

These notes are accumulated from both 2005 Mike Ferry Superstar Retreats, the first being in Palm Desert, CA in July, 2005 and also the Orlando retreat in October, 2005. The notes aren't compiled chronologically by seminar day; they are grouped as thoughts for review. To maximize the effectiveness of notes, review ASAP, then again in 1 week, then again in 60 days, then again in 90 days and 180 days for 400% better retention. Have a great rest of 2005!



Referrals are the greatest source of my business... If you or someone you know is looking to buy or sell a home, townhome or condo in the next 30 days, consider contacting me with their name and phone number... I will follow up with integrity and professionalism.
Thank you for your business; it's a pleasure to serve you!

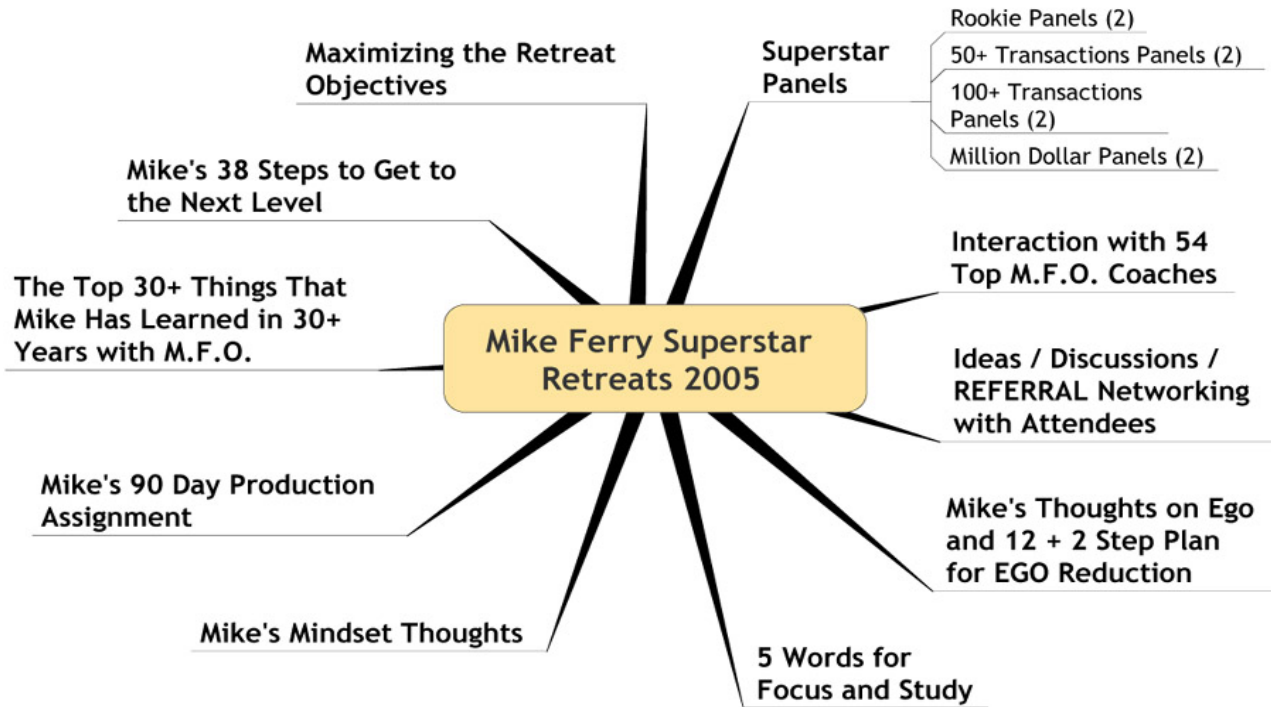


Les Jepsen, MBA, GRI, Realtor
 Serving the 7 County Greater Minneapolis/St Paul Area
 Licensed in Minnesota and Wisconsin

- Residential Home Listing/Sale Specialist
- Residential Home Buyer Specialist

(612) 730-7750 Direct Dial
 (612) 435-4849 Fax
 jepsen@msn.com

Mind Map of 2005 Superstar Retreats



Mike Ferry Superstar Retreat Objectives:

