

**BECOME**  
**A**  
**LISTING**  
**LEGEND**

**Todd Robertson**

Todd Robertson

# Become A Listing Legend

Todd Robertson

Copyright © 2018 ProspectsPLUS!, Inc.

All rights reserved.

ISBN:1727102266

ISBN-13:9781727102260

# CONTENTS

Foreword	v
Introduction	vii
1 The Power of Thinking Big	12
2 Anchor or Accelerator	16
3 Why Agents Fail	26
4 Closing the Gap	32
5 Build a Foundation	38
6 Ten Extra Closings Per Year	42
7 The Magic of a Campaign	50
8 The \$27,000 Chapter	56
9 The \$60,000 Lesson	62
10 Summation	70



## Foreword

This book will hit a home run and appeal to anyone ready to “make up their mind” that they are ready to become a “legend” in real estate...through listings.

It is obvious right from the first chapter that Todd Robertson writes not only from his heart but from his personal experience.

If you need inspiration...you'll find it in this book. If you need the tools and methods for going to the top in real estate...you'll find them in this book.

If you doubt whether you too can become a legend in real estate read this book and you'll be well on your way to going to the top.

Way to go Todd! You are going to help so many realize “They have what it takes.” – You'll change lives!

Floyd Wickman  
Author, Speaker, Coach

BECOME A LISTING LEGEND

## **Introduction**

IT WAS 1992 AND I WAS SINKING. I was in a pit, low on money – scared – and in a very dark place.

During this time, I was introduced to real estate by my stepfather, Dennis Wallace. Dennis raised me and always believed in me. Little did I know my life had been preparing me for this moment - to go from a child stutterer and a man shrouded in darkness - to a successful real estate agent and professional speaker.

My first year in real estate, I received awards for Top Listings, Top Closings, and Top Overall Associate in my office. I learned life's experiences are the best teachers.

Each step on my path led me to the next. Each time I endured a challenge, stumbled and fell, I was given a new understanding and perspective on life that inevitably helped catapult me forward.

People ask me all the time, “Todd, what does it really take to do well in real estate?” They want to know how I



achieved the success I did, and how they can go from dabbling to dominating. Well, you're about to read the secrets.

The strategies revealed in this book are intended to do more than just accelerate your goals, but to guide you toward a vertical leap in your real estate career.

Welcome, to the ultimate real estate underground playbook. It starts now. The fact that you have chosen to read this book tells me you are ready, with a mind-set and willingness to become one of the elite in real estate. Now is not the time to play small. Get ready to catapult your listing presentation, your marketing campaigns, your mindset, and ultimately your bank account. And all of this can be done without working twelve hour days.

Are you committed? The hard truth is, courage, desire, want to, and will power will not cut it in this game. It requires commitment not just interest. Do not confuse the two. If somebody pulls a pin on a grenade, they are no longer interested, they are committed.

There is no power in this book. The book is simply words on paper. It will not save you. The next seminar will not save you. Your broker will not save you. I cannot save you. Only you can save you. By learning the strategies inside this book, coupled with committed massive action, you can destroy the competition. This book is your tool that will assist you in doing just that. But like a hammer - its only power is when you begin to use it.

*“To each of us there comes a time in our life, a special moment, when we are figuratively tapped on the shoulder and offered the chance to do something very special, unique to you and fitted to your talents. What a tragedy if that moment finds you unprepared or unqualified for that which could have been your finest hour.”*

*-Winston Churchill*



## Chapter One

### **The Power of Thinking Big**

WHEN I THINK ABOUT the time I have spent over the years with various mentors from Floyd Wickman and Mike Ferry to Tony Robbins and Dr. Charles McCall, there is one powerful thought that resonates throughout my experiences with these great leaders. They have all expressed one wish: if they could turn back the clock and do things differently - they would think bigger thoughts.

Numerous books have been written throughout the years on this one topic of thinking big. Norman Vincent Peale authored, "The Power of Positive Thinking." Dr. Norman Vincent Peale wrote more than one book on the topic. David Schwartz wrote a book called, "The Magic of Thinking Big." All of these authors offer wisdom on the subject of thinking big. It costs nothing to go to your local library and grab one of these books to read.

Many books are even available in audio format through the library, which means you can listen while you drive. Money is not a barrier to soaking up the wisdom of these authors.

There are two metaphorical schools people can experience in life. The first we're quite familiar with, the school of hard knocks – this school can be costly in its use of time and money. The other school is “modeling,” not walking the runway, but duplicating excellence. Modeling consists of finding the people who have achieved the results you are after - then doing the same thing they did to get the same results.

The key to modeling others' success? Proximity is power. Who you hang around is who you become. Where you live, what your activities are, what your hobbies are – this is what defines you. The proximity to the people you want to model, the places they reside, and the things they focus their attention on – this is where you want to be. This is where the power to make a change and achieve life at new heights exists.

Why is this so important? Because without this new understanding of what is necessary to succeed at a "bigger level," most of us will fall short of making a lasting and effective change. With this understanding and the action that follows, you will have the tools to successfully take over and dominate your real estate career.

So what does this really mean to you and how will this lead you to dominate your real estate career? When I

first got into real estate I had a conversation with my broker I said, “If I'm going to go into this business I don't want to be just average, I don't want to just dabble.” This mindset was a result of having great mentors and me conditioning myself through this education.

The mind truly is the most powerful computer we have access to and once we understand how to use it to our advantage – any level of success is attainable. The challenge is we lack a user's manual. If we are not exposed to great resources in our life that educate us on how to effectively use this amazing mind of ours, we become a reactionary product of what's happening in our life every single day. Once we understand how to attain the right mindset we harness the ability to play a powerful game of offense instead.

When I worked with Tony Robbins, he would say the secret to life comes down to standards. "Where you choose to draw a line in the sand, whether it's your marriage, your health, or your business – defines what you consider acceptable in your life". Once you draw a new line in the sand and declare you will no longer think like you have in the past or continue to make smaller choices, well that's the beginning of change.

Some real estate agents draw a line in the sand and declare 20 listings a year is their standard. Deciding to create and adhere to a daily schedule is setting a standard. Imagine if you compound the process of elevating your standards in different areas of your life over time. What kind of impact would that have? The power mindset is not just about completing daily tasks, having goals, or

thinking bigger. It's about choosing a goal that is so BIG that your inner voice says, "Hey if we are really going to make this happen, something will have to change" "I will have to become somebody different."

What does this mean? It just means you will need to work on you. Once you apply elevated standards and begin to think big in every area of your life, you will achieve a higher level of result and shorten the time it takes to get these results.

## Chapter Two

### **Anchor or Accelerator**

IT'S YOUR CHOICE - if you have spent some time reflecting on Chapter One, you have likely realized it comes down to a choice. It costs no money to make this transition. It costs no extra time to think a positive thought versus a negative thought. Thinking a big thought versus small; whether we read it or learn from a seminar, a parent, or a mentor is all a choice, simply a choice.

