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## Time for a New Beginning?

Posted: Friday, January 15, 2010 - By David Langford

### *Stop the madness. Get back to basics.*

- Start with a positive self outlook. Like yourself and look upon yourself as a celebrity in your community without being pretentious. Building an outgoing self image is about relating to others in a way that's meaningful to them.
- 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.*"
- Create a successful 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. Your BIG GAME happens every day. 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 solid hour of TV watching every evening in favor 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. I never end a day without a quiet hour of think time and a written game plan for the next day.
- 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. When someone thinks of real estate, your name should automatically come to mind. If they don't know who you are....they're not going to contact you. On-going self promotion should right at the top of your list every day.
- Ask others to mention your name to their friends. It's called "viral marketing" and it works. Learn about it in the search engines.
- Leave the coffee klatch behind and make new friends with business movers and shakers in your community. Associate yourself with the best and the brightest. Their smarts and savvy will rub off on you. You'll gain incredible insights.
- 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. It's time to leave *the old you* behind.
- 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. Exercise.
- HONESTY.. Develop a deep reputation as someone of trust.
- Niche market. Carve out a niche of your own within the real estate industry. If everyone is selling popcorn....sell peanuts. Niche marketing puts you in a class by yourself and eliminates competition.
- Improve your website. Start from the perspective that that your website sucks and work from there to make it better. Give visitors something that will hold their attention and bring them back for more. Here are a couple of great examples of "sticky" websites. Use their ideas for your own website.

[www.cyberhomes.com](http://www.cyberhomes.com)

[www.FrontDoor.com](http://www.FrontDoor.com)

There is no single formula that leads to success, but rather a combination of carefully set plans that must become part of your day to day business life. I encourage you to employ ALL of these suggestions.

Sincerely,

David Langdorf