

TACTIC #1

GET REAL, GET RIGHT— MINDSET AND ACTION

*Decide what your priorities are and how much time
you'll spend. If you don't, someone else will.*

HARVEY MACKAY

IN *THE TRAVELER'S GIFT*, Andy Andrews passes on the wisdom that “our lives are fashioned by choice. First we make choices. Then our choices make us.” I wholeheartedly agree. We are what we decide we will be, and we do what we decide we will do. We become our choices. The twelve issues you face in a shifting market are really an opportunity. An opportunity to make the twelve most important choices that will directly impact your career and power you through any shift. Of these twelve choices the first and most significant will be to get real about your situation and get right about what you're doing.

When a shift occurs confusion follows. Not only in the marketplace but also in the mind and body. What to think and what to do becomes fuzzy because what once worked is no longer working and you may not know why. Don't let yourself panic. Keep fear at bay. When a market shifts there is only one thing to do—shift with it. In truth, there are two shifts you must make. A mental shift and an action shift.


THE MENTAL SHIFT

I believe that your life will be either about your problems or your op-

“anyone can.” This is not just a short-term attitude you adopt, but a life-long posture you take. It’s a journey you embark on led by the mental choices you make. Be certain of this—your mindset matters.

Most people lead a “flow with the tides” life. Their careers and their fortunes seem to rise and fall with the tides of the market. When things are going well anything and everything works—their boats float. What they fail to realize is that literally all boats float at high tide and no captain gets credit for that! When times get tough and the tide goes out, all of a sudden not everything works. Their boats don’t float. Those quick to adjust will have a floating boat. On the rocks or out at sea—the choice is yours.

Be a low-tider—always be prepared for low tide. Know that it is always a good time to be in the real estate market when you take a long-term view of the market instead of getting caught up in its short-term volatility. Know that there is always enough business for you to survive with a minimum income while striving for your maximum. Keep your perspective. Judge your success over the length of your career not the high or low of any single year. Know that growth comes from clarity, priorities and focused-action. The first two are how you think and the last is what you do. To make a strong mental shift be clear about your situation and what it is you want. Write down and prioritize the necessary steps you must take to achieve your goals. Now you’re focused on what you want, you know what you need to do, and you know what comes first. So what are you waiting for?



I’ve had to get much deeper into my business. I have stepped back in and I am in much more contact with my sellers.

Martin Bouma, Ann Arbor, MI