The point of this chapter is for you to take a look at your story. We all have a story that either supports us in winning big and believing we can accomplish great things or one that holds us down. A story that holds you down is like a suitcase full of cement that we drag with us everywhere we go. This story is carried with us for every goal that we create, every job that we have, every relationship and new town we move to. And it becomes your life.



We've all met people like this that tell you their life story and they tell you all of the bad things and that is the record that they play. This record of our story will continuously play until we scratch this record.

So how do we scratch this record? By reading a book like this, going to an event, putting a new business plan or marketing plan in place, and/or securing a mentor or coach. Even in real estate, I hear stories that don't serve people. I run into people every day that say, "Well that part of town, Susie has that all sewn up. I don't want to do any marketing over there." That's just a story.

The truth is, if you have two thousand real estate agents in a specific region, ten to fifteen are real competition. Susie doesn't have a whole area sewn up. Sure she might do 40, 70, 100 transactions, but out of how many possible transactions? 1,200? She's doing good, but there's still plenty of opportunities. So, why do they tell a story to restrict themselves?

It's human nature - when times get tough we want to restrict and sedate. This is when we have to take a step back and separate ourselves from the competition. You need to get to the point that you build yourself so strong nothing will knock you down.

Imagine you are a ship and there is a big storm in the water, very few ships are equipped to handle this storm - just like people. I want you to be that one ship that can handle any storm. My hope is as you digest this

information, you begin to build a real estate game so strong that nothing can stop you.

Once you get to this place, you will find there are very few other people playing there with you - because they are busy restricting and sedating. They are sitting back, hoping someone shows up in their office. But that is not how we are going to think - right?

I want you to begin to think about your personal story. Are you using it to help market yourself with your real estate career? Is it hurting or helping you? Because it is one or the other. There is no neutral. And I want to share with you a couple of examples.

Recently I met a 21-year-old young man who was very impressive. He is a magician from Korea. I met him during an amazing evening at the Magic Castle. The Magic Castle hosts some of the best magicians in the world. Guess who everyone was talking about for days after this event? This 21-year-old kid from Korea.

He was amazing! And you know what made him so amazing? It was a story he told about when he was 16 years old. He wanted to perform at the Magic Castle but couldn't get an invite to audition. He ended up taking a lengthy train trip to try and gain entry in person.

I'm certain, when the auditioning company heard this story, his tenacity played a role in him getting chosen over other people. Even though there were other talented magicians we saw that night just as good or better than him. He's the one that stood out because his story was so

inspirational and so incredible and he told it with such passion and pride. Kind of like a brand new real estate agent who wins on just enthusiasm, energy and passion (stay new my friend.)

Think about your story. Are you weaving your story into your real estate career? About one year ago we had a gentleman from New York who started working with our Market Dominator program. His last name was King. I said, “Wow, I love your name are you using it in your marketing?” “You have something very few people have with that name.” “It could be used in many different ways.”

Two days ago, I talked to a young real estate agent about “resolve.” She discussed different niches and how to drill down so intensely that it would be beyond what anyone else would think to do. She would eliminate her competition. What we decided together was for her to be known as the listing agent who “prices the property correctly.”

It's a crazy unique focus that may not make sense if you drive by and see this real estate specialty marketed. But it does make sense if you want to sell your house. Then it makes a lot of sense.

Think about the uniqueness of the story she has decided to tell. It is one she plans to tell everyone she meets going forward - she is the agent who prices the property correctly. So your objective is to think about not only how your story can be an accelerator, but also separate you from others, and make you stand out. Expand upon

your story, be raw, be real, and produce extraordinary results.

I'll give you my story, not to impress you, but to impress upon you that the past does not equal the future unless you live there. If you live there, then the past owns you.

My story, like many of yours, starts with some challenges. I used to stutter. Talk about being scared. How do you get a job, a girlfriend, answer the door, or answer the phone? It was a scary time. Even school was tough when I would get called upon to answer a question or to give a presentation.

I eventually got involved in Toastmasters International, a public speaking group. In this group, you can go at your own pace, but I decided to give a speech every week. And every speech you gave included a critique by your peers. I decided if I was going to get good, I wasn't going to just stick my toe in the water, I was going to jump in and play full out.

Over time I started getting better. At the same time I was listening to tapes by Tony Robbins, Floyd Wickman, and Mike Ferry. Their tapes helped me with both my skills and my motivation. This improved my business and accelerated the process of being a great real estate agent at a faster pace. I also studied those masters to learn from their use of humor, pauses, voice inflection, and tonality. I began to use some of what I learned in my speaking and eventually started winning awards in Toastmasters in Bakersfield California. I was nominated for Who's Who

of Entrepreneurs in Lexington and Who's Who of Professionals Worldwide.

I went on to work for all three of these mentors - Tony Robbins, Floyd Wickman, and Mike Ferry - at some point in my career. People ask me all the time - how did you make all of that happen? By making a decision. Like I stated in Chapter One, you don't need to know the how's to get started. We are not always going to know the seventeen steps to get to that goal. If we know what our goal is, are committed to getting there, and our story supports us (and if it doesn't, we change it immediately), well that's the key to forward progress.

The incredible work I was able to do with these masters over my career includes working in sales for Tony Robbins events, a field sales trainer and spokesman for Floyd Wickman, and a spokesman for Mike Ferry. Now I run a division of ProspectsPLUS! called Market Dominator where I help real estate agents put a campaign in place to get multiple listings and dominate a piece of geography.

Many agents, when given solutions or opportunities, complain about the money or time it will take. The ideas I am presenting for you to instill in your life don't take time or money. You decide what story to tell every day, whether you think about it or not. Whether this story supports you as an accelerator or is an anchor that you drag through life is your choice.

Zig Ziglar says, "Positive thinking doesn't help you do anything, but it will help you do everything better than negative thinking will."

In terms of the most interesting detail of my story, I'll tell you how I got my job with Tony Robbins.

I showed up at his house. At the time I was a salesperson in California and was hating my job. I approached a mail lady in the area where Tony Robbins lived to try and confirm his address details. She responded, "Yeah, he's right up so and so street" and proceeded to explain just where he lived.

I drove to the location and there was a big sign outside the property that said "Robbins Delmar Castle." I hit the button at the entrance gate with absolutely no game plan. I didn't have a script prepared or even an outline. I just knew that I was certain of my outcome (the story I was telling about my life) and so all that was left was to take massive action.

When I hit the intercom button a woman answered and I said, "This is Todd Robertson and I am here to meet Tony Robbins." She said, "Okay that's funny, but can I really help you?" I said, "Yes it is Todd Robertson and I am really here to meet Tony Robbins." The woman on the other side of the intercom responded, "Okay cute, but this is really not the right way to do it." I said, "Well, according to tape 7 side B, 'know your outcome and take massive action,' it is. So, I am here doing what his tapes say to do."