- A. 25 hours of high-intensity information
- B. **To be completely prepared to make the decision to take my business TO THE NEXT LEVEL** and to make a solid decision on how to do it. Be excited, interested and moved to make a decision
 - o Better skills

- Personal strength
- Stronger mindset
- Daily doses of reality
- Stronger accountability to make it happen
- Define your daily motivation that rings your bell / pumps you up
- Have a strong sense of humor... less stress, more attractive
- Don't let your ego keep you from doing a good job
- Since we spend most of the time thinking about ourselves, to move to the next level change WHO you think about
- Who am I modeling my career after, an ego-maniac or a top producer?

Questions to Ask Yourself...

- Where am I TODAY? What am I worth?... What is my value?... Do I deserve the income that I have?... Am I deserving? Where am I today honestly in this business? (deals, money)
- Where do I want to be in ONE YEAR? Be realistic... What do I have to do to make it happen?... How do I get there?...
- Where do I want to be in FIVE YEARS? <- **THIS** answer is **YOUR** next level!
 - Idea: Take your average commission today, double it (due to inflation, appreciation), and multiply by 100 transactions...
 - How long will it take me to become a PROFESSIONAL REAL ESTATE PERSON?... Is it part of my goals and action plan?...
 - What will it cost me to become a PROFESSIONAL REAL ESTATE PERSON? What will the sacrifices that you'll want to make?... What will be the time investment and dedication?...
 - How much will I earn when I REACH that NEW level? Do I have a plan in place to visualize my next levels of success?
- Do I charge what I am worth?... IMPORTANT!... I have a value I place on myself... Mike charges \$25,000 for a three hour talk... Can YOU deliver what you think your worth?
- What are the advantages if I PURIFY my sales skills?... Either you are doing what is pure or not... **JUST DO WHAT MIKE SAYS VERBATIM!**
- What's stopping you? MY EGO... MY THINKING PROCESS... ASK THE QUESTION... ANSWER THE QUESTION!

This can happen only IF YOU THINK SO!... Who said it was going to be easy to be successful?

- C. To laugh with each other, to enjoy each other and to learn from each other
 - o You never know which one thought will change you life forever! That one idea could pop up!
 - o Be here during the seminar physically, emotionally, mentally
 - o You must choose to think differently.
 - o Earl Nightingale, based on \$800,000 of research in the 1970's, found that the first 2-3 rows will learn 80% more than the rest of the room.
- D. Maximize your production the rest of the year 2005, and upward spiral into 2006.
 - o The major portions of all real estate people stop working for the year about the end of October.... Halloween, Thanksgiving, Christmas, New Years excuses.
 - o Maximizing your production will allow you to have a great holiday season and great start 2006.

Five Words to Focus On and Study

1. **Mindset** – What's going IN, ON, and OUT of your head
2. **Skills** – Become an EXPERT at skills
3. **Discipline** – Taking a STRUCTURE and putting it together in your life. ANYBODY can develop it.
4. **Commitment** – How committed are you? Be an organized, profitable agent
5. **Planning** – Thoughts, notes, journal

Mike's 38 Steps to GET TO THE NEXT LEVEL

1. I need to develop a higher degree of versatility (ability to adapt quicker)... We generally lack versatility... Real estate is traditional thinking... Versatility becomes the most important thing to develop. It allows you to work with a greater expanse of people... **Assignment:** Meet 40 people you don't know in the next 4 days during the retreat.
2. Develop a higher degree of personal motivation (the motive to take action)... If you aren't setting goals every day, you lose motivation... What gets you excited? 99% of what happens to you in life happens because of YOU!... Like to be, like to do, or like to have lists... **Example: "I will do whatever it takes to make my business grow!"**... What am I motivated to accomplish?... What am I driven by beyond the money?... Set goals that make you STRETCH, get you EXCITED, turn you ON... Get excited all of the time!
3. Defeat complacency, which is where you are comfortable with what you have and where you are currently in life... The major portions of all people are complacent... Don't be satisfied; you then lack versatility... Be motivated, non-complacent, and versatile.

