrong habit just a little bit easier.

*“The Power of One” by Gary Keller*

In either case, you could call this the “snowball effect.” As you roll through your life, you naturally acquire habits in the areas of key disciplines, just as the snowball gathers mass and momentum. Your business opportunity, and in fact, one of the defining crossroad moments of your life, is to pick the right sales habit, and then let it pave the way for more empowering habits that will lead you toward the sales and financial goals you’ve chosen.

The Power of One is clearly understood by bowlers. In order to bowl a strike, bowlers know to focus on the first pin. By hitting that one pin in just the right place, they know that they can knock all the other pins down, scoring a strike. If the pins were all lined up, it would be impossible for that same power and synergy. This is why splits, such as the 7–10 split, can be so difficult for bowlers to knock down—the pins are no longer aligned.



Maybe the best example is dominoes. Line them up in a certain way and by just tipping one over, they all fall down. If you can equate the Power of One to bowling or dominoes, you can hold a powerful mental picture of how focusing on what really matters can make the difference.



*“The Power of One” by Gary Keller*

## What’s Under the Hood

What makes a computer operate? What makes a clock tick? What makes a car run? The simplistic answer is that there is something “under their hood” that makes them work. For each it’s different. For the computer, it’s the processor; for the clock, it’s the timing mechanism; and for the car, it’s the engine. We all get this and completely accept these answers.

So, here is the career-building, business-growing, life-changing question for anyone in the real estate business: what makes a real estate sales business run?

### Question

**What’s “under the hood” of a great real estate career that keeps it successfully running and running and running?**

### Answer

**Lead Generation**

Lead generation is the sales engine, and focused effort is the fuel. Without a solid lead generation engine fueled by focused, consistent effort, real estate sales careers never leave the garage. Without a steady stream of leads coming from a lead generation engine, a career never becomes a career worth having and a business never becomes a business worth owning. The only way to get a steady stream of leads flowing into your sales business is to make sure your lead generation engine is fired up and running every day.

## The Power of One and 36:12:3



This course is built around the Power of One: *One Goal*, *One Discipline*, and *One Habit*.

- The *One Goal* = a target number of closed transactions
- The *One Discipline* = lead generation
- The *One Habit* = lead generation activities every workday for a set period of time

More specifically, the goal of this course is to teach you how to generate enough leads to close at least 36 transactions in 12 months. And the way to make it happen is to commit to the discipline of lead generation and the habit of 3 hours a day of lead generation activities. This is the commitment that will make all else possible in your real estate sales career. Interestingly, over time the habit of 3 hours of lead generation a day will develop and improve the discipline (of lead generation), and the discipline will almost certainly yield the goal.

This course is designed to help establish that *One Habit*. And if it succeeds in helping you do so, it is likely to be the most important real estate course you'll ever take.

*“The Power of One” by Gary Keller*

## Time on the Task over Time

No one ever said success comes without effort. In fact, just the opposite is true: success comes directly from effort. A landmark research paper by Florida State University Professor K. Anders Ericsson proved this point. In one study of 20-year-old violinists, Ericsson discovered that the best group, as judged by conservatory teachers, had averaged the most hours (10,000) of deliberate practice over their lives, the next best group less (7,500 hours), the next group even less (5,000 hours), and so on. What became clearly apparent in this study (as well as in the others) was that the deciding factor in becoming the best at something wasn't talent, intelligence, motivation, or personality traits. It was consistent and prolonged effort focused on one particular thing. The effort made the difference. We call this success formula “time on the task over time.”

### The Performance Formula of Champions:

Consistent time put in on a specific task  
over an extended period of time.

There is no evidence anywhere that predictable high-level performance is attainable without practice and experience. Despite this, many often perpetuate the myth of “natural talent” in the face of a tremendous amount of research and profound evidence to the contrary. In addition to Ericsson's research, numerous other scholars have studied and documented the same conclusion—that consistent time put in on a specific task over an extended period of time is the performance formula of champions. In an article on Ericsson's study, author Geoffrey Colvin cites similar studies that provide “vast evidence that even the most accomplished people need around ten years of hard work before becoming world-class ...” (“What It Takes to Be Great,” *Fortune*, October 19, 2006). What's remarkable about this is that the best group of violinists in Ericsson's study had practiced an average of 10,000 hours over their lives. Divide that by the ten years to mastery, and not coincidentally, that averages almost 3 hours per day. The research is very clear: time on the task over time trumps all other methods to attaining greatness.

*“The Power of One” by Gary Keller*

## 36:12:3—Your Formula for Success

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It is this method of “time on the task over time” that provides the incredible power behind the deceptively simple formula of 36:12:3. A commitment to the discipline of lead generation for 3 hours a day is a commitment to the single most important business outcome and number one priority for any real estate agent: the generation of an ongoing supply of quality buyer and seller leads. The 3-hour commitment will set you apart from your peers and will yield you immediate results. And over time, your skills and confidence (and your database of quality leads!) will grow and grow and grow—propelling you toward mastery and greatness.



Before we begin to learn more about the importance of the 3-hour-a-day lead generation habit, there are a few tightly held misconceptions about lead generation that we need to put behind us.

# *The 9 Myths and Truths of Lead Generation*

## The 9 Myths and Truths of Lead Generation

1. **Myth:** Not all leads are good leads.

**Truth:** There are no bad leads in real estate—they're just not all equal.

2. **Myth:** Lead generation is really hard.

**Truth:** Lead generation is really simple and easy—so be careful that you don't confuse effort with enjoyment.

3. **Myth:** I'm too busy; I don't have time.

**Truth:** It is not an issue of *having* time; it's an issue of *making* time.

4. **Myth:** If I do a good job, people will just come to me.

**Truth:** Some people will find you, but not enough or soon enough.

5. **Myth:** I can't lead generate because I don't know what to do or say.

**Truth:** Lead generation is a set of tasks and skills that are well understood and easily learned.

6. **Myth:** I have enough business.

**Truth:** There is no such thing as too much business.

7. **Myth:** I don't have anyone to help me do everything that must be done.

**Truth:** When you get enough of the kind of leads that turn into closings, you will be able to afford all the help you'll need.

8. **Myth:** I don't have the money to lead generate.

**Truth:** Lead generation doesn't have to cost money.

9. **Myth:** I'm not a natural lead generator.

**Truth:** No one is truly a natural lead generator—everyone must master the skills.

*The 9 Myths and Truths of Lead Generation***Myth 1****Not all leads are good leads.****Truth****There are no bad leads in real estate—they're just not all equal.**

All leads are good. This isn't even an issue. When will these buyers and sellers want to do business? How motivated are they? How able are they are to do business? Does this business transaction fall within your scope of expertise and experience? Some leads will generate business today. Others will generate business later, and still others will generate business in ways you can't predict. Line up your leads accordingly, and get started with the highest priority first based on urgency. Worked well, they can all turn into some type of business over time. The truth is you can't always tell which leads will turn into business until you work them, which is why successful agents have systems to work all leads to a logical conclusion. They know that the more leads they have to work, the more business they will get. The same will hold true for you.

*The 9 Myths and Truths of Lead Generation***Myth 2****Lead generation is really hard.****Truth****Lead generation is really simple and easy—so be careful that you don't confuse effort with enjoyment.**

Lead generation is not difficult, but it does take effort. A lot of people get this confused. They mistakenly believe that if they don't like to do something, even a simple and easy task, then it is hard to do. Now, it may be hard to make themselves do it, but the task itself of generating leads isn't a hard task. Gary Keller tells about his son John's opinion of doing the evening dinner dishes: "He says it is hard work, but what he is really saying is that he doesn't enjoy it (funny, he doesn't complain about eating the meals!)." What Gary and his wife Mary have noticed, however, is that if they stay in the kitchen and talk with John during his chores, he doesn't complain. "It's the same amount of effort for him, but because we're able to pass the time in conversation, it's more enjoyable for him. Part of the problem is that my son doesn't really care about the outcome (a clean kitchen), so he only sees it as work. When it comes to playing the guitar, however, it's a different story. Although he doesn't always like practicing, he understands that by doing so he's building his skills and becoming a better musician, so he's pretty consistent about getting his practicing done," explains Gary.

This is how many top agents see lead generation. They may not all love lead generating every day, but top agents do love what it does for their business. And what they do every day isn't hard or complicated. Lead generation is made up of very simple activities, and if you sincerely want to succeed, there is truly no excuse for not doing them.

*The 9 Myths and Truths of Lead Generation***Myth 3****I'm too busy; I don't have time.****Truth****It is not an issue of *having* time—it's an issue of *making* time.**

***Lead generation is the key to success in real estate.***

Everyone faces the challenge of time management. “Too much to do; so little time” is a common refrain. To be candid, what people who say this may be suffering from is not a time issue, but a prioritization issue. They mistakenly believe the game in business or life is to check off as many things as possible on their to-do list and that the best way to approach this is to get the things done that take the least amount of time or are screaming the loudest. Both answers are wrong. The game of business, just like the game of life, is about doing what is most important, and that requires prioritizing.

When you prioritize your business to-do list, you immediately discover that in order to have the most successful ongoing business possible, the most important thing you must do each day is lead generate. It is the engine of any ongoing successful business, and until it is done everything else should be considered a distraction.



*The 9 Myths and Truths of Lead Generation***Myth 4**

**I don't have to lead generate.  
If I do a good job, people will just come to me.**

**Truth**

**You do have to lead generate.  
Some people will find you, but not enough or soon enough.**

Building a business on a stellar reputation is the right thing to do and without a doubt becomes the foundation from which all truly successful businesses are built. However, a reputation for quality work, in and of itself, cannot be any business's sole long-term lead generation approach. It is unreliable for both volume and timing because it's a passive approach that depends on leads finding you. With that approach, when you absolutely need business, the best possible lead just may not be there. Without ongoing and systematic lead generation it may take a very long time, if ever, to build a strong and continually successful business on reputation alone. You don't want to just work for your business—at some point you want your business to also work for you. When lead generation and reputation building are done continuously together, you are following the proven formula to building a business that will work for you.