She proceeded to inform me Tony wasn't there anyway and the best way to approach him was at a seminar. I left the gate, walked across the street, and took a photo of his home and entrance. I made a decision that within one year I would be working with and for Tony Robbins and I would be at his Thanksgiving party at his house.

No, I did not make it to Tony Robbins' Thanksgiving party that year. However, I did begin working for Tony within one year of that time and I was invited to that year's Christmas party where I had free reign of the house (and don't think I didn't enjoy myself).

My personal story, from a stutterer to a professional speaker, to doing thousands of seminars across the country and winning tons of awards, it rewired my brain. My reaction became; make a decision of what you want and just go. And guess what, 95% of the time you get what you go after as long as your intent and motive are pure, and your pursuit is for the right reasons.

So my question to you is this, is your story an anchor or an accelerator? Just like the 21-year-old man from Korea. His magic was good. Other magicians were probably better, but he found a way to separate himself from the others and come out on top – with the right story. This is no different than your desire to be the one invited to do the listing presentation at someone's kitchen table, even though thousands of real estate agents are competing for this same spot. The reality is, there's probably only five to six agents you're really ever competing against.

Start right now, take out a piece of paper and begin to weave your story as a real estate agent - make it compelling, make it unique, and make sure there is a benefit to your customer. I promise you that you can win. It's not even a maybe.



## BECOME A LISTING LEGEND

## Chapter Three

### **Why Agents Fail**

EVERYONE HAS HEARD of the old 80/20 rule in the area of sales and marketing. It's a rule that states 80 percent of business is done by 20 percent of the people. If you look at every industry, from furniture to the auto industry, this rule is true.

Real estate has a fascinating version of this rule. The last statistic I read from NAR said the rule is more 7/93. This means 7% of real estate agents do 93% of the business. So with the NAR report in mind, it's quite clear, you really don't have much competition. There are very few people playing the real estate game at a high level.

However, this knowledge should also scare you, and get you asking, are there some areas in my business that I need to sharpen? The business of real estate is likely for

you, as it was for me, much different than you initially perceived it. You don't just get a brand new Cadillac and drive people around and make hundreds of thousands of dollars, there is much more to it than that.

If you want to be part of the 93% - that's easy. Just hang around the office and do a deal every now and then. But you're reading this book which means you want more. So, it's time to pivot and make decisions that include putting some systems and standards in place that will make a positive impact on your current success rate.

The first reason real estate agents will fail is their presentation. There is nothing more important than mastering your presentation. Once you have achieved a high level of confidence in your abilities with your presentation you will be excited to get out and prospect, which is an area that many agents avoid and fail at.

In Chapter Two I talked about the conversation I had with my first broker after entering the real estate industry and my intention to do more than just dabble. Well, here is what my broker said to me in response to that statement, "Okay, here's your assignment, and by the way, most of your competition will never do this." "Let me repeat this, most of your competition will never do this." My broker said, "Take two days, two weeks, time doesn't matter, and master your listing presentation as if your life depended on it - because it does." "Get so good that your pauses, tonality, voice inflection, use of humor, knowledge, and excitement coupled with a relaxed sense of confidence – is second nature."

When I do seminars around the country I ask the audience what's most important: presentation, prospecting, or the close. Most people respond the close, because without it you can't make any money. The answer, as my broker wisely understood is that nothing trumps the importance of presentation. When you become an expert presenter, you'll want to go out and do the thing that most agents hate, which is prospecting.

The number one reason real estate agents fail in real estate is because of their prospecting. The reason most agents don't prospect is that they are lacking a good presentation. And the close – well that's just the natural ending to a great presentation.

So get excited to do what most people resist. Many agents will make excuses for why they aren't able to prospect enough, but the bottom line is - you can either make money or excuses - but not both. Therefore, breaking through the prospecting wall is crucial to your success.

The second reason real estate agents fail on mindset. I used to joke around at seminars and say, "look around the office and see what 95% of the agents do." "How often they prospect, what they read, what they talk about - and don't do any of those things." The truth is, the right mindset costs nothing. Make the decision to begin to believe in yourself and know there is greatness within you. Make an agreement with your heart and mind that you no longer play small. Because the truth is the bigger you play, the more people that you help buy and sell real estate.

Take a look at your current mindset, is this something that you need to work on? Are there books you need to read, do you need to spend time with your broker rehearsing, getting honest critiques, strategizing? Do you need to attend more seminars, do you need to put a marketing campaign in place?

The third reason real estate agents fail - they do not run their business like a true business. "I'm an independent contractor so I can show up at the office whenever I want," often becomes the thought process. Think of your business like it is a real business - as if you purchased a florist shop. You would have office hours, responsibilities to your customers and others - accountability.

An example of a superstar schedule: if you are going to work four honest days per week and take three days off, then do it! That way you are not at work thinking about home or at home thinking about work. An example of a focused work day might be, you get up at 6:30 am, do some meditation, work out and eat a healthy breakfast. Then 9:00am to noon is blocked out for prospecting time and nothing gets in the way of that. Many don't even take incoming calls during this time period. Then 1, 3, 5, and 7 they are blocked out for appointments.

What does this type of schedule condition the mind to do? It tells the mind: my day is organized. I have items of accountability and appointment slots that need to be filled. This particular schedule isn't the only solution, create a schedule that works best for you, your family,

and lifestyle. Then run your business like a successful business.

## BECOME A LISTING LEGEND

## Chapter Four

### **Close The Gap**

IF YOU'VE EVER SEEN THE MOVIE (*Shawshank Redemption*) there was a character played by Tim Robbins who was released from prison, leaving his friend behind. He left a note for this friend to reach out to him after he got out. When his friend got out, he began to struggle and remembered the note, which gave him directions to a location where he found money and another note. This note read, "You've made it this far, you might as well go the rest of the way."

So my statement to you is, you're reading Chapter Four right now, you've made it this far, don't stop now. You might as well commit to going the rest of the way. Take the leap and the net will appear.

So what does it mean to close the gap? To "close the



gap” means to close the space between where we are now and where we want to be.

Unfortunately, the reality for most people’s lives is that they will never close that gap. Most people live in survival mode just trying to get from day to day. Most real estate agents also exist in survival mode. So how do you get out of survival mode and begin to close the gap? How do you condense ten years of work toward a goal into one year or maybe only months?

Well, there are numerous ways to do it, but you have to be open to them and you have to be afraid of nothing.

So let me give them to you. A handful of ways you can pick and choose from, based on what you think will work best for you personally.

One way is through the school of hard knocks all by yourself. However, this path will cost you dearly in a few areas of life (money and time). Time is the only thing we can’t get back. We can lose and make money over and over again, but we can’t lose and make time in this same way.