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4. Develop a stronger MINDSET... Work daily on your mindset... Keep filling your head with good thoughts and ideas... The hard thing is the environment; the world wants to take your mind to a not-so-nice level; develop a crap-filter... Map out and draw a plan!
5. Be MORE committed to building our business every day... Think about, act on, challenge yourself... Just THINK and you'll have better results.
6. Focus MORE on my goals daily... First HAVE SOME GOALS if you don't... Daily One-on-One email... Daily One-on-One message... Weekly web seminar... Look at pictures, motives, visions.
7. Attack every day AGGRESSIVELY... Believe in what you do... be aggressive... accomplish! It may be your last... We have an obligation to live our life to the fullest. Go after business and life aggressively... Get EXCITED about it or else nothing happens.
8. We need more discipline (the art of doing something that is good for the body, the mind and the soul)... Work on developing more disciplines.
9. REFINE our time management systems... Organize yourself... It's the universal problem in real estate... Why do you have a time-management challenge?... Do you understand the implications of good time management? It's due to a lack of discipline... **my goal is to make my self-discipline 5% better every 90 days.**
10. GET RID of guilt, drama and wild emotions... Guilt is caused when you feel bad about what you have... They keep you where you are and don't allow you to grow. Author recommendation: Wayne W. Dyer.
11. Develop more PERSONAL accountability... Everything revolves around accountability... The real estate industry has no accountability... Hold YOURSELF accountable for your business, then you'll make some progress; either you do or you don't... You are what you are; what are you going to do about it?... We are independent contractors; make changes!... **The stronger your motivation to achieve, the more personal accountability you'll have!**
12. Develop the ability to KEEP GOING on the days you want to stop... This is the ultimate thoughts... How many of the five work-week days do you quit too soon?... The key to success in life is to KEEP GOING... Learn to do the things you don't like to do... You are NOT born a real estate salesperson... it is LEARNED!
13. INCREASE my level of intensity as the day proceeds / goes on... Most of us are intense until 11am... We have to be better than the day, or why play the game?... Thoughts -> Actions -> Results... **The more the day progresses, the better the thoughts I need to have.**
14. Keep my energy up through my THOUGHTS... my energy is in direct correlation to what's in my head!
15. You have to do what your coach tells you... Our industry allows us to do nothing... You have to be told what to do... Accept advice or you'll have problems... Our real value in life is accepting advice... Go from 10% or 20% and up incrementally...
16. Remove the EGO from the learning process... If anything gets in our way, it's our ego... A large, uncontrolled ego is OUR BIGGEST EXPENSE... We must RUN OUR EGO rather than having our ego RUN US... Take your ego and set it outside!
17. Have to pay closer / better attention to the numbers! Numbers tell you everything... Notate, review, and take action... Example: 100 listings and 80 listings sold VS. 100 listings and 40 listings sold is better understanding / attention to the numbers... Pre-qualify harder, stronger presentation, handle objections... As I learn more, my numbers improve... See what you DON'T do.

