



# INCREASING YOUR PERSONAL & PROFESSIONAL EFFECTIVENESS

AS REAL ESTATE PROFESSIONALS, WE HAVE A MYRIAD OF DIFFERENT ACTIVITIES THAT CONSUME OUR TIME AND ENERGY EVERY DAY. YET, MANY OF THESE ACTIVITIES DO NOT GET US CLOSER TO OUR GOALS OR THE SUCCESS WE ARE SEEKING. THERE IS A DEFINITE DIFFERENCE BETWEEN BEING BUSY AND BEING PRODUCTIVE. WE MUST BE SELECTIVE IN DECIDING HOW WE INVEST OUR TIME TO CREATE THE BEST OPPORTUNITY FOR A THRIVING BUSINESS AND A BALANCED LIFE.

## EFFECTIVE— DOING THE *RIGHT* THINGS.

**Personal and professional effectiveness go hand-in-hand.**  
**Here are some ways to tap into your true potential to be more effective and productive.**

1. Stay committed to lead-generation activities. Establish a daily goal for the number of calls, Pop-Bys, notes and new additions to your database.
2. In challenging times, it is important to keep active—get out and be involved in the community around you. Know what activities are happening in the local business marketplace, and build great relationships with motivated and professional business people. As the real estate market goes, so do many other small businesses.
3. Establish a consistent work routine, and implement it daily.
4. Be on time. When you are not prompt, you are not demonstrating respect for your client's time. This can be interpreted as a sign you are not properly prepared.
5. Exercise improves your mental and emotional state. Develop a 30-minute daily exercise routine to improve your personal health and professional focus.
6. Schedule personal time before your professional obligations.
7. Instead of trying to do everything, concentrate on the things that matter most.

## EFFICIENT— DOING THE RIGHT THINGS *WELL*.

**Immerse yourself in professional growth and development.**  
**Growth is a result of listening, learning and being active in your pursuits.**

1. Hone your sales skills by keeping current with the information you need to be successful in today's market. Study effective negotiation methods for working with sellers and buyers. Being knowledgeable about short sales, foreclosures and all types of transactions is a tremendous asset when it comes to establishing client trust and future referrals.
2. Spend time nurturing your clients: write notes, make calls and do Pop-Bys. Let them know their needs are your primary focus.
3. Track your activities and results.
4. Listen to personal and professional growth tapes or CDs, read books and attend seminars.
5. Get support through a coach, mentor or from your professional associates.
6. Spend time with successful people.
7. Have an accountability partner help keep you on track. Be able to give and receive advice.
8. Implement one new discipline each week. Small steps lead to great rewards.
9. Be the hub of your client and business network, and be as active as possible in your community.

THE BEST WAY TO BE SUCCESSFUL OVER THE LONG TERM IS TO INCORPORATE GOOD HABITS, ONE AT A TIME UNTIL THEY BECOME ROUTINES. THERE IS NO QUICK FIX TO BECOMING MORE EFFECTIVE AND EFFICIENT. IT IS A PROCESS THAT IS SLOW AND STEADY BUT RESULTS IN GREAT REWARDS!

**▶ JUST START SMALL**

**“Life is hard by the yard and a cinch by the inch.”**



**Keith & Carol Wright**



CENTURY 21  
Wright-Christie & Assoc.  
2645 SW 153rd Dr  
Beaverton, OR 97006-5127

Office 503-277-2701  
Cell 971-226-5396

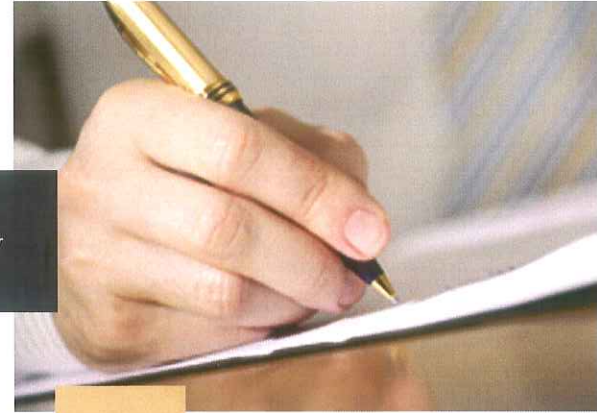
keith@isellportland.com  
www.choosecentury21.com

# ▶ THE WINNING FORMULA >E<sup>2</sup> AGENT

## EFFECTIVENESS x EFFICIENCY = PRODUCTION

**DO THE MATH** 1= not at all, 10 = I am a master!

On a scale of 1-10: How effective is your day? \_\_\_\_\_  
 How efficient is your day? \_\_\_\_\_



**EXAMPLE:**

$$5 \text{ Effectiveness} \times 5 \text{ Efficiency} = 25\% \text{ of my full capability Production}$$

**WHAT IS YOUR CURRENT FORMULA?**

$$\text{My Effectiveness Number} \times \text{My Efficiency Number} = \text{My Production Percentage} \%$$

The goal is not to be at 100%—that can be overwhelming, discouraging and result in failure. Focus on slow and steady improvement instead of large monumental progress.

**INTRODUCE ONE GOOD HABIT THAT IS MORE BENEFICIAL.**

This is the impact small steps can make:

**EXAMPLES:**

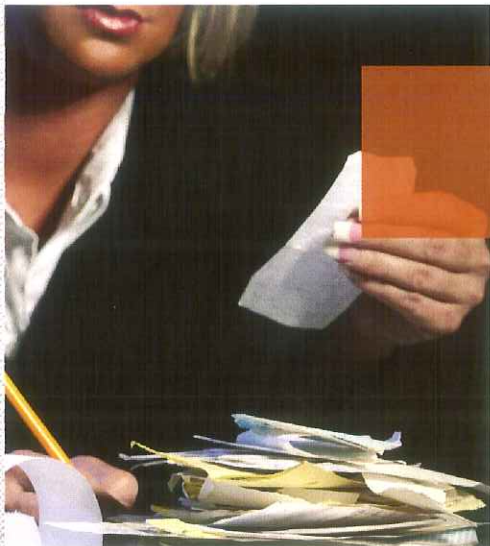
Introduce one new Effective discipline:  
 Call behind the Item of Value mailing

Introduce one new Efficient discipline:  
 Practice dialogues

**YOUR NEW FORMULA:**

$$6 \text{ E} \times 6 \text{ E} = 36\% \text{ P}$$

**43% Improvement in Performance**



What are the **Top 3** things I need to implement in my business or life to be more productive?

1. \_\_\_\_\_ Date I will begin: \_\_\_\_\_, 2009.
2. \_\_\_\_\_ Date I will begin: \_\_\_\_\_, 2009.
3. \_\_\_\_\_ Date I will begin: \_\_\_\_\_, 2009.