*The right approach  
is to go find leads  
and then build and  
protect your  
reputation.*

## Myth 5

**I can't lead generate because I don't know what to do, and I don't know what to say.**

## Truth

**Lead generation is a set of tasks and skills that are well understood and easily learned.**

Honestly, a lack of knowledge and skill is not really a valid excuse for not lead generating. Lead generation is a well-researched and documented set of tasks and skills that anyone can learn. Simply take the appropriate courses, be a good student, and practice, practice, practice. Building your lead generation skills will be one of the best investments you ever make in your career and for your business.

The Lead Generation 36:12:3 Power Sessions provide an excellent foundation of the knowledge and skills you'll need to take action with confidence.

## Myth 6

**I don't need to lead generate—I have enough business.**

## Truth

**You do need to lead generate—there is no such thing as too much business.**

Unless you have multiple, all-cash buyers living in your home until they buy and multiple sellers of vacant houses, offering zero down, 100 percent financing with no qualification, and no payments for years, you really can't say you have enough business. You may have a lot of business, but there is no way you will ever reach a point where you have all the "best" business you can handle. So before you say that you have a sufficient "quantity" of leads, ask yourself if you have enough "quality" leads. We believe you can never truly have enough quality buyer and seller leads. That is absolutely the goal of continual lead generation, and the foundational activity ongoing successful sales careers are built upon.

*The 9 Myths and Truths of Lead Generation***Myth 7**

**I don't have anyone to help me do everything that must be done.**

**Truth**

**When you get enough of the kind of leads that turn into closings, you will be able to afford all the help you'll need.**

There is a mistaken belief by some that lead generation is complex and task-heavy, and therefore, they must have immediate help to do it. There are more than enough simple and “task-lite” lead generation options you can choose from and just as many simple approaches to customer service and transaction management you can take that will allow you to build an excellent and highly profitable individual practice. Once you have a steady flow of good leads and a strong income—if you so desire—you will then be able to afford to invest in the people you'll need to take your lead generation to an even higher level. First leads, then income, then help. We call this “leading with revenue,” and it's smart business.

**Myth 8**

**I don't have the money to lead generate.**

**Truth**

**Lead generation doesn't have to cost money.**

Don't be fooled when supposedly sage individuals tell you—“It takes money to make money.” The fact is that sometimes this is true and sometimes it isn't. And when it comes to lead generation, it isn't necessarily true. There are many powerful lead generation methods (mainly prospecting based) that require more time than money to implement. If you don't have the money to invest in methods that cost money, then invest your time instead. Research shows that the results can be equal (at even large sales production levels) and often faster. Later, as your sales business grows, you will have more money than time, and you will begin to use that financial power to enhance your lead generation strategies and possibly buy back some of your time. Again, this is “leading with revenue.”

## Myth 9

**I can't lead generate because I'm not a natural lead generator.**

## Truth

**No one is truly a natural lead generator—everyone must master the skills.**

Some people believe “you either got it or you don't.” They will tell you that you're either born with it or you're not—you can either do it or you can't. Candidly, this just isn't true. While it is true that we are all born with predispositions toward certain things, it doesn't mean that all you'll need is your “God-given” natural abilities to be a success in life. If that were true, then doctors would simply announce your gifts at birth, and teachers would later assign your career. It'd be obvious.

But this isn't how life works. Even people born with abilities and aptitudes have to learn and master skills to maximize their opportunities and successes. So will you. In fact, those real estate agents who purposefully and continuously work on and build their lead generating skills almost always outperform those who just rely on natural ability. It's the difference between making the most out of what you have to work with versus just having potential.

In the end, it's all up to you. You can either buy into the myths that surround lead generation or you can accept the truths. One way leads to ceilings and the other leads to unlimited opportunity. If you're looking for excuses to underachieve or even fail, then you need to look no further than these nine myths. They can be real career-stoppers, if you let them be. However, we hope you'll see the myths for the lies they are, grab the truths as the foundation to your real estate career belief system, turn the page committed to accepting the 36:12:3 challenge, and become a successful lead generating machine.

# The 36:12:3 Challenge

This course is for you. This course was specifically researched and designed to help you adopt the right mindset and a powerful new daily habit, make the necessary key decisions about your lead generation plan, and develop your skills as a lead generator.

Your challenge is to:

- Close **36** transactions
- In **12** months
- By spending **3** hours every workday on lead generation

Does that sound too ambitious? If it does, which part? Closing 36 transactions? Our research of more than 150 top agents tells us that 36 closed transactions in 12 months, in fact, is the minimum goal that a systematic lead generator ought to set and can achieve.

Is it the habit of spending 3 hours lead generating every day that sounds too ambitious? If so, then you should ask yourself this question:

## Question

**What can I spend 3 hours doing every day that will do more to build my business than lead generation?**

No one has ever been able to come up with an acceptable answer to that question, and we suspect that you won't either.

Adopting the habit needed to commit your time—every single working day—to the discipline of lead generation is the single most important step you can take in building a successful business.

## The Hard Truth

**No Leads = No Sales = No Closings = No Income**

No leads = no sales = no closings = no income! And for most agents, this means they leave the business. Yet, even knowing this, many real estate agents still fail to lead generate every day. Some do it for awhile, until they get some transactions under their belts, then they stop lead generating to service their current transactions. Others do it sporadically, at best, when they think they either have nothing better to do or desperately need business. And still others just don't do it at all.

*“If you don't learn to focus on what's important and to absolutely do that, life can be pretty miserable and pretty disappointing.”*

MARY HARKER

THE HARKER FIVE STAR TEAM

DALLAS, TEXAS

*“At the end of the day, if you're not going to generate leads, you are not going to have a business.”*

SMOKEY GARRETT

TEAM LEADER AND FORMER MEGA AGENT

DFW METRO SOUTH, TEXAS

## The Goal: 36 Transactions

What will 36 transactions do for you? The simple answer is that reaching 36 transactions per year means you have virtually guaranteed yourself of success and growth in real estate. To achieve this, you will need to master some basic skills and scripts and time block your calendar to make sure daily lead generation gets done. With these three components in place, your business should grow substantially in the coming years.

### Don't Settle for Average

In any entrepreneurial enterprise, average is never success. Just having your real estate license is not success. And doing the average annual number of transactions—9 per sales professional is not success in our opinion.

**G**ary Keller, cofounder and chairman of the board of Keller Williams Realty, likes to stimulate his audiences. He's passionate about always doing his best, and he's passionate about inspiring others to do their best. Gary often makes this humorous point about the goal of being "average" ...

"Let's talk about doing your best. Let's say you asked someone out for a date. You wouldn't say, 'Look, I need to tell you something. I'm not a person who tries to do his best at things. So this is probably going to be an average date. I picked an average place to go. We'll have an average meal, and we'll do something very average afterward.' Is anyone interested in a date like this?"

Consider a marriage. Would you turn to your spouse and say, 'I need to share with you that my expectations are very low for this marriage. I don't intend to do my best, and I don't expect much?' Who is going to marry someone who thinks at this level?"



Now, let's look at your career. You sit in front of your buyer or seller and say, 'The reason you should hire me is I'm average. I think average. I act average. I don't aim high. I'm not very interested in doing my best.' Who is going to choose to do business with someone like this?"

Do you want to be like this? Be careful with how you answer! Words will have to be backed up by actions. If you want to do your best, how do you have to think and what specific actions will you have to take? And here's the truth—you see, it's not even really about becoming the best you can be, but the incredible journey and the experience you'll have when you try. The best you can be will just naturally happen when you try."

*The 36:12:3 Challenge*

Nobody wants to be average, but most are willing to do what the average people do. The only way to not be average and not have an average real estate career is to consciously decide not to.

**By closing 36 transactions you will:**

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- Make money in this business and be profitable.
- Build a solid foundation for your career to run on for the rest of your life.
- Feel the satisfaction of having helped many families successfully buy or sell a home.
- Close enough deals to have a sense of which lead generation activities you do well, which you need to work on, which have a high return on investment for you, and which likely do not.
- Establish the habits and skills that can then launch you to achieve even more.
- Gain respect and recognition from your clients and colleagues.
- Earn the right and the money to hire an executive assistant to come work with you.

***So, let's put average behind us and focus on doing our best and becoming our best!***

### What Does 36 Mean to You?

1. Insert the numbers that are relevant to your local market to determine what 36 transactions will actually mean to your gross commission income (GCI).

	\$	Average Sales Price
x	%	Average Commission Percentage
=	\$	Average Gross Commission Income
x	36	Transactions
=	\$	Total Gross Commission Income

2. Take a moment to consider what earning this level of success would do for you. How would your life and your career change? What would things look like for you and the special people in your life? How would you use the income?

For You	For Others

**Time:** 5 minutes



*The 36:12:3 Challenge*

## The Time: 12 Months

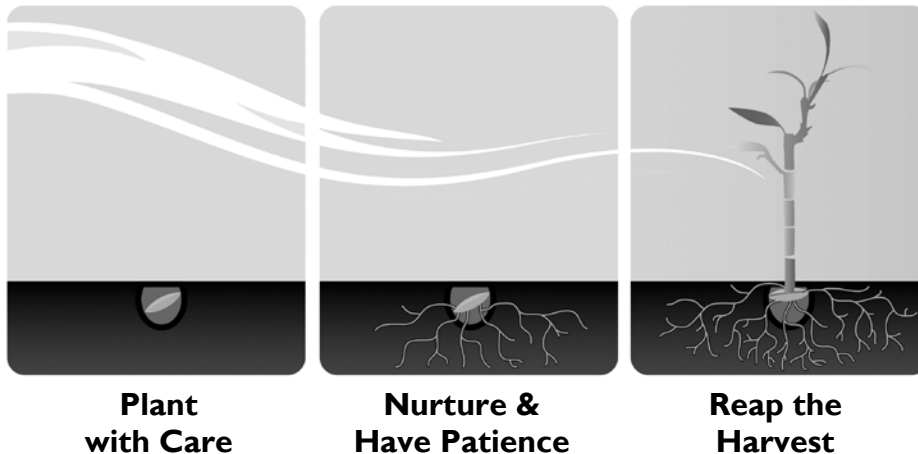
### What is your time frame for doing 36 transactions?