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18. Have to learn to THINK BIGGER to change our results and lifestyle... It is extremely difficult... We have to change what we believe in, how we speak, what we do... Oftentimes is because our parents didn't think big... Our present environment (friends, family, kids, spouses, co-workers, education, church, etc) effects what we think... Question: What is an enormous annual income? Varied from \$1 million to \$500 million per year in the seminar room...
19. Use blind faith EVERY DAY... quit questioning, quit arguing... accept things! Accept blind faith to get results!
20. Spend more time each day learning what to say, because it builds my confidence... Knowledge=Confidence... Ignorance=Fear
21. Keep the emotions in CHECK! No highs and lows... Most of our emotions tear us apart.
22. Make my morning schedule UNTOUCHABLE... Better business/profit/life... From 8am until 12pm affirm "I will not be denied!"... You aren't looking for the ones that aren't home; you are looking for the ones that ARE home
23. Create URGENCY in everything (entirely different than drama)... You have to get things done!
24. Develop a belief that it CAN be done!... Envision doing 100 transactions per year, \$500,000 or more per year... You have to believe in yourself!...
25. Set higher personal standards for ourselves... For most, our standards are too low... Standards are things you won't fall below... Standards are what make you a viable, professional person.
26. Understand the length of time it takes to make this all happen!... Anywhere from 90 days to 3 to 5 years, depending on the person and situation... It always takes longer than what you think.
27. Make higher quality contacts every day... Past clients, centers of influence, etc.
28. Do the most productive things possible for **30 minutes** of every hour, 8 hours per day... Finding people to buy or sell, following up, pre-qualifying, presenting to them.
29. ACT as if you are ALREADY at the next level... Take on the role of an actor or actress... ACT the part of some you're not (yet)... Learn what to say, how to behave... Act, talk, walk, work, and think as if you are already a great realtor/person... What a great way to live your life! A behavior pattern that causes a BETTER response.
30. Separate the fear of failure from the FEAR OF SUCCESS... These are a couple of the greatest fears other than death... A successful person has goals and plans, energy and enthusiasm... Success is the progressive realization of a worthy goal... Worthy meaning contributing to society (not drugs, crime)... If the fear of loss runs your life, you lose.
31. Quit being so stubborn and resistant to what I'm being taught... IT'S NOT WORKING FOR YOU and you are failing at some things!
32. Eliminate the options.
33. Don't be attached to the outcome... Being attached is not being busy enough.
34. In spite of the ups and downs, stay focused on the target and the end result

35. Get over the fact that I have to have everyone like me! Not everyone is going to like you.
36. I must recognize how good I CAN become and teach myself to BE THAT GOOD!
37. Keep my attitude in check at all times! Discrimination is a bad attitude.
38. Embrace falling forward; it's part of the process.

Mike's Thoughts on Ego

- o Ego is defined as "an exaggerated sense of self-importance; behaving in a manner that revolves around one's self only..."
- o Is ego making you money or costing you money? Is ego helping you BUILD your business or helping you HURT your business?
- o A controlled ego pushes you forward; an uncontrolled ego pushes you out.
- o Being a successful real estate agent is learned as long as your ego is not in the way
- o Don't let your EGO keep you from doing a BETTER JOB... If it doesn't benefit the client, we shouldn't do it!
 1. Who am I modeling my real estate activities after?... pick people who lead you in the right direction...
 2. WHAT am I studying and WHO am I studying to go to the NEXT LEVEL?... Aren't we talking about building a better YOU?

How an Uncontrolled Ego Hurts the Most...

- 1) It stops us from learning new things, which it does all the time.
- 2) It stops great communication... always make the conversation about THEM (not you) or else people may not like you.
- 3) Uncontrolled ego reduces referral business... People don't like referring business to egomaniacs.
- 4) It creates staff turnover, which is time-consuming and expensive
- 5) It gets in the way of any meaningful progress
- 6) It creates barriers between your and your future
- 7) The ego reduces the profits quickly and silently... You may be spending too much money trying to get people to think how great you are.
- 8) It keeps you from creating meaningful friendships
- 9) It will eventually ruin your self-esteem; you will run into bigger and stronger egos.
- 10) It gets in the way of what your coach is asking you to do.

11) Because no one wants be around us for a length of time

How a Large, Uncontrolled EGO is Generally Displayed...

- o It shows daily in how we approach prospects and customers, which is the "I, ME" mentality
- o It shows because you believe you are the center of attention
- o It shows in how you dress and carry yourself (behave, act and say)
- o It shows in our presentation style...
- o It shows in how we promote and advertise

How do I Solve the Problem of your Ego Getting in the Way?

- 1) There's always someone bigger, stronger, faster, richer, taller and/or more productive that I am. Are you prepared to accept this?
- 2) Ask more questions which take the conversations away from YOU and over to THEM
- 3) Learn to be silent
- 4) Learn to sit, listen, and smile as people talk
- 5) Take the word "I" out of conversations (and replace it with the word "WE")
- 6) Start an intense reading program about other successful people
- 7) Spend a lot of time with people MORE SUCCESSFUL that you are

Our EGO has 3 goals...