The second way to close the gap is simply modeling, as I have discussed in an earlier chapter. Modeling is accelerated learning; find somebody who achieved the result you are after and do the same thing.

Let me give you an example. The first person you can model is the most obvious, blatant one that you have probably right in front of you every single day: your

broker/manager/owner. That person got to that position by doing some important things right.

How do you begin? Just go to that person and ask to take them to lunch to pick their brain on what they feel was most important in getting them to their current point of success. Most real estate agents are not going to go to their broker with this kind of question because it's work. But the people that want to dominate this business and not just dabble, believe me, they will utilize that free resource.

A broker/owner is in that position because they've accomplished something great. They can help you accelerate learning so you can achieve at that same level. That's actually why they are there. Are you utilizing them or shying away from them?

The third way to close the gap is seminars. Seminars are all about accelerated learning and not just because of the content that's covered. They are a great place to find other Dominators. Scout out real estate agents with two or more years under their belt who within a relatively short period of time, were doing 20, 30, 50 transactions a year. That's who you want to model. Make them the same offer as your broker, take them to lunch and pick their brain. Coordinate a way to shadow them for a couple of days, if at all possible.

Seminars are incredible for additional reasons. One, if your mindset is not already there, some of these seminars will remind you that there is greatness within you, that you were put here to do great things and you are not in

this game of real estate by accident. You're here for a reason and you're paid in direct proportion to the number of people that you help. Write that statement down and remember it.

Seminars are also great because they remind you to think big, specifically when you return to your home base and take action based on what you learned. Then you are inspired to put some kind of campaign in place that's so incredible, so magnificent that it scares you.

It's kind of like joining the gym and hiring a personal trainer at the same time, it's another level of commitment. Sometimes you're not going to like it, but in one year, two years, you're going to be thrilled with the payoff from that commitment.

If you're going to close the gap, just remember, the person with the most effective systems in place wins the game. So you want to have an aggressive prospecting system in place that allows you to make contacts every single day. This system will be proactive. But then you also want to have a passive system in place that will stir up business, while you are busy working elsewhere. Creating passive marketing campaigns is like duplicating yourself. It allows you to be present in more than one place at one time.

In 1937 there was a book written that I think hundreds of books have been copied after, called, "Think and Grow Rich" by Napoleon Hill. One of the chapters in the book is simply on how to develop and put together a mastermind group. Mastermind groups are a great way to

close the gap more quickly. Go to the library and check out the Napoleon Hill book for free and just absorb that chapter.

Then create a mastermind group where you can put together meetings with a group of like-minded people. It doesn't matter if they're in your same profession or not, but that you meet on a regular basis and hold each other accountable to whatever metrics you come up with.

One of the greatest universal laws is the compound effect. Over time, this effect will help you close the gap in small daily increments. The compound effect is in play whether you're going to the gym every day, investing money over time, or prospecting five contacts a day by phone, neighborhood visits, and direct mail marketing.

Think about what it would look like to compound your marketing. You make the decision to be the hunter and the farmer who's going to swing for "singles" every day. Meaning, you're not going for the daily homerun where you beat yourself up when big things don't happen. You're no longer going to live on the highest highs and the lowest lows. You're going to swing for singles every day, while proactively building your business through continuous, strategic marketing programs that you put in place.

If you just stick with that for one year, two years, or longer (on a continuous basis) guess what happens? You will become the top real estate agent in that geographic area, bar none. You will close the gap on that goal. YOU will become the competition. People say competition is

good. I ask, “good for who?” I want YOU to be the competition that others back away from.

## Chapter Five

### **Build The Foundation**

FLOYD WICKMAN SAID, “Education without application is worse than worthless.” A pretty amazing quote by an amazing individual leader and speaker. His point is you can go to a seminar or read a book and learn some things to do to change your outcomes, but unless you put them into action, they’re worthless.

We all know what to do, but how many of us do what we know? Very few. Or how many actually have the discipline to make things happen? And what is the power in taking action? You create momentum, and that’s where the power lies. It will just happen. You will start accumulating great day after great day and that will inevitably lead to a great year and an amazing decade. And then you’ll look back and go, “Wow, I created that, I created an amazing life.”

Consider the following, imagine that at 6:00 AM you get

up and take time for you. You don't start reacting right away to technology, but you take time for you to power in. This could mean time for meditation, journaling or your own form of spiritual time. And then you follow that time with some exercise. As much as you can do comfortably and safely. Then the last component you add is either a healthy shake or breakfast.

If you can utilize this time with zero distractions and make it a part of your daily ritual, guess what happens? You stop reacting to your day and start guiding your day from the first waking moment. You become stronger than nine day old garlic and you now can take that day and own that day. That becomes your day and that day takes shape in the way you guide it from the start. You're not like a cork in the river saying, "Well, wherever the river is going to take me, I'm going to go." That's not planning and that's not building a foundation.

Imagine whether it's 45 minutes or an hour or more, whatever time you need, you give this to yourself, the time to plug in both intellectually, physically, and spiritually. Then, in the right guided frame of mind, you continue your day doing your scheduled nine to noon prospecting and on from there. If you were sitting right across from me right now, I would say to you, no matter what, do not let anything get in the way of this morning ritual. It's the foundation to your day.

So, from nine to noon, no inbound calls, no distractions and your phone is turned off. This is your time to dedicate to being the hunter every single day. Because if you can compound that, as I have said, two weeks, one

month, two years, ten years, guess what happens? You take over whatever you want to take over. That specific area of real estate you are trying to dominate – it becomes yours.

Guess what solidifies your ability to commit time each day from nine to 12 on prospecting? Without it you'd eventually find excuses, become scared or just wouldn't do it. It's the ritual, it's the foundation that you have built that starts at the beginning of your day that becomes a daily pattern or habit. Once it is set in place, it will be very hard for you to break this pattern. And you will then get excited to do something most people hate - prospecting.

Test this theory, give yourself two weeks of creating a daily ritual that you start upon awakening and carry through your day. I realize there will be unavoidable circumstances that might throw you off, but jump right back in line ASAP. Commit to two weeks, see what happens and you will be hooked.

The best real estate agents in the country get to the place where they only do two things. They prospect and go on appointments. They no longer have time to sit and design, edit, cut, layout, and print marketing pieces and newsletters. No longer are they saying, "I had a great day working on my marketing." Because the truth is that's a terrible day if you're a real estate agent. You get paid to prospect and go on appointments, this is the boiled down reality. It's those two things that are the high priority activities.



Time to create evening rituals. Making deposits of quality time with your family is a priority, and choosing to neglect building rituals around this area will result in a long term negative impact. Allocate time with your spouse, boyfriend/girlfriend, children – whomever is part of your family tribe.

