



Start working ON your business, rather than IN it

Many realtors experience what I call the "sine wave of prosperity" through the course of the year; good month followed by average month, followed by bad month, followed by good. Of course, some of this is related to seasonal market forces, but some is not. Believe it or not, you can make your business more predictable, and it is not rocket science. It is learning to work ON your business versus IN it.

Here is a definition of these terms; working ON the business is time you take to accomplish strategic goals and things that will lead to business; working IN it is working on today's deals. Here is why you see the ups and downs month to month; when you have a lot of business, you get caught up in it, and forget about two months from now. Two months later, guess what? No business.

Success and predictability comes from balancing the two; here is the easiest way. Take three hours per week, and block them out in your calendar. I recommend they be the first hour of your work day. During this hour (three times per week), you are NOT answering phones, sending or reading emails, or solving today's problems. All you are doing is working on your future. This can be marketing, team building, systems, whatever, but it is long term planning, and non-negotiable; you do not cancel to take other appointments, and it comes first.

Think of how powerful your marketing could be if you spent three weeks working on it for three hours each week; I guarantee the results will be profound. Once you "solve" a long term goal or problem, and by solve I mean you have accomplished it and set up systems to measure its effectiveness, move on to the next problem. I can say with 100% confidence that this is the single most powerful business growth tool known; if you are dedicated and think strategically, the results will go from incremental to exponential very quickly.

To your success,

Kyle French/ Founder

www.SingleTrackAgent.com

(503) 493-2475 (877) 493-2475