Focused lead generation can get you there in a year.

Growing a strong, successful business usually takes a little time. And while there are certainly examples of people who succeed in a big way overnight, those stories are hard to duplicate. The approach we suggest can certainly result in big success quickly, but it is built upon the goal of establishing a very solid business in as little as 12 months. This actually isn't just possible; it's *probable* if you consistently time block for lead generation and give your efforts some time to start generating profitable results.

**“Experience translates into success in the real estate business.”**

INMAN NEWS



**Plant  
with Care**

**Nurture &  
Have Patience**

**Reap the  
Harvest**

In his seminars, motivational speaker Zig Ziglar often uses the lesson of the Chinese bamboo tree to teach the importance of patience. After the seed of this tree specified is planted and after it has been watered, fertilized, and nurtured, it shows no apparent growth during its first year. Indeed, there is no detectible sprout from this seed during the first four years of its life. But in its fifth year, the Chinese bamboo tree seed finally sprouts and the bamboo tree grows up to ninety feet in just one six-week growing season! The growth is so rapid and so exponential that you can nearly stand and witness it with your eyes.

What has this little seed been doing in the four years prior? It has been establishing an unseen, underground root system stretching for miles, a root system that will provide the foundation and fuel for the unbelievable growth that is to come.

Bamboo farmers must exercise heroic patience as they continue to care for the tree during these years of dormancy. They must not give up on the process.

*The 36:12:3 Challenge*

Too often, newer real estate agents seem to become impatient with the process of learning, implementing, and measuring the success of individual lead generation techniques. Sadly, many give up just when the return on their investment would have started to kick in!

Brad Korn of the successful Korn Team in Kansas City, Missouri, agrees with Debbie's assessment of these classic mistakes. When he teaches KWU courses, he outlines the following scenario ...

“Have you ever launched a postcard campaign in order to farm a neighborhood? You're so excited as you finish the first piece and get it off to the post office in time for the first of the month, as planned. You ramp up for the second postcard during the last week of the month, and you get it finished and organized the day before the target mail date of the first. Whew! Just in time! The third month, you forget about the campaign all together until the third day of the month! So, you scramble to get the cards to the post office only 5 to 7 days late. The fourth month, you remember the postcard on the fifteenth of the month, well past the due date. So you drop the whole thing and quit.

The sad thing is that you were only 2 to 4 postcards away from payday!

I advise that you shouldn't even start a marketing mailer unless you plan to have the entire program done, labeled, and sitting by the door, organized in piles with the due dates indicated.”

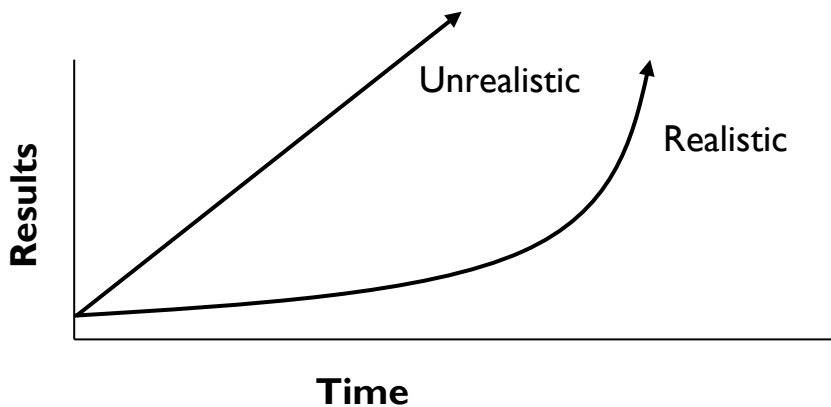


In *Power Session 4: Leveraging a Powerful Contact Database*, you will learn how to systematize your marketing plans and automate them as much as possible. Of course, if your budget supports it, you can also leverage key vendors to take care of some of the detailed work of a postcard campaign like Brad describes. But Brad's humorous point is still well-taken. You can't give up at the first fumble or when results are slower to materialize than you had hoped. You have to stay in it.

*The 36:12:3 Challenge*

The truth is, it may take some time for your lead generation activities to yield results. But as the lesson of the Chinese bamboo teaches us, you must not give up during the important time it takes to establish a “root system”—your reputation, your database of contacts, your scripts and dialogues, your presence in a farm, and so forth. The good news is that your patience will likely only be tested for a few months, not a few years! Then you must remember that what may begin as a small return on your investment can grow exponentially over time—driving you toward your goal of 36 transactions a year.

Most success in real estate, as in life, isn't a straight line shooting toward the goal. It is usually a flat line of effort in the beginning that then gains progress that builds on itself. In other words, when you do the right things consistently over time, results eventually show up.



Ask yourself: “Do I want a *job* in real estate, or do I want to build a long-term, successful real estate *business*?” High-achieving real estate agents come to understand that all great business success is built upon consistent lead generation achieved through a daily commitment to action.

**“I think the key is being consistent and doing something that works over a period of time. A lot of people will try something, whether it is calling FSBOs or calling expireds, but they give up if something doesn't immediately happen.”**

BRAD MCKISSACK

MCKISSACK REALTY GROUP

DENTON, TEXAS

**G**ary Keller provides a classic example of how focus and consistent effort can produce quick success in real estate. Gary got his real estate license right out of college in 1979. In his very first month in the business, he sold six houses, and closed five.

Gary was willing to do whatever it took to generate leads. Of those first five sales, one was a for sale by owner he called on, one came from an open house he was hosting, one came from a call into the office that he took, one was a personal referral from someone he had recently met, and one was a relocation referral he received from his manager, who was impressed with how hard he was working. (And that sixth sale? Well, that one got away ... until Gary formed Keller Williams Realty in 1983 and she joined the office as an agent.)



After that first very successful month, Gary went five months without even one closing. But all that time he was still lead generating, building his database, practicing his scripts, and putting in the effort to succeed. He was the first person into the office in the morning, because he wanted to be the first person to call FSBOs and expired listings. And he tended to be the last one out of the office at night. He says, “I had never worked without a guarantee of money, but I discovered that I could offset that with a guarantee of my time and effort.”

Gary was on the phone lead generating for an hour or two before anyone else came into the office. By mid to late morning, he was done with his calls and he headed out to do networking. He joined the junior chamber of commerce, volunteered at church, and went out of his way to meet influential people. And he always made sure to let people know what he did for a living: “If I met you, you knew that I was in the real estate business and available to work with you.”

After six months of hard work, “the dam broke.” Gary had a minimum of two closings every month for the rest of the year, and wound up as the runner-up for rookie of the year for what was, at that time, Austin’s largest real estate company. Why? “I was lead generating based,” he says. “For that period of time that I wasn’t selling any houses, I was still chasing buyers and sellers. I needed business, so I was out looking for it.”

Gary set a goal for himself to close 18 transactions that first year. He did it. The next year, he continued to improved his methods and build on his lead generation efforts—such that he was able to meet the next year’s goal of 25 transactions. In looking back, he realizes, “Had I simply set my goals higher and made the lead generation effort match them, I could have done a lot more.”

When he launched Keller Williams Realty in 1983 and then reinvented the company in 1987, he was determined to set his goals higher and make sure his lead generation matched them. The results speak for themselves.

**“If I met you, you knew that I was in the real estate business and available to work with you.”**

GARY KELLER

COFOUNDER AND CHAIRMAN

KELLER WILLIAMS REALTY INC.

AUSTIN, TEXAS

*The 36:12:3 Challenge***Exercise****Where Are You Today?**

1. How many transactions are you currently averaging a year? \_\_\_\_\_

2. What lead generation activities have you tried?

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3. How many names are in your contact database? \_\_\_\_\_

4. How often do you touch the contacts in your database?

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5. How many hours do you consistently spend on lead generation activities each day? \_\_\_\_\_ each week? \_\_\_\_\_

6. What would you change about your current lead generation activities?

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**Time:** 5 minutes

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## The Habit: 3 Hours a Day

*It all begins with a single high-achiever habit: the habit of lead generating 3 hours per day, every workday.*

What does 3 hours mean to you? It means you must start focusing on just one thing—lead generation!

Our research has demonstrated conclusively that the most important long-term commitment you can make to your career in real estate is to devote several hours of every single workday to lead generation.

We interviewed more than 150 of the most successful agents in real estate at length about their own lead generation efforts. We found that there was no one tried-and-true lead generation method that created success, and in fact, there are a great many lead generation paths to succeed in real estate. For example, we discovered you don't need to be a phenomenal "people person" to succeed, nor do you have to be an unusually aggressive person, although both of these behavioral styles can be useful. The research shows that you can build your own customized lead generation program that can be very successful and suit your personality and interests. As agent Andy Allen of Austin, Texas, puts it, "It matters less what you do and matters more that you just do it." The common thread among the diverse group of agents we studied is that they commit 3 hours per day to the lead generation effort. The method used isn't the cause for success; it is the consistent time spent doing it.

### Time Block Your 3 Hours

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If your most important mission each day is to commit to 3 hours of dedicated, uninterrupted lead generation time, utilize a technique that will help you get this done—*time blocking*. Block your calendar for the same time period every day, week after week. Furthermore, our research supports the wisdom of blocking your 3 hours all before noon.

First and foremost, you will spend your 3 hours calling, meeting, and connecting with people—new and existing contacts. Lead generation is about purposeful relationship building, and your time-blocked activities should reflect this. During your 3 hours of daily lead generation, you will prospect to (that is, call or visit) people you already know, organize networking events, prepare marketing materials, plan your next open house, and prepare seminars. You may add contact information to your database system, write follow-up notes to people you have met, research how to become the #1 agent in your geographic farm, and send special gifts and notes to your core advocates (those in your innermost circle of contacts).