- I. To always have to win at everyone else's expense
- II. To always have to be right at everyone else's expense
- III. To make sure the status quo (the condition or state of affairs that currently exist) is maintained.

NOTE: The hardest part of EGO is accepting the fact we have to CHANGE. To grow as people and profit further as business people we have to change.

Why is Making Changes in our Behavior so Difficult?

1. Old habits are deeply embedded because of the length of time we have spent with our current habits
2. Big changes are difficult because of TENURE

3. Because of the fear we have of the UNKNOWN... What is your greatest fear? Identify it, defeat it, overcome it... have BLIND FAITH
4. We're afraid of what others MIGHT say when we change our behavior
5. There's only slight change because of a lack of business maturity... "I need to change by behavior starting today".
6. Too many agents think they have the whole thing figured out
7. Changes are hard because they require DISCIPLINE / SELF-DISCIPLINE
8. Changes are difficult because we don't operate from BLIND FAITH
9. We are not PATIENT enough... Patience is a virtue!
10. Our emotions get in the way
11. We are afraid to ask people for help
12. We are afraid we may not win

Mikes's 12 STEP + 2 PROGRAM for Ego Reduction

FIRST you have to admit you have a problem... "Hi, my name is _____, and I'm a real estate agent, and I am an ego-maniac!"... **THEN...**

1. ACCEPT THE FACT there's always something GREAT to learn.
2. ACCEPT THE FACT there's ALWAYS room for growth in our production... If you're not growing, you're shrinking... MINIMUM annual 20% production growth... **How about 20% growth in the next 6 months?**... Start with the 90-day program... The pie is SO big!... Study people who do MORE than you do.
3. ACCEPT THE FACT our ATTITUDE controls our results DAILY; our attitude either helps or hinders... Attitude is how you see things... It's not simply what we SEE; it's how we REACT... Fill your head with positive thoughts.
4. ACCEPT THE FACT that having GOALS **ACCELERATES PROGRESS**. The more goals I have, the faster I go.... Assignment: Write down your 2006 goal for deals and commission, then write your 2010 goals below, and put it in your pocket and **carry it with you each day**.
5. ACCEPT THE FACT we're going to have days we're NOT making progress; it's part of the process... THESE DAYS ARE IMPORTANT... **To press forward positively**... Re-read your goals and affirmations, submerge your mind with good thoughts, re-define the benefits of attaining your goals
6. ACCEPT THE FACT that removing your emotions from your day IS CRITICAL in moving forward
7. ACCEPT THE FACT there's more people operating in this universe other than JUST OURSELVES... When you feel you are impressed with yourself compare your net worth to Bill Gates.
8. ACCEPT THE FACT that DOING YOUR JOB RIGHT is more important than BEING RIGHT when doing your job... focus on being the best we can rather than being right... Do things right and win the game.

9. ACCEPT THE FACT that changing my overall behavior takes LONGER than I want it to take! Takes anywhere from 90 days to 2-5 years...
10. ACCEPT THE FACT we all need outside influences DAILY to keep us growing; it's a fact of life... Find a teacher... Pick MFO as your teacher... Who's influencing / mentoring / teaching you today?
11. ACCEPT THE FACT that the energy we have is the result of who we associate with AND what we think about... monitor your energy level DAILY...
12. ACCEPT THE FACT that WE are the only ones holding up back! No one else is involved.
13. ACCEPT THE FACT that as we become more productive & successful that NOT EVERYONE is going to cheer for your success! IGNORE THEM! Not everyone gets excited when you CHOOSE to succeed. Never stop cheering for the people around you!
14. ACCEPT THE FACT you'll have many days when you'll doubt yourself, your goals, and what you're being taught... It's normal... Many people will say you can't do it... IGNORE THEM.