Now it's time to focus on building the foundation of the farmer. What does the farmer do? He takes over a piece of geography. According to the National Association of Realtors, the average real estate agent who makes the decision to campaign in a specific piece of geography quits before the fifth form of contact. Guess why? They've sent out mailer after mailer and gotten no results, so they give up.

What's the old saying? When a cat sits on a hot stove the cat won't ever go back – even to sit on a cold stove. The real estate agent gets trained in a similar way, “I tried farming an area and it didn't work out. I won't be wasting my time in that way again.” The good news is, this means less competition for those agents willing to commit to the process of choosing a farm and building the foundation for a long term campaign that will pay dividends over time.

Building a foundation, including rituals that lie underneath all that you do, allows you the strength and fortitude to persevere through the inevitable challenges. This foundation will propel you further in the direction of your goals than you can possibly imagine and shield you from moments of weakness that would otherwise take you down.

## Chapter Six

### **Ten Extra Closings Per Year**

REPETITION IS THE MOTHER of all skills and is the key to becoming great at anything we do. Years ago when the great grand master Bruce Lee was asked how he became that good? He said, “It's very simple, it's just seven basic moves, but I had to master these moves, and master them, and master them” “I worked on these seven moves thousands of times until I arrived.”

When I think of the popular book, “The Tipping Point,” the title makes perfect sense to me because there is always a tipping point and it's based on repetition. Most real estate agents want to know just enough - when they're at that seminar - enough to get them a bit of competence to head out into the marketplace. Well, that's a bad idea.

So, look at what most real estate agents do and don't do.

In fact, look at what most agents read and don't read. Don't be that agent who knows just enough and then heads out to periodically win. Be the master. Work on your craft as if your life depends upon it and that work, without exaggeration, will result in ten extra closings per year (maybe more).

What is the value of being the best you possibly can be? Is it worth the effort to put in the days, weeks, months, or years to become the best at something you do? It's really not about "being the best" as much as it is about the confidence you receive from this effort. Because I promise you, if you work toward becoming the "best" agent in the area or niche, guess what will happen? You'll be excited and want to get out and meet with people.

Question: Why do some actors get paid crazy amounts of money, tens of millions a movie, and some actors do not? They all have access to similar tools and educational resources. It's who chooses to take advantage of these tools and resources and endlessly work on their craft to the level of excellence that is the differentiator. Well, the same is true for real estate agents.

Investing in continual learning and growth is key. If you discover a seminar that your company or some other source offers that you believe is outstanding, invest the time, money and energy into it. Find a methodology that speaks to you and absorb it. Absorb it until it becomes a part of you. Become like the actor who gets paid millions of dollars to perform because they have chosen to commit to mastering their art

## **Six Ways to Get Ten Extra Closings Per Year**

**Number One:** You don't have to really have the best presentation in the world. All you have to do is out practice your competition. Isn't that a relief? This effort will boost your confidence so high. This will boost your numbers and your closings. You will thank yourself later on.

And guess what? The majority of your competition is not practicing their listing presentation. They're out chasing the newest shiny object with the topic "How to get lots of transactions without doing lots of work."

**Number Two:** Price it right. How many agents do you know that take overpriced listings just because they want to show they're working? Accepting an overpriced listing is never a win. If you are afraid to tell the seller the truth initially, you'll have to come back eventually in two months or more and have that talk that you avoided initially.

Tell the truth initially and do not just go out and take listings. Pre-qualify 100 percent of the people, 100 percent of the time. You only get paid when the property sells, not when you write it on the dry erase board in the office.

**Number Three:** Bring everything with you to the listing appointment. Bring Your CMA (competitive market analysis). Bring your net sheet for the sellers. Bring your

iPad or laptop, bring whatever visuals you have. Floyd Wickman always said, “Never tell somebody something you can show them because a picture is worth a thousand dollars.”

So bring everything that could be on the mind of the potential seller. You want to appear the most prepared person with the most amazing resources available. That you have access to whatever tools necessary to help them accomplish their objective, which is to make the most money in the shortest period of time.

**Number Four:** This is a strategy I've been teaching at seminars for years. If there is a listing that you really want, if they're priced right and they're motivated, utilize this strategy and you will win 90% of the time, but it takes some guts. It takes chutzpah and it's going to take a little bit of money, but compared to your average closing it is going to be worth it.

You are going to do this before you go on the appointment. You will have already qualified them and asked them tons of questions and you're quite sure of the home price.

Imagine if you printed 100 “Just Listed” or “New on the Market” postcards with their home's photo and a description, already addressed and you take it with you to the appointment. Imagine you pull them out of your portfolio and say, “Mr. & Mrs. Seller, what I'm going to do with your permission, if you'll sign here and here, I'm going to send these 100 postcards out tomorrow to a specified area of potential buyers” “These will hit the

outbound mailbox tomorrow morning.”

Wow! Guess what? If they've interviewed 20 other agents, how many other agents are going to play at this level? Probably zero. Probably what those other agents will do is continue flipping pages in their listing presentation flip chart and say, Oh, if you list your house with me, I'm going to do this and this and this. Well, you're not saying it, you've already done it. Not only impressive, but you've now created an obligation factor. Wow. If I do not put my home on the market with her or him, they have to throw all these postcards away. It is stronger than strong.

**Number Five:** Let your prospects know you're the neighborhood specialist and ask for referrals. We're in the business of selling real estate, most people are going to reject us, and that's okay. Regardless, always ask.

I often joke around doing seminars and I say, you want to feel some rejection? Imagine I get up and do a seminar in front of 1000 people. Well guess what? Ten percent will buy what I'm selling. I get rejected by 90 percent of the people in the audience, but you can't go into depression, right? You have to realize, hey, some people aren't ready yet. When the student's ready, the teacher will appear. So let them know you're the neighborhood's specialist and ask for that referral - every time.

**Number Six:** Once you take that listing, you immediately tell all of your people. Post on social media, send direct marketing out, and get the word out. Tell your past clients and your sphere of influence. Share the news

in the neighborhood where you have the listing. Send a Just Listed postcard immediately. Let everybody in the world know what you've just done.

This is not a time to slow down. It's not a time to restrict or sedate. It's a time to see it and believe it. What number of listings is your standard? For some of you heavy hitters that number may be 50. In other words, you don't sleep, you don't get comfortable until you are at 50 listings with motivated sellers in your inventory.

For some of you reading this right now it may be 200. Figure out your number and draw that line in the sand. And when a listing sells - immediately replace it. Make a commitment that you will never go back to being the average real estate agent who closes four, five, six, ten transactions a year. If the game is scheduled and you've decided you're going to play, you might as well win.

Once you decide your only option is to win, then you make what you do a game. Then you own this industry. Then you're having fun. Why? Life is more fun when we win. I'm going to give you my email address right now and I would like you to email me one paragraph and I will reach out to you and I will respond back. I'd like to know two things.