*The 36:12:3 Challenge*

Whichever of these actions you decide to focus your efforts on, you are going to get really good at lead generation over time. Your 3-hour commitment will become a part of your daily routine as much as the habit of brewing coffee or tea in the morning. Jama Fontaine actually ties her lead generation activities—or her motivation—directly to the habit of brewing coffee daily! “I have a plan,” says Jama. “I am going to lead generate 2 to 3 hours every day. I tell myself I can’t have coffee until after I called expires. That gets me on the phone!” Jama’s Java Plan must be working. Her team in Albuquerque, New Mexico, has seen a consistent production of between \$20 and \$30 million in sales over the last eight years.

Once you see the radical transformation of your business, with a steady supply of leads coming your way, you will “get it” and enthusiastically embrace this new way of life. Commit to developing the habit of 3 hours a day of lead generation before noon and everything else will fall into place.

**Adopt a new attitude:**

“I’m a lead generator before anything else and above all else.”

**“Nothing else is more important than lead generation. The ‘overwhelming’ problems and issues you focus on in place of these activities will actually go away if you just lead generate 3 hours a day!”**

BRAD KORN

THE KORN TEAM

KANSAS CITY, MISSOURI

### ***The Three 3-Hour Lead Generation Rules***

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There are just three simple rules you must follow to put the powerful daily habit to work for you. But beware that these must be adhered to and not taken lightly.

1. Time block 3 hours every workday before noon.
2. No skipping. If you must erase, then you must replace.
3. Allow no interruptions (unless they are real emergencies—e.g., family emergencies).

Gary Keller believes so strongly in Rule #2 that he keeps his calendar appointments in pencil. When an unavoidable situation steals his time, Gary erases the appointment hours he originally dedicated and sets another time block on his calendar to keep the commitment.

Time on the task beats talent every time. And when you follow these three rules, you’re making sure you put in the right amount of time on the right task.

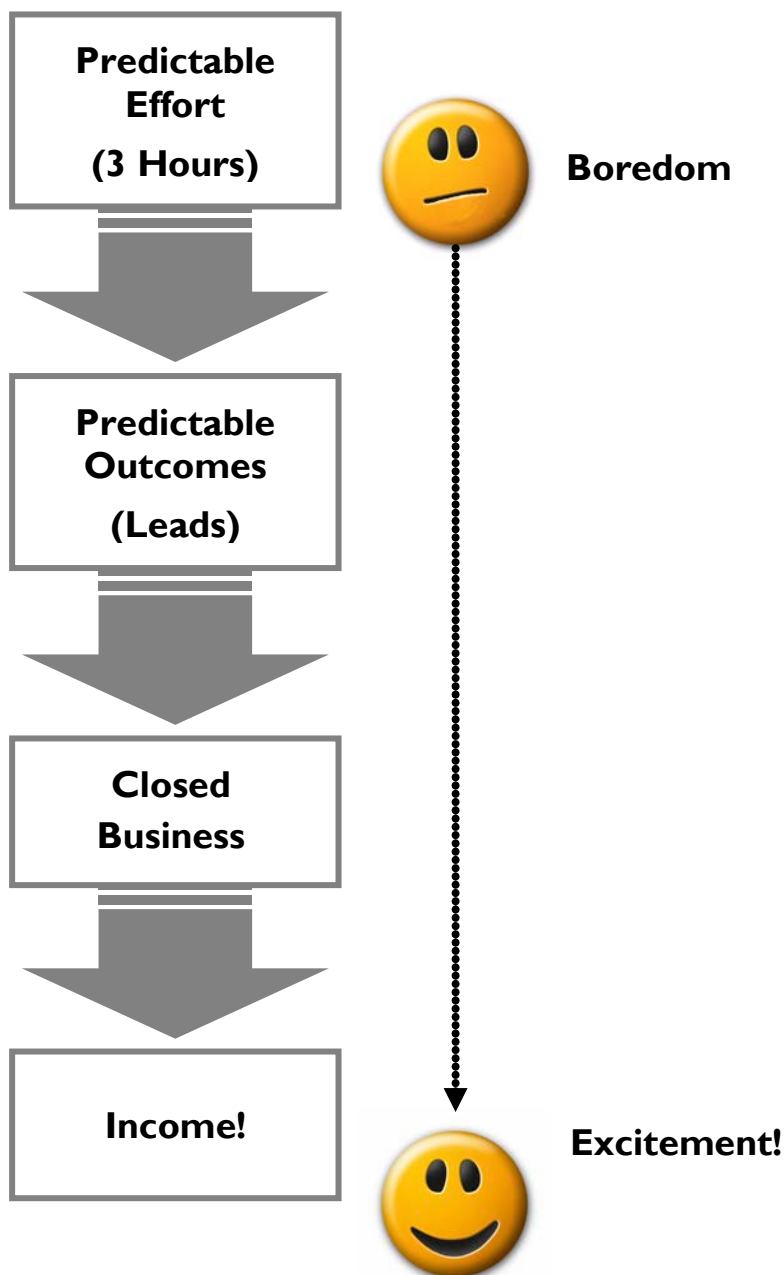




## Tie the Effort to the Outcome

The 3-hour habit is about injecting predictability into your business. Once you make the commitment, start the discipline, and establish the habit, you suddenly can start seeing exactly what outcomes result from your efforts. If you are making enough calls every day, you will quickly discover that those calls produce a predictable number of appointments, which will produce a predictable amount of closed business.

Gary Keller teaches us that “lead generation is about repetition, and repetition can be truly boring. Now, breathing is boring too, but try to do something else instead and see where that gets you. Repetition and boredom usually go together. The key to surviving the boredom is to connect the dots between the boring repetition and the exciting outcome.”



*“Champions do not become champions when they win an event, but in the hours, weeks, and months, and years they spend preparing for it. The victorious performance itself is merely a demonstration of their championship character.”*

MICHAEL JORDAN

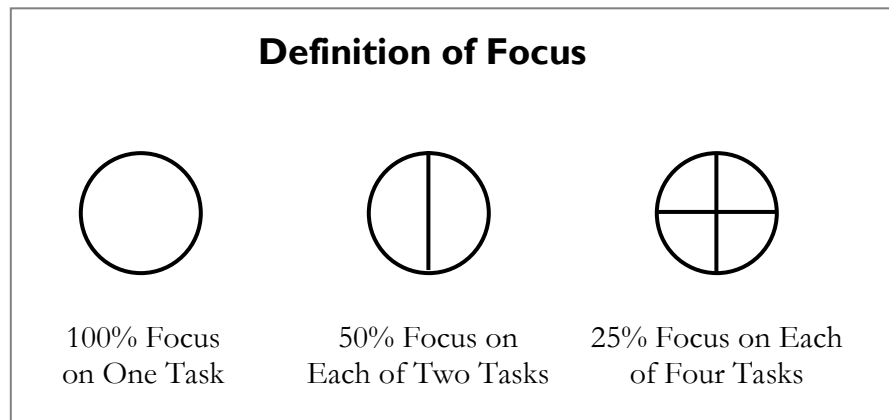
NBA SUPERSTAR

## Work with Focus

“If you chase two rabbits, both will escape. When you don’t focus your attention, you become ineffective.”

JOHN C. MAXWELL

At this stage in your career, you are likely already doing some form of lead generation. But are you diligently blocking specific daily time to focus and prioritize your activities? Or are you sporadically grabbing time for lead generation throughout the day or the week? Maybe you need to rearrange the time you are currently working to make it more effective. Better time, not more time. The 3-hour habit means getting more from less. Ask yourself, “How effective can I be in my 3 hours today?”



Can you multitask? Let’s consider an example. You are driving, you have the radio on, and your cell phone rings. You take the call and end up talking with a customer for ten minutes.

You might say you’re focused on the customer, but are you? Are you taking written notes on the points in their conversation?

You might say you’re focused on driving, but are you? You drive past your exit and inadvertently cut off a woman in a minivan as you change lanes without signaling.

It’s hard to be disciplined in all areas all the time, but everyone can develop discipline for a limited amount of time on a regular basis in a specific area. In his book, *The Complete Idiot’s Guide to Getting Things Done*, self-help author Jeff Davidson calls multitasking “the death of people.” While most of us have come to accept the idea that the only way to be productive is to juggle multiple tasks simultaneously, Davidson argues “Just the opposite is true.” “Sharp attention” only happens when you focus on one task at a time. “Breakthrough thinking doesn’t happen when you’re multitasking,” he says. Thinking you need to be “faster, better, more” is stressful and counterproductive. Yes, we all have to multitask at times, but think of your 3-hour daily habit as your time for monotasking. Gary Keller calls this “priority tasking.”

## Demonstration

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### Multitasking vs. Priority Tasking

1. Your instructor will call for two volunteers from the class.
2. Watch the demonstration.
3. What were your aha's?

**Time:** 10 minutes

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Notes

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## Work with Intensity

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# Focus + Intensity = Results

Ok. So, you are prepared to focus on the one thing that will make the most difference in your real estate career—you are prepared to focus on lead generation. But, do you know how to channel and apply the *intensity* required to see the results you want?

The next time you have the opportunity to watch a surgeon at work—if even on a documentary film—notice their focus and their degree of intensity. Nothing distracts them. Nothing takes them out of this zone. The next time you have the opportunity to watch a gymnast on the balance beam—notice the focus and intensity. The same will be true for men and women who are committed to their workout programs. They will not be distracted from their exercises or from their goals by noisy gym chatter or by questions and curiosities from more novice gym goers. They have time blocked this portion of the day to strengthen their bodies, build their muscles, cleanse their minds. They will not waste this time.

Who else can you think of who demonstrates this degree of focus and intensity when they are at work ... or even at play? Observe a teenage boy in front of the computer or online game. Observe a watercolorist modeling the work of the masters he sees in the galleries of a great museum. Observe the conductor of a symphony orchestra, tracking the notes of 100 or more musicians across string, brass, woodwind, and percussion sections.

***“Lead generation is a 10 on a scale of 1 to 10. There is nothing more important for my business.”***

GENE RIVERS

THE RIVERS TEAM

TALLAHASSEE, FLORIDA

**Exercise**

**What does intensity look like for you?**

1. Take a moment to think of an aspect of your life that requires intensity to achieve the results that you want.

There is no judgment in this exercise. Hobbies, sports, work activities, and extracurricular interests are all valid sources for your examples.