The Top 30+ Things that Mike Has Learned in 30+ Years

1. The #1 reason for poor production is COMPLACENCY... It stops people from growing... STRETCH YOURSELF!... Your average commission check has nothing to do with how good you are... it's where you live!
2. Controlling what goes on inside your head is ABSOLUTELY CRITICAL!
3. To get our customers and the world to respect us, we have to RESPECT OURSELVES... Respect = "I'm going to do what is right for me."... Respect is people looking at you with admiration. Driven by the goals I have and knowledge I've learned.
4. Canned presentations are THE SOLUTION to the problem
5. Profitability comes from learning how to prospect... The ability to find MORE business... Talk to people!
6. Most real estate people have NO CLUE where their next business comes from, THEREFORE they can't duplicate it... Source your transactions and decide if you can DUPLICATE what you've already done... Why do we do what we always do?
7. We're still not earning enough money from the time we are spending in our business... Many people are putting in way too much effort for the results they are getting.
8. The more I ISOLATE myself, the less chance I have of getting the RECOGNITION I want and the less chance of winning— if you are "in a hole" get out in the world and around people!
9. We need to communicate more with THE WORLD and less with OURSELVES... Read "If It Ain't Broke, Break It" by Bob Kriegel (chapter 10)... the communication we have with ourselves is not that good... tell yourself THE TRUTH about what you do every day... more conversation with friends, family, neighbors, past clients... Need to be deeply imbedded in conversations for your business to thrive.
10. You can't be a loner and expect acceptance / to win!... You're going to be rejected for the rest of your natural life! GET OVER IT!... **We have to talk to MORE PEOPLE!** Assignment: Stop standing around in public by yourself. Learn HOW TO SELL and you will develop versatility.

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11. The sooner I control my emotions and drama the sooner I succeed!.. You earn NO money in a negative emotional state. Why are our emotions so out of control? Because we aren't busy enough and have too much free time!... Burn off energy in a positive way...
12. Generally, we aren't as tough as we think we are / we aren't mentally tough enough... The only way to get tougher is to have more experiences...
13. Too often we let small, unimportant things throw us completely off track... Get control of the little stuff... Take control of your day.
14. We have to quit beating ourselves up so much! We are our own worst critic... Get BETTER by NOT beating yourself up.
15. EGO recognition / satisfaction is STILL the #1 goal of too many people, and gets in the way of what we are trying to accomplish... The highest form of recognition is a customer saying "Job well done!"
16. We've developed excuses that we actually believe... are the excuses valid?... Our excuses have been told so much we actually believe them... We've published our own story... Your number one excuse for not being productive is _____... **Don't hold on to excuses!** Make the commitment and just DO WHAT YOU'RE TOLD.
17. The challenges we face are not ONLY OURS; they are universal... We ALL have the same challenges
18. We all need daily doses of positive information! Books, recordings, people, thinking, experiences, reinforcement, more!... Assignment: DON'T turn on the news before going to bed.
19. Blind faith requires ENORMOUS amounts of trust and courage... doing what you're doing requires BLIND FAITH... have the faith!
20. What we think about the most defines who we are and what we do; it is the absolute definition of who we are. All you have to do is control your thoughts.
21. We have to stop working on the symptoms and start working on the CAUSES.
22. We are WAY too attached to our PAST... there's a reason it is called your PAST... Get Over It... G.O.I. !... Many / most conversations are about the past.
23. EVERYBODY needs to be coached in a positive way... coaching = education, motivation, confrontation... identify the thing you do best... spend a lot of time doing precisely that!... Everyone needs to give in and go to the next level.
24. Having AND STAYING ON a PRECISE SCHEDULE solves almost EVERY production problem / challenge... Your goals are what determine your schedule; you will be a huge success.
25. We can all do more in one day than we ever thought was possible. The exciting this is there's a lot to do every day... Do MORE every day.
26. The more productive the agent is, the more they do exactly what they're told... The less productive the agent, the more the agent argues with us.
27. It will take anywhere from 90 days to two years to make a change in a person's behavior, and it applies to everybody... Take on the endeavor of personal improvement!
28. If you complete a 90-day cycle of anything that is productive, you're going to succeed / win!
29. If we just get out of our own way (even occasionally) we move faster!
30. The numbers DO NOT LIE, unless you lie about the numbers
31. There is NO magic answer to being a top producer... Once we quit looking for the MAGIC FORMULA, we will find the MAGIC in the FORMULA...