I'd like to know your story as a person, as a real estate agent. What brought you to this point of reading this book, this point in your career. And number two, I would like to know your stretch goal, what you REALLY want to achieve.

I look forward to getting that email from you. Email me at [Todd.Robertson@prospectsplus.com](mailto:Todd.Robertson@prospectsplus.com). For those of you that are willing to play at the highest level, I applaud you for making it this far and I remind you to stay strong and stay committed and continue on to the next chapter.



## BECOME A LISTING LEGEND

## Chapter Seven

### **The Magic of a Campaign**

FOR MOST OF US, when we started our real estate career, we thought business and people were going to come to us. It would be an easier life. Then, once you got your license and became a real estate agent, you found out, it's not like that. You have to go out and prospect. We have to somehow let people know what we do. We have to market. Then, once we get some interest, we get in front of our prospective clients and utilize our ability to close them or sell them on ourselves.

But the first part is marketing and how we separate ourselves from all the noise, all the competition out there. And the way to do this is to create a campaign.

There are a variety of campaigns that you can put in place. However, you need to at least pick one, and remember, the person with the most systems in place

*does* win the game. So here are the five rules, if you're going to put a campaign in place and really commit to winning.

1. Trust the process. There will be times where there will be turbulence, times when you start to doubt, but that's the reason why the National Association of Realtors tells us that 85% of real estate agents quit their campaigns before the fifth contact. So you've got to trust the process.
2. Details matter. Make sure you show up with “Ritz Carlton” quality. Whether you're doing a postcard, flyers, brochures or even a workshop, be sure to keep an eye on quality and keep it high. If you decide to implement the Market Dominator System, then those “Ritz Carlton” details have already been taken care of for you.
3. Believe in your campaign with every ounce of your heart and mind. In other words, when you meet with people, when you send out emails and marketing pieces, and when you go make introductions – demonstrate your level of passion.

Your clients and prospects need to see the level of conviction within you, that you believe in this game of buying and selling real estate, and that you're willing to go do the work. You're willing to help them make the most money in the shortest period of time. You're willing to tell them the truth about what their home is really worth.

4. Don't ever quit. There will be times when the market goes up and the market goes down. There will be times when you're frustrated and working 12 hour days, but don't quit. And for a bonus, apply that mindset to all aspects of your life, going to the gym, eating healthy, your social peers, your family, and your real estate campaigns.

Look at all the positives you have in life right now and focus your attention there. All the positive momentums, all the positive campaigns, and do not ever quit.

5. Pay it forward. There might be someone in your office who needs a lift up, who needs a word of encouragement. Stop by and just share an idea or a concept. Maybe you can put a business book on their desk that you've appreciated. Just remember that's the real magic in life - to serve other people and pay it forward.

So let's take a look at some examples of effective marketing campaigns.

I know a lot of agents who have just one campaign or system in place. Their production looks like an EKG reading, up and down, up and down. But it is a campaign, whether it's a mail campaign, a stop and visit, a phone campaign, or a FSBO campaign.

I realize I'm biased, but one of the best campaigns I know of reminds me of joining a gym: it's the Market Dominator Campaign. It's based on the three, seven,

twenty-seven law of branding and regardless of what area you focus on this law will ensure your highest level of success.

The three, seven, twenty-seven law of branding states it takes three contacts for someone to recognize you, seven for them to start putting the name with the face and the profession, and it takes 27 contacts for you to own a piece of the mind share that equals market share.

Think about this. How do you spell relief? We all know the famous Roloids Commercial, even though it hasn't been on the air for over 15 years, but they conditioned us. Why? Because they ran a very smart campaign repeatedly, over time.

Now, a lot of you have various campaigns going on right now; always take a look at what's working and what's not and unplug something that's not working.

Having multiple campaigns in place is important, just the right campaigns that are effective and offer a high ROI. For instance, if I join the gym tomorrow, my health is improved through a better, longer term, more engaged campaign. Versus if I decide to go out for a run occasionally or pick up a weight when I'm in the mood. My commitment to long term success is the differentiator that determines my results.

What gets scheduled gets done. So let's say I put my plan in my calendar four days a week. That plan is scheduled and it will get done.

Take a serious look at your business right now. Look at your time spent as the hunter and as the farmer. Dedicate scheduled time to being the hunter and give yourself a certain amount of contacts that you have to make each day.

Then dedicate time to being the farmer. Put some campaigns in place. It could be an online campaign, it could be a Sphere of Influence, and/or FSBO Campaign, or it could be the one that I'm partial to, the Market Dominator Campaign, there are numerous available. You get the point.

Time to pick your campaigns and begin now to schedule in your calendar what needs to happen.

## BECOME A LISTING LEGEND

## Chapter Eight

### **The \$27,000 chapter**

WE TALKED EARLIER about the failure rate, a very motivational subject. Based on the statistics that 7% of real estate agents in this country do 93% of the business, there is clearly a lot of failure going on. After being out there for 20 years and speaking across the country it becomes easy to see the common denominators of failing agents.

This particular chapter focuses on one of these areas of failure, overcoming objections. It sounds simple. You know everybody goes through this lesson during their training, but how many really get to the point where they master it?

If we look at the problem in selling, it's knowing what to say and when to say it. If you're an actor, what makes you worth millions of dollars for acting in a movie is your believability. It's in the delivery and the mastering



of their craft. Their words, their voice, their physiology, every ounce of them is in alignment with what they are saying. As a result, they make a ton more money. Same is true in every profession in the stock market, mortgage industry, auto sales, furniture sales and on and on.

I just saw a video this morning of a young man who was the number one mattress sales person in his city in Germany. Here's the fascinating thing, I was not able to understand his language, but I didn't need to because words are only 7% of communication, right? 38% is pauses, tonality, voice inflection, and then 55% is someone's physiology.

Through that video, I was able to see his physiology at a very young age and I was able to see his hand gestures and without understanding the words, I thought, wow this guy is totally comfortable and he loves what he does and he's congruent even though I can't understand him, I like him and was convinced to buy. This guy made the most money of anyone in his field.

My objective for you is to increase your perceived value by helping you build more confidence. If you have more confidence, you're going to go on more presentations with buyers and sellers, and you're going to get a ton more results.

One way to build confidence is to increase your level of skill in something that is difficult: like overcoming objections. If you do some research you will come up with the top ten objections you will get from a seller. So if you know these are the objections and it's not likely

there will be many surprises beyond these ten, then you just need to become a pro at answering them.

You need to learn at least three different ways to overcome each one. Why three different ways? If one doesn't work, you go to the next way to overcome the objection. Maybe you pull out a visual to support your argument. Remember there are all types of thinkers, visual auditory and kinesthetic. Some people need to hear what you are saying, some need to see it and some need to touch it or go through the motions (take action).