2. Jot down some notes about the environment, your behavior, your emotions, your thoughts, and your “triggers” when you are in this “intensity zone.”

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3. Be prepared to share your thoughts with the class.

**Time:** 5 minutes

**Question**

**Now, how will you bring this same focus and degree of intensity to your 3 hours of lead generation every workday?**

What will be your routine, your system, your triggers to help you get into your lead generation intensity zone? What will the environment need to be like? Who will be there to help you prepare, to help you stay in the zone, or to help you measure your results? You may find that your best outcomes are realized when you partner with a peer, or better yet, a productivity coach to hold you accountable to the proper focus and intensity.

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*The 36:12:3 Challenge*

## The Anatomy of 3 Hours—What to Do in Your 3 Hours

At the end of each Lead Generation 36:12:3 Power Session, you will create an Action Plan with the specific actions you will take to achieve your lead generation goals. You will also be asked to begin the practice of time blocking your activities on a daily calendar. There are some lead generation activities that every real estate agent should be involved in on a daily basis, but everyone's individual Action Plan will vary.

In general, you may wish to think of your lead generation activities as supporting three different components of a lead generation strategy: Prepare, Take Action, and Maintain.



1. Your **Prepare** time is your “get ready to lead generate” time. This is when you will practice scripts, do research in the MLS, place your signs prior to an open house, make a list of the people you need to call, and so forth.
2. Your **Take Action** time is when you take action—you make contact with people—and that is the whole point of lead generation. Take Action time is the *indispensable component of every 3-hour daily commitment*. Top producers spend at least one to two hours every day in action mode—making calls, visiting contacts, knocking on doors. If you aren't taking action every day, you are not really going to consistently generate leads.
3. Your **Maintenance** time is about wrap-up and follow-up. You will likely spend a portion of your 3 hours on activities such as writing follow-up notes, adding contacts to your database, and tracking your numbers to determine if your lead generation activities are providing a return on investment.

In Power Sessions 2 through 11 of *Lead Generation 36:12:3*, you will learn more about how to prepare, take action, and maintain the specific lead generation activities you pursue.

**“You’ve got to get into action. If you spend 3 hours a day on the MLS or tinkering with your database, you are not actively lead generating. You’re kidding yourself.”**

DIANNA KOKOSZKA

CEO KW MAPS COACHING

KELLER WILLIAMS REALTY INC.

AUSTIN, TEXAS

*The 36:12:3 Challenge*

Lead generation is about proactively seeking and attracting business—thus it is comprised of both prospecting (seeking) and marketing (attracting) activities. In later *Lead Generation 36:12:3* Power Sessions, you will learn more about the relationship of prospecting to marketing and the recommended balance of the two.

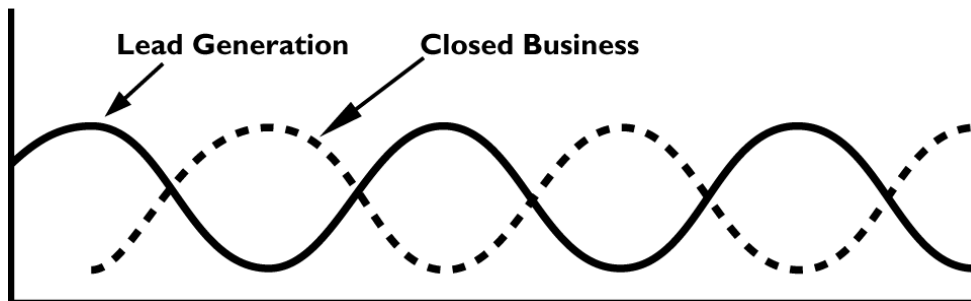
The anatomy of your 3 hours of lead generation will include both prospecting activities and marketing activities in the categories of Prepare, Take Action, and Maintain. Take a look at the graph below to get a better idea of what types of activities you may do in your 3 hours.

<b>What to Do in Your 3 Hours</b>		
<b>Prepare</b>	<b>Take Action</b>	<b>Maintain</b>
<b>Prospecting</b>		
<ul style="list-style-type: none"> <li>Assemble call list (current clients, past clients, sphere, FSBOs, and expireds)</li> <li>Rehearse scripts for calls (role-play)</li> <li>Prepare handouts for visits</li> <li>Prepare for open houses</li> <li>Mail out invitations to events</li> </ul>	<ul style="list-style-type: none"> <li>Make calls</li> <li>See people (door knocking, networking, client parties)</li> <li>Host open houses</li> <li>Make follow-up phone calls and visits</li> </ul>	<ul style="list-style-type: none"> <li>Set and prepare for appointments</li> <li>Enter results into database</li> <li>Write follow-up notes</li> <li>Record your work</li> <li>Track results</li> <li>Schedule and calendar</li> <li>Fulfill promises</li> </ul>
<b>Marketing</b>		
<ul style="list-style-type: none"> <li>Assemble mailing list</li> <li>Plan and maintain “touch” activities</li> <li>Prep. work on mailers, ads, messages (design, print, proof)</li> <li>Work on website</li> <li>Prep auto-responders</li> <li>Secure postage</li> <li>Take photos</li> </ul>	<ul style="list-style-type: none"> <li>Mail merge and send</li> <li>Deliver mail and ad copy</li> <li>Write note as a “warm” touch in your marketing plan (Thank You, Birthday, Thinking of You, etc.)</li> </ul>	



# *The Real Estate Productivity Roller Coaster*

## The Real Estate Productivity Roller Coaster



### The Agony and the Ecstasy

As we have discussed, the Real Estate Productivity Roller Coaster illustrates what happens when a real estate agent is inconsistent with their lead generation program. How exactly does this inconsistency creep in?

Many agents shift their focus back and forth between generating leads and servicing leads. It's rewarding and fulfilling to provide great customer service to buyers and sellers and help them realize their dreams. The problem is, when you walk away from lead generation for several weeks or more, you are back to square one. You have to start looking for new customers all over again, and you're living the Real Estate Productivity Roller Coaster. It's a never-ending cycle of catch-up and recover, with little hope of getting ahead.

This roller coaster existence is not unique to real estate. A *Wall Street Journal* poll that was taken of sole proprietors (independent contractors), seeking to understand their biggest challenges. The number one challenge? *Thirty-seven percent of them reported that it was "Finding time to generate new business."* It seems that *finding time* to generate new business is a real challenge, yet it is the most important task.



The Real Estate Productivity Roller Coaster is a turbulent adventure ride with high speeds, sudden drops, and unexpected stops.

To ride this coaster, you must be:

- In good health and possess great stamina
- In good financial disposition and able to endure periods with little or no substantial income
- Able to withstand frequent frustration, anxiety, and fear
- Prepared to experience both exhilarating thrills and frightful chills

If you do not wish to continue or to ride this coaster indefinitely, please notify the attendant before boarding.

## How to Get Off the Roller Coaster

Top producers get it. They avoid the roller coaster effect because they understand that a regular focus on lead generation activities—for 3 hours every day—will yield a more consistent and ever-growing supply of closed transactions.

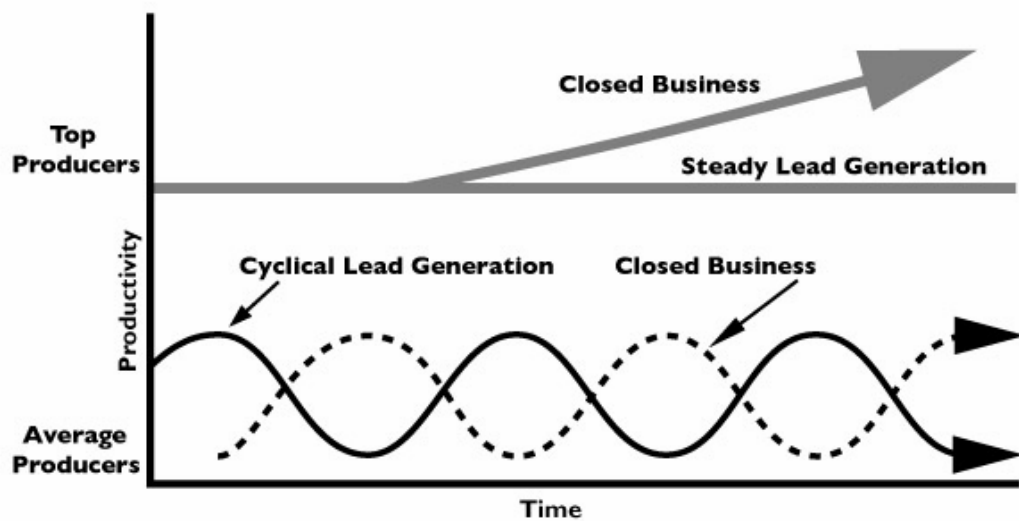
Top agents know how quickly their business can go downhill on the roller coaster of lead generation. People they'd known and worked with had affiliated their loyalties in other places. They mistakenly thought customers would stay loyal to them, and that was not true. Customers change their loyalties quickly.

*“If you can control your leads, you can control the rest of your business.”*

SMOKEY GARRETT

DFW METRO SOUTH, TEXAS

### Real Estate Productivity Roller Coaster



Top performers get that the only thing that will create a pipeline of business for them is steady lead generation.

*The Real Estate Productivity Roller Coaster*

In *The Millionaire Real Estate Agent*, Gary explains how he discusses lead generation with his consulting clients: “I ask them, ‘Do you have enough leads that if you close them properly you’d be reaching your goals?’ If they answer ‘Yes,’ then it would seem they have a conversion problem. If they answer ‘No,’ then I tell them to put everything else on hold and go get more leads. The issue of leads should always be at the forefront of your consciousness.”

**B**ruce Hardie, a consistent top performer out of Spokane, Washington, recalls just such a consulting experience with Gary Keller. Back in 2002, Bruce was speaking with Gary by phone, and Gary asked, “On a scale of 1 to 10, how is your business right now?” Bruce replied, “About a 2. In June, I closed 4 transactions and listed one house, even though June is the height of our market.” Gary challenged Bruce about his lead generation efforts and abruptly ended the call with, “You know what to do. Now go do it. Go lead generate, then call back in two weeks.” Bruce got back to the basics of lead generating on a daily basis and ended the month of August listing 27 houses. He still remembers what a huge wake-up call that was for him. He got remotivated to do what it took to get his business back in line.



