

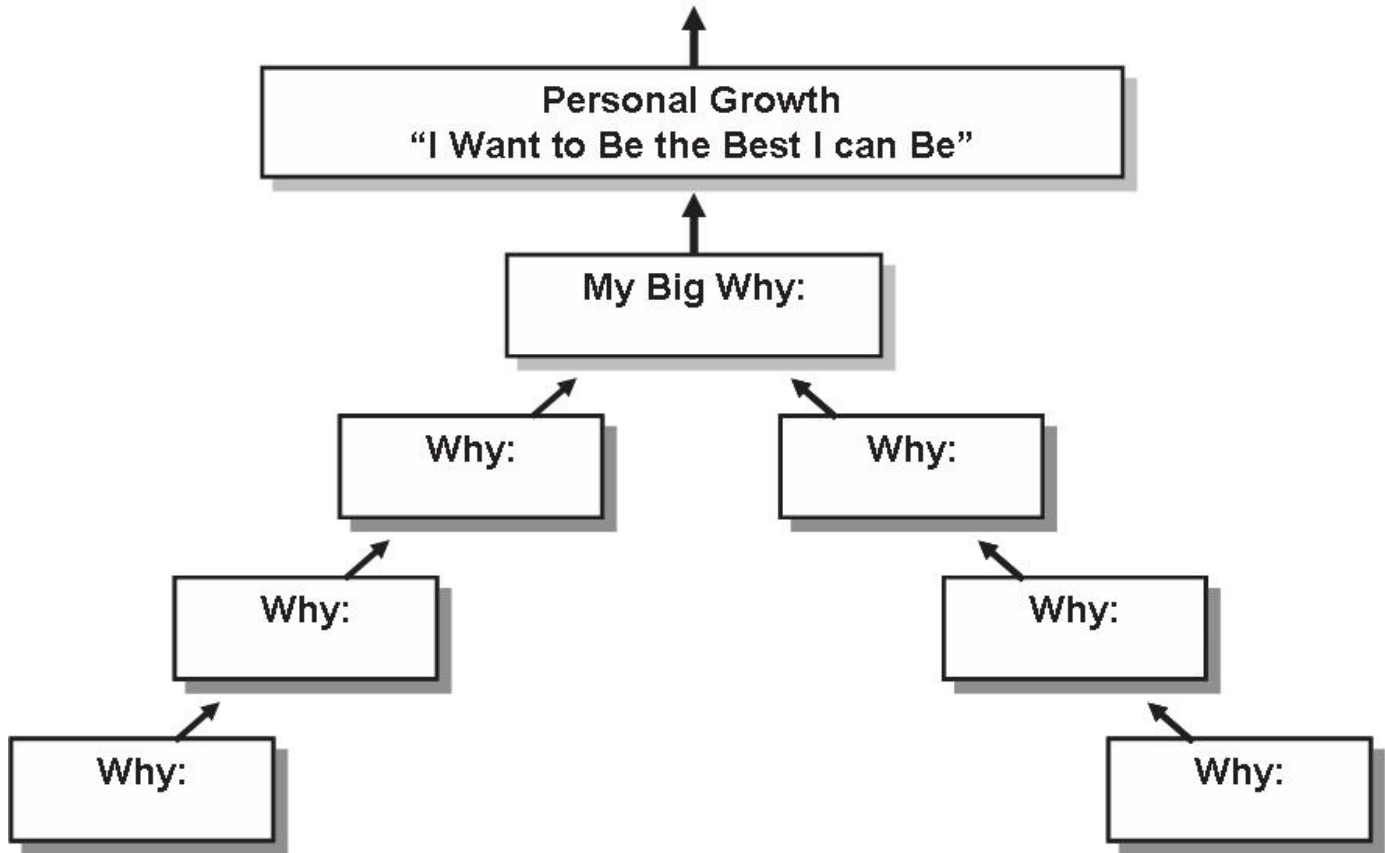
Your “Big Why”

Individual Exercise

What is your “Big Why”?

1. Have you thought lately about your “Big Why”?
2. If you are clear about *your* life purpose, it will give you credibility when asking others to determine theirs.
3. Take a few minutes to write down your “Big Why.”
4. Using the graphic below, organize yours “whys” and place the most important at the top.

Time: 10 minutes



The 4-1-1 Goal Categories

Agent 4-1-1 Categories

1. **GCI**
2. **Budget**
3. **Net Income**
4. **Prospecting/Marketing**
5. **Listings/Market Share in Key Areas**
6. **Number of Buyers with Contracts**
7. **Education (Areas to Learn)**

Millionaire Real Estate Agent 4-1-1 Categories

1. **Leads Generated (Received/Sources/Conversion Rates)**
2. **Listings (Seller/Buyer)**
3. **Contracts Written (Units/Volume/Gross Income)**
4. **Contracts Closed (Units/Volume/Gross Income)**
5. **Money (GCI/Budget/Net Income)**
6. **People (Recruit – Train – Consult – Keep Talent)**
7. **Systems Tools**
8. **Personal Education**

Personal Assistant 4-1-1 Categories

1. **Agent's 80% (Take off the Stress)**
2. **Implement Specific Systems**
3. **Specific Tasks (e.g., Marketing)**
4. **Education (Areas to Learn)**

The 4-1-1 Goal Categories

Team Leader 4-1-1 Categories

- 1. Number of Active Associates/Core Group**
- 2. Listings Taken/Market Share in Key Areas**
- 3. Written Volume/Units**
- 4. Closed Volume/Units/GCI**
- 5. Company Dollar**
- 6. Budget**
- 7. Profit – Profit Share – Cash Increase – Dividends**
- 8. Recruit – Train – Consult – Keep Talent**

Market Center Owner 4-1-1 Categories

- 1. Number of Active Associates/Core Group**
- 2. Listings Taken/Market Share in Key Areas**
- 3. Written Volume/Units**
- 4. Closed Volume/Units/GCI**
- 5. Company Dollar**
- 6. Budget**
- 7. Profit – Profit Share – Cash Increase – Dividends**
- 8. Recruit – Train – Consult – Keep Talent**

For more information on the 4-1-1, visit www.productivitywarrior.com.