So the solution is to trust the process and the work involved in becoming a master of responding to and overcoming these objections. Trust that what you are trying to accomplish is 100% attainable. In psychological studies, it has been shown that it takes 10,000 hours to master something. There's even a famous song on this subject.

But we're not looking for mastery, although with practice you will eventually attain that. We are looking for an increased skill level and competence. Schedule 20 minutes of practice a day. Commit to one month of this degree of practice. Call it your "30 Day Objection Mastery challenge."

In 30 days you will have contributed 600 hours of practice to this skill. I guarantee you, there will be a positive impact from these 600 hours. And just think, you are almost one tenth of the way to mastery at this point. Everyone has twenty minutes they can carve out of their day if they truly are determined to do so.

Get up twenty minutes earlier, practice for twenty minutes while eating lunch, spend twenty minutes less watching TV before bed. You can find this time. Make the commitment and watch what happens.

The following are some additional action steps I want you to take.

Write down what has to happen for you to add an extra \$27,000 a year in income to what you are currently making.

What has to happen? That's an interesting question because I'm not asking if it is possible. Then you could just respond yes or no. Write down specifically what has to happen.

Life is often about asking the right questions. And I don't think we focus on the right questions as much as we should. Too many people are asking negative questions. Why do I feel like this? Why am I out of shape? Why am I overweight? Why do I have no energy? Why can't I make more money?

Take out a notebook or journal and write down each of the ten objections and three different ways to accomplish them. Now you have something you can revisit again and again until it becomes automatic.

As you close this chapter I want you to ponder this thought, I may believe in you, your family, your friends and your broker may believe in you, but what matters

most is that you believe in you.

Start implementing the strategies in this book so that the most important person beings to believe. You've come this far, so stay strong. Read this chapter, highlight it. Reach out for help. Let's do this!

## BECOME A LISTING LEGEND

## Chapter Nine

### **The \$60,000 Lesson**

THIS CHAPTER COVERS what I consider fourth grade simple content. In other words, everybody knows it, however, most don't utilize it or don't utilize it how they should.

I know for myself, when I was an agent, once I implemented the following ideas, my income went up a minimum of \$60,000 per year. Thus, the \$60,000 Lesson. So let's talk about goals. About six months ago, I got a phone call out of the blue from a gentleman that was on my team years ago when I worked with Tony Robbins. And this person (I'll call him Bob, although not his real name) went on to tell me how he had hit his bottom, had hit his pit, and he was calling for reinforcements from his friend, whom he referred to as "Senator Robertson."

He said, "I need your mind. I need to share with you

what I'm going through and I want to hear your answer.” The thing about getting a phone call like that is all I really had to do was remind Bob what he had accomplished in his life. You see, Bob was the number one person in our company at the time I worked with him, and he broke every company record that ever existed. As I spoke with Bob, the one thing that kept coming back to me was the importance of constant conditioning.

If we are left to our own devices and not reading, listening to great books or podcasts or attending meetings or seminars, we're not conditioning ourselves. And if this is so, then our default conditioning is at the mercy of whatever happens after we wake up each morning and head into this scatterbrain world. We play defense and just react to what's happening around us.

Therefore, I reminded Bob of constant conditioning and Bob said, “Yes, yes, you're so right. I've gotten away from that.” The best thing about constant conditioning is it's not that difficult and it doesn't cost any money. You could go to YouTube right now and watch ten videos on the biggest subject that you're having a challenge with and gain some clarity.

Next, I talked to Bob about goals. Most people know about goal setting, however, most don't do it. Even something as small as weekly goals. We could get ahead of 90% of the pack if we commit to this one simple thing.

How about stretch goals? A stretch goal is when you have a current weekly goal or discipline that you have

decided you will meet - let's say one new listing a week - and you stretch this goal to three new listings per week.

Even writing down a goal shift like that probably makes you nervous. Your pen probably shakes as you're doing it, thinking, well wait a minute, I've never gotten three listings in a month, let alone a week.

Well, here's what your stretch goal is going to do if you'll allow it. Right now, stop reading and take out paper and write down your new listing stretch goal. Now put yourself in a state of mindset of absolute certainty where you can see this happening, where you eliminate fear. Now write down underneath your listing stretch goal who you have to become to make that this happen. What type of hours per day would you have to work? Would you have to have a tighter schedule? Would you spend more time on putting systems or campaigns in place? What fun things could you do? What charity things could you do?

However, keep in mind, you can plot a chart to completing this new stretch goal and do everything right and your parade can still get rained on. When that happens, what's going to allow you to take a step back and say, I will not be defeated? I will continue to swing for singles every day. I'm going to compound all of these habits that I've taken from this book and continue to use them.

When the real estate market shifts and changes for the better, everybody jumps in and when there's turbulence and challenges most people either flee or are not out there prospecting every day and pushing through it.



They're sitting back waiting for the business to turn again or having a conversation around the water cooler about how bad the market is and about how challenging things are.

Remember you want to be the ship that survives the storm. You want to create a plan so strong when things get tough you carry on.

And the next time a storm shows up and your competition heads for shore, and I promise you this will happen - I've seen it over and over again - you will have a real estate game so strong that you will not only stay afloat but thrive even in these conditions.

This is about compounding habits every day and striving to succeed at a higher level, yet never getting to the point where we feel we've arrived. Because the moment we do, someone else will step in and take our place and pass us up. They will dominate this game and we will become the dabblers.

The truth is, the stronger we become, the better we are at what we do and the more people we can help. And isn't that the essence of it all anyway. I'm not just talking in a monetary sense. I'm talking about how you show up for a person, whether it's your compassion, whether it's an ear or steering them to the best resources.

I remember the first time I had a chance to see Zig Ziglar on stage and he told an amazing joke about goals. He said he told his parents, "I just went to a seminar yesterday and I learned about goal setting" and he

showed them a sheet of paper. He said, “I wrote down 75 goals and I'm going to do every one of them” “I'm going to meet the president of the United States one day” “I'm going to speak in front of an audience of 10,000 people” “I'm going to do this with my body, this is will be my bank account,” and he went on and on. His parents looked at him and said, “Son, but what about getting a job?” He took a pen and changed his list to include 76 things.

Here's my point; a goal is important, but is not your story. I joke around when I do seminars and I say a goal is like a scale. If I get on the scale, the scale is going to give me a number. The scale doesn't have emotions. It's not going to defend my bad eating and encourage me to get back on track. A goal is the same. It's information that you decide on that sets you on a path. How you achieve those goals comes down to character. Which is simply making a series of little promises to yourself every day along the journey and then keeping them.

So when you write down your goals, make a decision that you will not get caught up in the fear of failure on a daily or weekly or monthly basis. Stay focused on what you achieve each day and on the “why” that keeps you adhering to the goals that you have set.

The following is a four-step process that you can use to help you adhere to your goals and get better at achieving anything important to you. I invented this process years ago. I call it D.O.M.E. Technology. Here's how it works.