So, if you know you need to focus on consistent lead generation, what’s holding you back? Everyone generally assumes that making a behavior or lifestyle change is simply a matter of willpower. Research and experience both confirm that counting on willpower alone to make a change is usually a setup for failure. A more successful strategy is always to reduce the need for willpower by relying on planning, time blocking, and the support of those around you.

The key to getting off the productivity roller coaster, you’ll discover, is simply to get committed to a new daily habit of 3 hours—the same 3 hours every workday—to lead generation. You must make it your top priority every single day and it will help you build a pipeline for your future.

## Continuous Lead Generation

*Consistent lead generation means never having to say, “What am I going to do tomorrow?”*

*“Consistent lead generation will allow you to survive in a slower market and will allow you to thrive in a better market.”*

DICK DILLINGHAM

DEAN OF KELLER WILLIAMS

UNIVERSITY - FACULTY

AUSTIN, TEXAS

There is a difference between lead generation and *continuous* lead generation. Look at it this way. Holding an open house once may generate a lead. But it also may not. Holding 1–3 open houses every Saturday and Sunday from 11:00 a.m. to 4:00 p.m. will ultimately reward you with a lead that closes. In other words, holding an open house is doing lead generation, and it may or may not work. Continuously holding open houses every weekend will ultimately work.

It’s the difference between seeing lead generation as a set of single activities or events and seeing it as a discipline and as a mindset.

A continuous and consistent approach to lead generation will also sustain you through shifts in your market. Think about it. If you have been functioning as simply a “lead receiver” in a hot market, as soon as you foresee a shift, you will need to escalate your lead generation. But this is risky business. It’s erratic and unstable. Continuous, consistent lead generation will produce a consistent flow of business, and consequently a more balanced life. Regardless of where the market is headed, you are lead generating 3 hours a day, five days a week.

### Truth

**Market shifts should not have much of an impact on your lead generation program—unless, that is, you don’t have one!**

Brad Korn recalls that one year his team closed 129 transactions. Then the next year—during what was the worst market the Kansas City, Missouri, area had seen in 40 years—his team closed 115 transactions. “While everyone else was all full of gloom and doom,” says Brad, “our system kept us going and kept us ‘business as usual.’ The foundation of our system is the emphasis on consistent, persistent lead generation.”

Smart real estate agents commit themselves to the habit of daily lead generation, regardless of where the local real estate market happens to be at the moment. Market ups and downs are always occurring, and they are literally impossible to predict. Your lead generation program, however, should be a predictable event that you know will carry you through even the most unpredictable times.

# *To Be Wired to Win, You Must Be Wired for Leads*

## Are You Wired to Win?

### Question

**Are you wired to win?  
If you aren't wired to win, what are you wired for?**

Gary Gentry, the very first agent to join Keller Williams Realty, once approached Gary Keller and said, “You know, you’re really inspiring.” Gary Keller responded to his dear friend, “Really? Wow! Thank you for saying that, but why do you say that?” Gary Gentry replied, “I’ve never met anybody who has screwed up and failed as much as you have and still come back from it and continued to grow.” While this seems a backhanded sort of compliment, it certainly is an accurate observation about Gary Keller as an individual who is wired to win.

In *Failing Forward*, John Maxwell concludes that “How people see failure and deal with it—whether they possess the ability to look beyond it or keep achieving—impacts *every aspect* of their lives.” Maxwell suggests that three attitudes often get in the way of moving beyond failure to achievement. We might call these “limiting beliefs”:

1. Fearing failure
2. Misunderstanding failure
3. Not being prepared for failure

Instead of seeing failure as a growth and learning opportunity, we fear it and are paralyzed by it. Instead of understanding that failure is a process, we record single events in our minds—botching a test, missing a goal, falling short of an expectation—and let these events characterize our experience. Instead of preparing for the reality that in life everyone makes mistakes and experiences setbacks, we let failures take us by surprise and stop our progress.

Being “wired to win” means putting failure in perspective and adopting a mindset of achievement and success. Abraham Lincoln failed in two business attempts and failed seven times to be elected to public office before being elected President of the United States. Sir James Dyson failed at more than 5000 attempts before designing the best-selling vacuum cleaner ever. Would you say they were “wired to win”? Absolutely and fundamentally.

*“The difference between average people and achieving people is their perception of and response to failure. Nothing else has the same kind of impact on people’s ability to achieve and accomplish whatever their minds and hearts desire.”*

JOHN C. MAXWELL

FAILING FORWARD

## Are You Wired for Leads?

**“Winning is a habit. Unfortunately, so is losing.”**

VINCE LOMBARDI

FORMER HEAD COACH

GREEN BAY PACKERS

Isn't a successful sales career almost always defined by a long succession of “No's” before you ultimately get to a “Yes”? Successful sales professionals know and practice the principle of failing forward. They are wired to see failure as a process and an opportunity to move toward success and achievement. Brad Korn, for example, has always advised the agents on his team and in his KWU classes that if they lose a deal, but they take time to figure out why and how to keep it from happening again, then it's a win. He coaches agents to actually feel glad for the experience and to put it in the context of learning and development.

In the discipline of lead generation, winning is defined by having a rich pipeline of quality buyer and seller leads. Being wired to win in the real estate business means being wired for lead generation.

*The Millionaire Real Estate Agent* tells us that we are really in two businesses:

1. **The real estate business**
2. **The lead generation business**

Pat Hiban, top-producing agent from Ellicott City, Maryland, states it this way: “Your job is not, in the beginning, to be a Realtor. Your job is to be a lead generator—because you can't be a Realtor without being a lead generator. Focus on lead generating and the leads will come naturally.”

**“We don't sell real estate; we generate leads. This is my business; I am a lead generator.”**

KURT BUEHLER

THE BUEHLERS & ASSOCIATES

FLOWER MOUND, TEXAS

*To Be Wired to Win, You Must Be Wired for Leads*

## Is Your Definition of Lead Generation Holding You Back?

During the development of this *Lead Generation 36:12:3* course, we interviewed more than 150 highly successful real estate agents for their wisdom and practical experiences with lead generation. What we discovered is that many inexperienced lead generators make the mistake of defining lead generation in this way ...

### Limiting Belief

Lead Generation = Prospecting = Cold Calling = Rejection

And guess what? This kind of thinking is a barrier to success. Let's shed any limiting beliefs about lead generation and replace them with a new mindset of lead generation. Let's do some "rewiring."

### Unlimiting Belief

Lead Generation = Business Relationship Building =  
Opportunity = Financial Independence

What are the possibilities with this mindset? Endless! What we find is that when you focus on the outcomes you want to achieve and the choices you have to get there, the path unfolds before you.

**P**at Hiban began his career in real estate in Maryland at age twenty-one by purposefully calling on expired listings, FSBOs, and entire neighborhoods, every workday for five to six hours. In his own words, he says, "I didn't hit it out of the park when I first started. My first two years, I didn't have direction. I was waiting for leads to come to me. My third year, I realized that I needed to go out and get these leads myself. I was much more structured in getting them. My structure became generating leads for myself without waiting for my phone to ring."

Now Pat's hard work and focus have paid off and he's able to devote his "free" time to his newest pursuit: writing a best-selling book.



*Lead generation—  
it's the definition of  
success if you do it,  
and the definition of  
failure if you don't.*

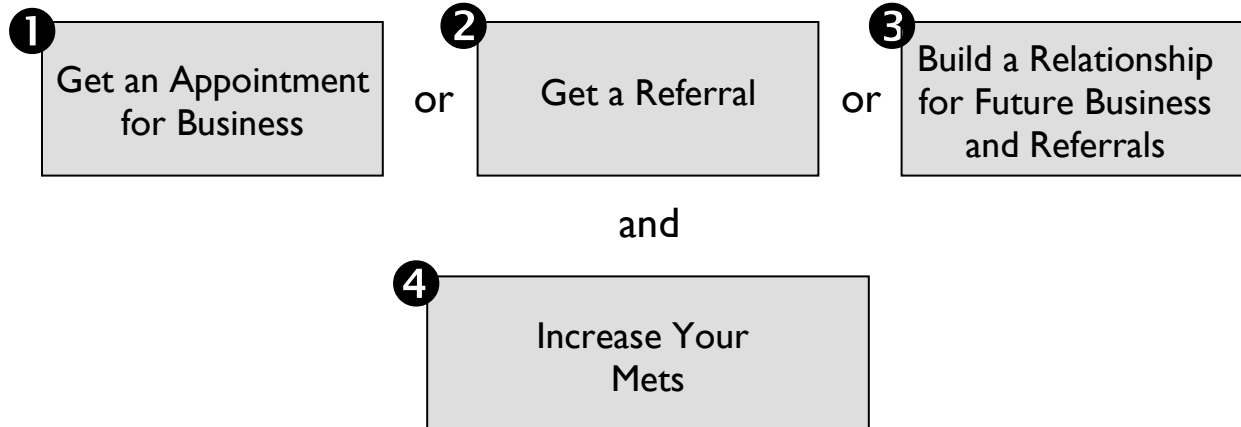
## The Four Goals of Lead Generation

Some real estate agents and trainers will tell you that the only goal of lead generation that matters is closed transactions (i.e., payday). If the lead is not someone who is planning to buy or sell a house in the very near future, they maintain, it is not worth pursuing. Our research says otherwise. Not surprisingly, the most successful agents, it turns out, take a much longer-range approach.

You absolutely should be pursuing leads for immediate business with a vengeance. You have to have deals coming in the door, or you will be boarding up your door with an “Out of Business” sign. But, if you believe your only purpose in your lead generation activities is to find these leads that result in immediate closed deals, you could spend a lot of time feeling frustrated. Embrace this much more useful definition:

**Any lead generation effort is ultimately worthwhile  
if it puts you closer to business or referrals,  
even future business or referrals.**

Successful agents believe there are four potential goals of lead generation, and any lead can be considered a good lead if it achieves any two of these goals.