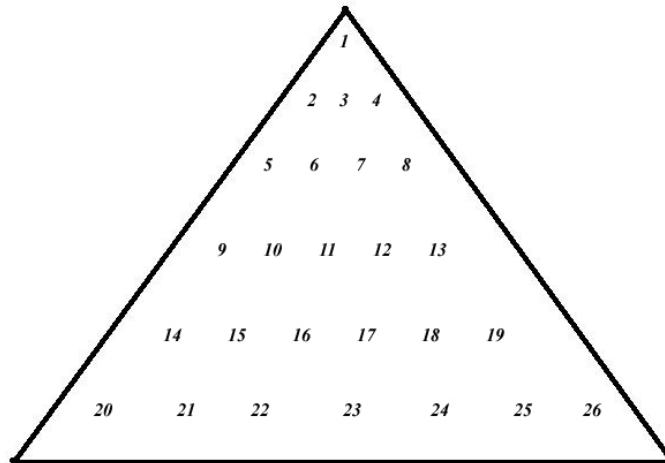
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32. We're not business people by nature – but we have to become business people... NEED TO MAKE DECISIONS FAST to be a good business person.
33. Always base decisions on FACT, not EMOTION... See the result before you take the action is success! The result will help me deal with all the actions...
34. There are no new problems, so QUIT LOOKING FOR THEM
35. If we put the same energy LEARNING HOW TO SELL that we put into CREATIVE AVOIDANCE activities, we will all sell more and PRODUCTION SKYROCKETS.
36. MIKE FERRY'S THEORIES ON SELLING ARE FOOL PROOF! Mike says do what Mike says VERBATIM.

MIKE'S REAL ESTATE PYRAMID OF SUCCESS

John Wooden's philosophy, through his pyramid of success, helped UCLA win 10 straight NCAA basketball championships at UCLA. John is in his 90's and still going strong, speaking, learning, and growing. Mike set a goal to persuade him to speak to us at a retreat in the future. Mike's pyramid is adapted from John Wooden's pyramid of success.

"SUCCESS is piece of mind which is a direct result of the self-satisfaction in knowing you've done your best to become the best you are capable of becoming." - John Wooden



- 1) **Winning the Game** – You have the RIGHT to win this game! We can't win ALL of the time, but MORE OFTEN than we have in the past.
- 2) **Handling Success** – It's o.k. to win, and some people aren't going to like it... Part of selling is being rejected AND winning... Handling a win is sometimes harder than handling a rejection.
- 3) **Handling Objections / Rejection** – All objections are old as dirt... G.O.I. – Get over it!
- 4) **Canned Presentations** – Learn the scripts, practice the scripts daily
- 5) **Practicing** – Learn the script! Pre-qualify EVERY time... Find out if they're valid leads... This is way at the top of the list! How much do professional athletes practice? What if you practiced as much?
- 6) **Presentation** – Gives you confidence to talk to people you don't know... Rehearse the scripts and dialogues until they BECOME part of your sales thinking... You become what you think about... MFO Productivity School...
- 7) **Know the Basics** – Prospecting... Lead follow-up... Pre-qualifying... Presentations... Handling Objections... Negotiating Contracts... COMMIT ONE HOUR PER DAY... Imagine 90 days of diligently studying the basics... Your chances for success will increase... Imagine the possibilities!
- 8) **The Numbers** – Track, calculate, study; understand your strong numbers, understand your weak numbers. Take ACTION based on your numbers. Once you learn the numbers is MAGICAL for you.
- 9) **The Gold Mine** – A STRONG, COMMITTED, NON-STOP COMMITMENT TO PAST CLIENTS and CENTERS OF INFLUENCE! Your PC/COI list is **CRITICAL** and virtually a gold mine that runs deep and FOREVER.

