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Here's Exactly How to Succeed at Real Estate

By David Langford

So many people read my blogs every day, but few ever follow through in any meaningful way with the recommendations. They then wonder why they're not earning the income they desire....and blame it on the economy. In actual fact, the diminished economy can be an asset if you go about your marketing plan correctly. YOU DO HAVE A MARKETING PLAN DON'T YOU???

The answer to that questions is... "probably not." If there is a marketing plan in place and you're not succeeding as you would like....perhaps it's time to *MAKE A NEW PLAN STAN*.....before you're forced to *DROP OFF THE KEY LEE*.

I truly hope for your sake you will follow every single one of these suggestions omitting none. There is no single solution to success. If ya' ain't got the time to build a strong foundation.....you ain't got a hope in "*heck*" of meaningful income generation and life fulfillment.

HERE ARE THE BUILDING BLOCKS. DO ALL OF THEM.

- Start with a positive outlook. Like yourself and look upon yourself in a fresh light.
- Write a comprehensive business plan and include everything in it about your business, hopes and dreams and how you intend to get there. Include budgets, where you intend to be in the short and long term. Check Yahoo or Google for "How to Write a Business Plan."
- "*What's it all about Alfie??*" Create a vision for yourself. What are you all about, where are you going in your career, what are your goals (business and personal.) Visualize yourself at the end of your career then work backwards (with pen and paper) to detail how you got there. For ideas check Yahoo or Google. Search for "Create a Vision for Yourself."

- No company or sports team etc. would enter a big event without a game plan. You should have two game plans. The first is your long term plan....and the more immediate is your day to day plan. **GIVE UP ONE HOUR OF TELEVISION WATCHING EVERY NIGHT FOR A SOLID 60 MINUTES OF "THINK TIME."** This is time spent alone with your thoughts....a pen....and paper. This is your unwind time to let your thoughts flow freely. Assess the day in a positive light and make written plans for tomorrow. Put your mind in order so you can think clearly about goal achievement.
- Set achievable goals every day and accomplish them. As you become more proficient, raise the bar slightly...but always achieve your goals.
- I don't care how you do this.....but make yourself a household name in your community. In real estate you have to be a public person. People must **DIRECTLY** associate your name with real estate and visa-versa. If you don't know how to do this.....**LEARN!!!**
- Leave the coffee klatch behind and make new friends with movers and shakers in your community. Associate yourself with the best and the brightest. Their smarts and savvy will rub off on you. Start today by making new friends....everyone is approachable. Set your aim high.
- Improve the way you look. You're a pro. Dress like a pro. Groom like a pro. Act like a pro. Think like a pro.
- Have a good family and home life. Tell your spouse & kids you love them every day....and do little things that show you care. A good home life goes hand in hand with a good business life.
- Maintain good health. Eat well and live well.
- **HONESTY..** Develop a reputation as someone of trust.
- Niche market. Carve out a niche of your own within the real estate industry and become a *top-notch*er in your line.
- Improve your website. Give visitors something that will hold their attention and bring them back for more.

There are of course many more things you'll need to do to be a success at anything....but you'll have to do each and every one of these suggestions if you hope to succeed. Leave nothing out. Each is important in its own way to give you a rounded package. If you have questions on any one of these suggestions, write to me and I'll give you a full reply on why they are important and how to achieve them.

Sincerely,

David Langford