A good lead is one that yields an appointment, a referral, or the basis of a relationship for future business. But lead generation also involves meeting people—capturing contact information and moving people from a Haven’t Met to Met \* status. If your definition of great lead generation also includes capturing new names for your database and building relationships, you are going to have a much higher rate of success. Ultimately, the *mindshare* you create by working your database and building relationships will translate into *market share*.

*\* This course uses terms defined in The Millionaire Real Estate Agent. Met\* are defined to be those people you have met, gained contact information for, and put into a contact tracking system. Haven’t Mets are the rest of the public that you have not yet contacted and turned into Mets.*



*To Be Wired to Win, You Must Be Wired for Leads*

## So, Where Do You Find Leads?

Frankly, they're everywhere. Every minute of every day, you are surrounded by potential buyers and sellers everywhere you go. They live in your neighborhood or are someone you know. They are shopping for food at the grocery store, sitting in the movie theater, watching the baseball game, running a marathon, and walking their dogs. Look around; you are seeing the faces of potential leads—and of opportunity.



*Leads are everywhere and ready for the picking! If you don't go after the leads, someone else will.*

According to the “National Association of Realtors Profile of Home Buyers and Sellers,” people, on average, live in their homes for twelve years before moving. If you are in a large group of adults, chances are pretty good that 8-12 percent of them will need a real estate agent this year. And another 8-12 percent will need one next year. And probably a majority of them will know someone who will need a real estate agent soon.

## Who Will You Find Today?

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The basic concept of lead generation is that with everyone you meet, you should be thinking, “What is the relationship opportunity here?”

Fundamentally, everyone you encounter can be one of three types of business opportunity:

1. Buyer or Seller
2. Future Customer
3. Referral Source

*To Be Wired to Win, You Must Be Wired for Leads*

So the question you should be considering is “Who will I find today?” It’s all about building purposeful relationships that will build your business and ultimately help you achieve all of your professional and financial goals.

**D**ick Dillingham, dean of Keller Williams University - Faculty, always follows the mindset of “Who will I find today?” He recalls a time when he boarded a flight, sat down, glanced at the man sitting next to him and thought, “He’s going to be entry #801 in my database.” You see, Dick had a database of people he knew and who knew him. At the time, he had 800 names and he was actively working on growing it.



The man on the plane indeed became entry #801 and Dick uses “Mindset 801” as a reminder to himself to keep meeting people.

If you’re not wired for leads, you run the risk of missing the opportunity to make a new contact, build a relationship, or even close a deal . . .

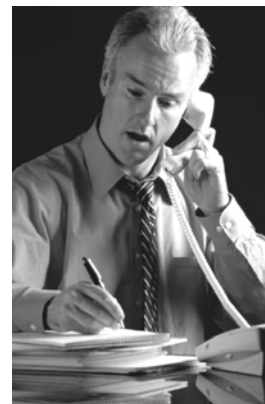
# *Training, Implementation, and Accountability*

For this to work—for you to realize results from your lead generation activities and achieve 36 transactions in the next year—you must understand the relationship between your training experience, the implementation of your learning, and an accountability program. Utilized in concert, these components will move your career to the next level of professionalism in real estate.



**Training**

**Implementation**



**Accountability**

1. **Training**— *Lead Generation 36:12:3* is a modular program built on wisdom from the ages and enhanced with practical how-to information. Attend the foundational pieces, then pick and choose topics according to your needs, interest, and behavioral style.
2. **Implementation**—Beginning with tomorrow morning and continuing through your professional career, you are expected to lead generate for 3 hours every workday morning. You won't necessarily be on the phone for 3 hours every workday morning, but you will be focusing on the activities that drive the business of the professional real estate agent. Thinking about the training will not grow your business, implementing it on a daily basis will.
3. **Accountability**—Accountability is the most crucial element of goal achievement. An accountability relationship will drive your implementation of the training. It is only through regular accountability that you will truly internalize the skills and habits necessary for a prosperous career.

# 1. Lead Generation Training

## A Brief History of Lead Generation Training

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Let's take a moment and put our lead generation discussion into perspective. You might think that the views we're sharing about lead generation have always been around, but that isn't true. Take a look at the timeline below.



## A Brief History of Lead Generation Training (cont.)

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In the beginning, there was Zig Ziglar (1), who turned the lessons he learned selling pots and pans door-to-door into a phenomenally successful career as a motivational speaker to salespeople of all persuasions. Zig said, “Have a positive mindset.” Then Tom Hopkins and Roger Butcher (2) came along and told real estate agents that, in addition to being positive, they needed to master their scripts and dialogues. Later, Mike Ferry (3) encouraged agents to “prospect, prospect, prospect” and to strengthen their presentation skills to give them confidence.

Next, Floyd Wickman (4) added that agents should aggressively seek listings, and he developed his Sweathogs seminar as a motivational and accountability tool. Danielle Kennedy (5) encouraged agents to target their efforts by building a farm. Then Pat Zaby (6) began preaching the wisdom of “database marketing.” Don Hobbs and Greg Herder of Hobbs/Herder and Howard Brinton (7) trained thousands of real estate agents how to market themselves and their businesses. Brian Buffini and Joe Stumpf (8) came along and started teaching real estate agents how to build their businesses around referrals.

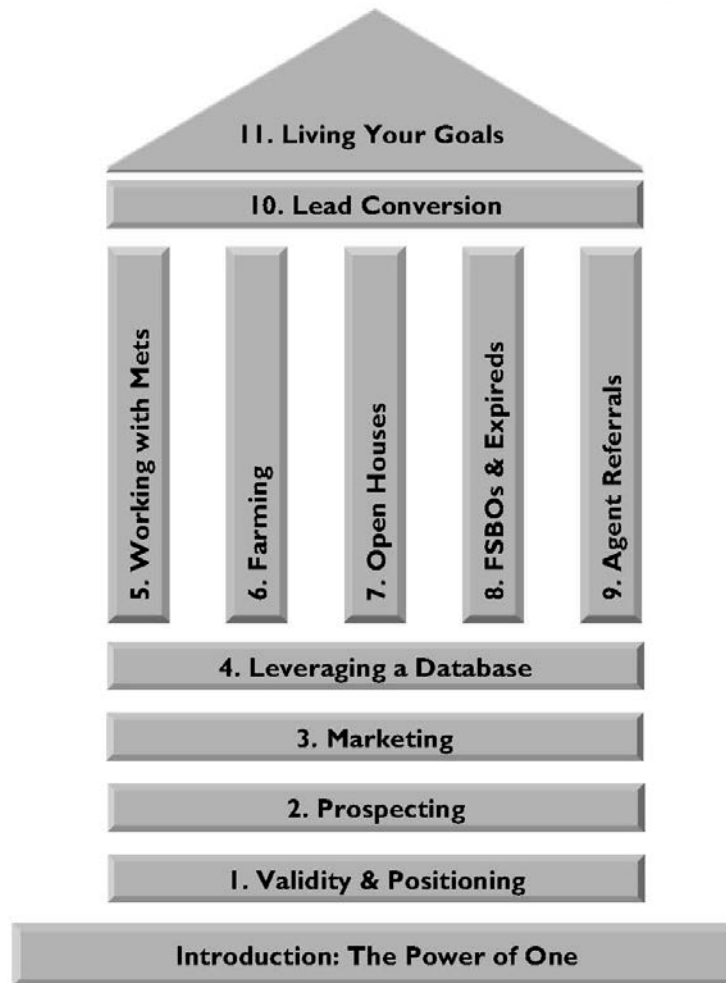
Craig Proctor (9) went in a different direction, promoting direct-response marketing and niche marketing. As personal computers grew in popularity, Allen Hainge and Michael Russer (10) started teaching the virtues of online marketing and how to build a successful business using the Internet. Keller Williams Realty (11) and Gary Keller topped all of this off by teaching the power of leverage and truly treating your career like a business.

Do all of these approaches to lead generation work? Absolutely they do. Prospecting works, marketing works, scripts work, referrals work, the Internet works. They all can produce leads.

## Your Lead Generation 36:12:3 Training Program

Your Lead Generation 36:12:3 training program is comprised of an Introduction—The Power of One—and 11 individual Power Sessions. To get the most out of this training program, we recommend you attend all sessions. You'll then be able to make educated choices about your lead generation plan and you'll fully understand what it's going to take to reach your goals.

### Lead Generation 36:12:3 Course Map



*Training, Implementation, and Accountability***Power Session 1: Building Validity and Positioning**

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The first Power Session asks you to take time to fully explore and develop what makes you valid—what makes you uniquely qualified to meet the needs of your customers. In this exercise-intensive session, you will define your personal validity, then you'll move through the steps of creating a statement of your services, your Value Proposition, and finally your Unique Selling Proposition.

**Power Session 2: Prospecting**

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*Power Session 2: Prospecting* offers a new perspective on prospecting—the definition, the benefits, and the methods. You'll discover prospecting strategies that will propel your business to new heights. You will learn the 3 steps to prospect—Approach, Connect and Ask—and the 3 ways to get in front of people—Call, Visit, or Host/Attend Events. Plus, you will overcome any limiting mindsets you have about prospecting, and add the prospecting habit to your daily lead generation activities.

**Power Session 3: Marketing**

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*Power Session 3: Marketing* takes you through the brand-development process to help you effectively attract buyers and sellers through marketing. It offers clear guidelines on how to construct marketing materials and marketing action plans, and it helps you find the best combination of prospecting and marketing for lead generation.

**Power Session 4: Leveraging a Powerful Contact Database**

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*Power Session 4: Leveraging a Powerful Contact Database* challenges you to continue building on the momentum contact management that you started with *Ignite*. This Power Session reinforces how vital it is for you to build a database with everyone you know in it. This Power Session also shows you the steps to take to build your database to massive proportions. You'll be taught how to put your database to work, using marketing action plans, to build relationships that earn business from your marketing and prospecting efforts. You'll also be shown how to automate your database efforts using a Contact Management System. Finally, you'll be instructed how to service every lead you get in order to make sure you are maximizing the return on your lead generation efforts.