1. **The “D” stands for decide.** If you look up the word decision in the dictionary, it means to cut off from. There are no other options, you make a decision and take action. So if you want to become the number one listing agent in your office, and maybe you haven't even gotten any listings yet, make the decision that is what you want and take action.
2. **The “O” stands for outstanding.** This has to do with a level of achievement, whether it pertains to your physical state of health and fitness or your level of career achievement. “O” means commit to being outstanding at something important to you. So let's say I make a decision to average five good, sellable, right price listings in my inventory - don't stress yourself out with the why yet. This will happen by compounding habits, as discussed above. Ask the question; to become outstanding at averaging five good listings what do I have to do? Maybe I need to sit down and spend some time writing and learning effective dialogue. Or work on positive voice inflection and tonality. Figure out the path and set a schedule course for yourself.
3. **The “M” stands for momentum.** It doesn't mean that we do something one time and we're good enough at it to move on, right? Momentum means I need to schedule into my calendar a commitment to ongoing pursuit and achievement. What gets scheduled gets done. Where do you stand currently in an area that you want to be outstanding? It's important to tell the truth, especially to yourself. If

your plan is to become outstanding at achieving a certain level of quality listings, you may need to schedule two or three times per week that you work on your listing presentation or other skills associated with achievement in that area. Allow momentum to work to your advantage by building something powerful over time.

4. **The “E” stands for everyone.** Tell everyone about your decision to become outstanding at something. Why? Because believe it or not people will support you and it will start reminding them of their own goals too. When you tell people about your commitment and that you would like them to ask you about it going forward, it will be that extra boost to keep you going. Because believe me, when they pass by you, they're going to be asking where you are at with your commitment.

## BECOME A LISTING LEGEND

## Chapter Ten

### **Summation**

AS YOU DIGEST THIS BOOK, some thoughts will stick out more than others. And when you go back and reread chapters or the entire book in two months, six months, or two years, new things will jump out at you. This is because you are in a different place along your journey, building these skill sets that will continue to make you absolutely unstoppable.

There are three different types of people in the world. There's the dabbler who starts a lot of things, but has trouble keeping going. They say, "Let's play tennis" and they buy an outfit, the tennis racket, and go out there and bang the ball around. Then pretty soon they realize it takes work to get great at tennis. At this point the dabbler moves on and tries something else. The dabbler never gets great because they stay on one track until there's a speed bump or until there's turbulence and then they give

up and move on to something new.

The next is the stressor. The Stressor takes something and really digs in. They're into their new area of focus 500% until they hit a place called burnout and then they collapse and bail out.

The third type of person, which is you, is the master. The master never gets bored. The master understands that its repetition and intensity that lead the way to high levels of achievement. The master understands that getting great at the basics, as boring as that may sound, will eventually lead them to mastery. The master knows that the key to his kingdom is to stay a student of life.

When I worked with Tony Robbins, he taught us seek constant and never ending improvement. So I'm going to give you the following bullet points as I summarize this book.

1. **Source your closings.** As a professional business, we need to know where our business is coming from. If it's mainly coming from one form of advertising, yet you're doing five forms of advertising, maybe you need to let go of four and magnify the efforts on the one. Because there are really three primary ways to get business. You can wait for the business, you can buy the business, or you can put systems in place that go out and get you the business.
2. **Create strong enough goals.** Will your current goals allow for constant and never-ending

improvement as Tony has specified? If not, I want you to write down a fresh set of goals in a journal on the left page, then immediately on the right page I want you to scare yourself. I want you to take all those goals from the left and write them again, but this time really stretch yourself. Get scared.

If your goal is currently ten listings a month, make it fifteen. If your goal is \$5,000 in your savings account within three months, change it to \$30,000. I want you to stretch yourself on that second page. And on the third page, I want you to write down what would have to happen for you to accomplish that second page. Your mind will know the answer. By the way, your mind already knows the answer because of what you have read in this book.

3. **Put systems in place.** Don't sit in your office and wait for the business to come to you. Remember the three, seven, twenty-seven law of branding, because if you break the law like 98% of agents do, you don't get branded.

In marketing, consistency is key. It takes at least three contacts for somebody to recognize you. It takes seven contacts for them to put your face with the name. And it takes twenty-seven contacts or impressions for them to know exactly who you are and what you can do for them.

What percentage of real estate agents do you think will start a marketing campaign where they are committed to completing 27 impressions in front



of their target audience? Well, we already know the answer to that, right? We know the answer because NAR has helped us with that answer.

NAR states that when a real estate agent commits to a marketing campaign, historically, they will quit before the fifth contact. Well that's good news for you, because even if your competition decides to try and go head to head with you, that statistic tells us that eventually they are going to fade away because they don't understand the simple laws of marketing.

They're going to quit before or at the fifth contact because they are dabblers. And most are not going to source their closings. They're going to take anything they can get. They're not going to think big. They are going to be a victim of their office, the market, and the water cooler, and they will definitely break the laws of marketing.

4. **Be better in business & better in life.** Remember the better you do in business, the better you do in life and the more people you can help. Think back to when you got into this real estate business, you probably had a person or two or three that really helped you that grabbed you by the shirt and lifted you up or shared what you needed to do quickly to get a closing. Because that can be scary, right?

What does a plane tell you to do in an emergency landing? Take care of yourself first. Put your mask on first. This is true in life. Make sure you're

healthy. Make sure you're strong and that you have a good balance of work and play. Because the stronger you are in all of these categories, the more you will be able to give to others. And isn't that the purpose of everything anyway?

When our life is over and we look back, whether we helped one person or encouraged 50 people, we can look back on a life well lived.

If you're reading this right now, I congratulate you because that means you made it to the very end of this book. That means you are not a Dabbler or a Stressor, but you are a Master currently in the making.

Anybody can start something, but very few people have the guts, determination, and commitment to make it to the finish line. You made it to the finish line with this book. My hope for you, my wish for you, is that you're able to sift through these words and dissect what is most meaningful and helpful to you and apply it.

Choose what's really going to move the dial for you and absorb that. And from that position of power and strength you will become able to take care of your family, yourself, and others and you become a legend not just in business but in every area of your life.

## BECOME A LISTING LEGEND

## **About the Author**

Todd Robertson has delivered over 2,000 seminars Inspiring audiences around the world. He has been named “Who’s Who of Professionals Worldwide” and also Lexington “Who’s Who of Entrepreneurs.”

He is the winner of numerous speaking awards from Toastmasters international. Todd has worked as a spokesperson for Floyd Wickman, speaker for The Mike Ferry Organization, and also worked with legendary Tony Robbins.

He has enjoyed a dominating, award-winning career in Real Estate in California and during that time was awarded “Top Listing Agent,” “Top Closings,” and “Top Overall Associate for First Year in Real Estate.”