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**Power Session 5: Working with Mets**

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Working with Mets is one of the easiest and most pleasurable ways to lead generate. In Power session 5, you will learn how to make the most of those you know through the use of proven systems and models, and turn your “Network” into a future wealth machine.

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**Power Session 6: Farming**

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In *Power Session 6: Farming*, you will learn how developing relationships with others that share your interest can bring unlimited opportunities. Find out how to select a farm that will provide you with enough contacts to support your goals. When you are working with a farm, you will be able to narrow your lead generation activities to a specific audience, spending less money and having a bigger impact.

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**Power Session 7: Open Houses**

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Power Session 7 teaches you how to capitalize on the lead generation opportunity of open houses. You will learn what activities to do before, during, and after an open house event—planning and promoting, building trust and qualifying leads, and following up with the goal of attaining the rank of #1 Market Agent.

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**Power Session 8: FSBOs & Expired Listings**

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In this Power Session, you will learn about the number of ways you can win with home owners who have already identified themselves as ready to sell—For Sale By Owners and sellers with Expired Listings. Experts share their tips and scripts for success. You’ll learn exactly what you need to do to find, cultivate, and capture these great leads.

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**Power Session 9: Agent-to-Agent Referrals**

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Power Session 9 presents how to tap into one of the greatest, but most overlooked, sources of leads: other real estate agents— all 1.3 million of them (according to recent NAR statistics). Learn how to ensure top-of-mind status with other agents so they consistently refer to you. Discuss ways to screen and qualify other agents so you are comfortable referring customers to them. Discover a variety of ways to prospect and market to other agents, thereby building your database and reaping the rewards of agent-to-agent referrals!



*Training, Implementation, and Accountability****Power Session 10: Lead Conversion***

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In this Power Session, top agents share their best practices for converting leads to appointments. You'll learn what questions to ask to find out if a lead is ready, willing, and able to do business now. This session is filled with scripts and answers to common objections.

***Power Session 11: Living Your Goals***

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In *Power Session 11: Living Your Goals*, you will learn how to achieve goals. You can attain success, but not without a tangible plan. In this session, you will develop that plan. You'll walk away with action items that will put you squarely on the path to living your goals.

## 2. Implementation of Lead Generation 36:12:3

### Which Approach Will You Choose to Succeed in Lead Generation?

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Recall the “Brief History of Lead Generation Training”—Wickman, Buffini, Proctor, Russer. And think about the depth and breadth of the Lead Generation 36:12:3 program. Which approach will you choose to succeed in lead generation? That depends. If *focus* is the key to success in all things, then it applies to your approach to lead generation, as well. Eventually, should you decide to take your career to the highest level possible, you will have to ...

- Be positive
- Learn your scripts
- Directly prospect and market for business with a focus on listings
- Build a database
- Ask for referrals
- Use direct-response marketing methods and messages
- Operate an information-rich website that you point people to
- Add leverage through people when you maximize your solo potential and manage your budget, paperwork, and processes like a business

No one successfully masters all lead generation approaches at once. Mega Agent Carol Royse from Tempe, Arizona, recalls, “The biggest mistake that I made as a new agent was that I tried to do everything. I tried to work foreclosures, and for sale by owners, and I tried to farm too many neighborhoods. I was everywhere. I spent way too much money, way too much time, and I wasn’t an expert in any field. Buyers knew that, and sellers knew that, and so my career didn’t take off like it should have.”

Our research overwhelmingly confirms that the bulk of successful real estate agents follow a balanced strategy—initially integrating a few techniques into a single coherent plan that, over time, becomes more comprehensive. The Lead Generation 36:12:3 training program presents so many viable options and proven techniques, that you may be tempted to make Carol’s same mistake. Our research recommends a more moderate plan that includes up to 3 new lead generation approaches—until you have time to adequately assess your success and your return on investment. We believe you should build a simple but solid foundation and then add from there.

*Training, Implementation, and Accountability***How Will You Implement a Lead Generation Strategy?**

Every single workday morning, you should time block for three hours of lead generation. These 3 hours of lead generation are your key to success. If you've previously been successful without these three hours, it was luck. If you'd like to plan for regular success, adopt the regular habit of 3 hours of lead generation every workday morning.

These three hours are the sole axis upon which your business will pivot. As Smokey Garrett, a Team Leader and former top agent from Dallas, Texas, says, "If you have a day where you have a closing and you make a lot of money, it's not from anything that you did on that day. One day, I made \$125,000, which was great, but I didn't feel great, because I hadn't done anything in terms of lead generation that day." Smokey enjoyed the reward of closing, but he knew that his real job was lead generation.

Though the daily habit of three hours of lead generation is the work that you have to do to achieve success, don't expect that success will immediately knock on your door once you've adopted the habit. True success is a function of time on the task over time.

**The Performance Formula of Champions:**

Consistent time put in on a specific task  
over an extended period of time.

As you move through the Power Sessions of Lead Generation 36:12:3, immediately implement what you learn. If you attend *Power Session 8: FSBOs & Expired Listings*, for example, spend the next morning calling FSBOs. It's OK if you haven't mastered all of the scripts yet. You've got three hours booked every workday to help ensure that you will put in the work necessary to become an expert. This time is known as "time on the task over time." It's the performance formula of champions.

**"The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work."**

OPRAH WINFREY

INTERNATIONAL PERSONALITY

### 3. Your Lead Generation 36:12:3 Accountability Program

*“If it’s to be, it’s up  
to thee. If it’s more  
you want, be  
accountable to  
me.”*

Forming an accountability relationship will help you to ensure that over time you continue to put in time on the necessary tasks. You can and should start the daily habit of 3 hours of lead generation tomorrow morning. Doing so will mean that you’ve taken your first step towards your success. Developing an accountability relationship will help you to keep the habit every workday.

It is ultimately your responsibility to find a compatible accountability partner. Look to the following as resources:

- Team Leader
- Assistant Team Leader
- Market Center Productivity Coach
- ALC Members
- Peer Partners
- KW MAPS Coaching

If success is important to you, you should be looking for accountability. When somebody decides they want to win a marathon or climb Mount Everest, they go out of their way to find somebody to train them and coach them and hold them accountable and to consult with them. They will pay for that assistance until they achieve their goal.

Many agents interviewed testified: “The single best thing I ever did in real estate was to begin coaching.” “Coaching has completely transformed my life.” “In one year of coaching, I have tripled my production.” “Coaching has made accountability, structured goal setting, and tracking my numbers a part of my daily routine.”

Your accountability partner should be someone that you can meet with for regular thirty-minute accountability sessions. In these sessions, you will be held accountable to what you did and did not achieve.

In these sessions, you will initially be accountable to the training you attended and how you implemented what you learned. Over time, you’ll be accountable to maintaining your daily habit of 3 hours of lead generation, and to focusing and improving upon your lead generation strategies.

# Putting It All Together

Lead generation is your key to success in real estate. Never forget that lead generation is an opportunity for you to:

- Contact people and let them know you are in real estate
- Collect contact information
- Ask for business or referrals
- Stay in touch to be “top of mind”
- Be consistent in your communication
- Create an abundance of leads to generate closed business

## Truth

**Do the right continuous lead generation activities now, and business will ultimately show up and continue showing up.**

### End of Session Aha’s

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## Your Lead Generation Action Plan

Your success in the discipline of lead generation is dependent on your daily habit of action. By focusing your actions, you will propel yourself forward to 36 transactions or more per year.

Use the Action Planning Worksheet on the following page to record numbers from both your current lead generation program and your future goals. Then determine what actions you will take to “close the gap” between your current state and your goals.

These are your focused actions. When specifying them, consider:

- Adopting lead generation activities that complement each other and suit your behavioral style and interests.
- Mastering at least three reliable lead generation activities up front that you will be able to rely on in your business.
- Tracking your results with each activity and continuing to add new activities over time.

Note next to each activity how often you will conduct it—is it daily, weekly, or monthly?

### Lead Generation Action Planning Worksheet

	Current as of _____	Goal by _____	Activities to “Close the Gap”
<b>Annual GCI:</b>			
<b>Annual Closed Transactions:</b>			
<b>Annual Transactions from _____ (Lead Gen Source)</b>			
<b>Annual Transactions from _____ (Lead Gen Source)</b>			
<b># of Mets in Database:</b>			
<b># of Mets Added to Database (daily)</b>			

## The 3-Hour Habit

### The Power of One

Focus on just one thing—lead generation.  
Develop one habit—3 hours of lead generation every single  
workday.

Of the activities listed on your Lead Generation Action Planning Worksheet, which will you add to your calendar for this week?

By adding items to your calendar, you are time blocking. Time blocking means that you always know what your most important job is every day and that you commit to getting it done. It means that you are going to do what you must do—generate leads. You're going to call and meet people, prepare marketing materials, network, host open houses, and prepare seminars. And it means that whichever of these actions you decide to focus your efforts on, you are going to get really good at them over time.

Remember, there are just three simple rules you must follow to put the powerful daily habit to work for you. But beware that these must be adhered to and not taken lightly.

1. Time block 3 hours every workday before noon.
2. No skipping. If you must erase, then you must replace.
3. Allow no interruptions (unless they truly are emergencies).

Time on the task beats talent every time. And when you follow these three rules, you're making sure you put in the right amount of time on the right task.



Use the calendar on the following page to time block your lead generation activities. What did you learn during today's Power Session that you would like to incorporate into your regular lead generation program? What did you list on your Lead Generation Action Planning Worksheet that you can start doing?

This calendar is your flexible draft. Sketch out how you will handle your time here. Then, add these activities to your real calendaring system—whether it's an electronic calendar, like Microsoft Outlook, or a paper-based calendar.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8	8		8	8	8	8	8
9	9		9	9	9	9	9
10	10		10	10	10	10	10
11	11		11	11	11	11	11
12	12		12	12	12	12	12
1	1		1	1	1	1	1
2	2		2	2	2	2	2
3	3		3	3	3	3	3
4	4		4	4	4	4	4
5	5		5	5	5	5	5
Evening	Evening	Evening	Evening	Evening	Evening	Evening	Evening