- 10) **Prospecting** – Work (call systematically and enthusiastically) your past clients and center of influence, just listed, just sold, etc. Make prospecting WHO YOU ARE and not just what you do... Every day you're NOT prospecting, your losing business. Every day you are not SEEKING, you are HIDING.
- 11) **Controlled Expenses** – Working daily on your profit becomes an exciting goal! Strive to control your time because IT IS YOUR BIGGEST ASSET... It's not blowing all the money you can earn as fast as you can earn it.
- 12) **Lack of Greed** – ELIMINATION of greed and envy will make you MORE COMPETITIVE... Greed causes you to take short listings and cut commissions.
- 13) **No Ego** – Work every day to remove your ego; it will build your business! Remove your ego, or it will dominate your conversation
- 14) **Being Coachable** – It ALLOWS you to GROW! Making a decision to be WILLING TO BE COACHED! Then develop the skills of a coachable person... Skill of accepting other people's advice... Listen, look, study, do! Accept things coming our way... Remember the ego!
- 15) **Accountability** – What's holding you accountable? Internal and external accountability... You are being accountable to the world every day... Understand the need for it... Put your schedule in front of other people
- 16) **Monitoring** – YOU monitoring YOU... Checking on yourself EACH DAY to be sure you're doing the right things... WHAT IF Mike watched you ALL WEEK? Would you truly agree to it?... Would you be comfortable even thinking about it?... How would you act differently?... What success are you creating?... DON'T go back to traditional methods... KNOW WHO YOU ARE!
- 17) **Business Systems** – Systems to enhance the systems you have today... System for time management, system for prospecting, system for leads, system for re-qualifying, system for pre-list packages, system for listings, system for buyers, system to be sure the transaction is being taken care of, etc. What systems do you have in effect that will cause your business to become BETTER?
- 18) **Selling Yourself** – You HAVE to believe you ARE the best person for the job... Success you DESERVE! Have confidence... If you can't believe you can sell, the VOTE IS UNANIMOUS.
- 19) **Controlled Emotions** – If you make a commitment to your emotions... HIGH-EMOTIONS = BURNOUT... High emotions means you are NOT BUSY ENOUGH... Think SERENITY...
- 20) **Tradition** – You must go AGAINST traditions... Move AWAY from normal, less-stable, traditional activities, thoughts and actions... Embrace the tradition of GROWING, EXPANDING, THINKING!
- 21) **Determination** – Not allowing yourself to get thrown off track... Be unwavering despite the daily ups and downs! How badly do I want it?... REMOVE all the options! More options means less determination. Follow my plan and make it a sound business.
- 22) **Business** – We are in the business of listing and selling real estate... Your customers (buyers and sellers) believe you are a BUSINESS person listing and selling real estate. TREAT IT AS IF IT WERE A BUSINESS! Your lottery ticket is the numbers on your real estate license! Develop an in-depth understanding of what business is... Good business principles and practices must be followed... Make good business decisions...
- 23) **Time-Management** – The ABILITY (skill) to have a basic plan of production for the day and STAY WITH IT... We CAN'T be out of control. Rather manage your time and BUILD MASSIVE SUCCESS... Karen Bernardi EARNS \$2,400,000 per year working 3 ½ days PER WEEK... Develop a time-management system that WORKS FOR YOU... What are the most COMMON types of things that get you off-track?

- 24) **Skills** – The people running the companies don't know HOW TO SELL!... People are worried about telling you what you need to do because they THINK you will quite BEFORE STARTING... What skills do you need to develop to move your business FORWARD? Energy and Enthusiasm... Scripts aren't taught at all... There's a DIRECT correlation between the strength of skills, commitment and commissions!
- 25) **Business Planning** – A plan for your business that allows you to grow, develop and turn you on! It's the MOST IMPORTANT THING!... A business plan helps you THINK about it. Writing, understanding, executing, taking the steps, the timeline for completion... YOUR PLAN HAS TO INSPIRE YOU! It's NOT what you write and put it a desk drawer; it's a constant working document!
- 26) **Commitment** – A CRITICAL first building block... Strength to make it work... A defined commitment to personal growth!... commitment to spouse, family, health and welfare, betterment of yourself, growth and maturity, scheduling and planning, goals and objectives, skills, scripts, dialogues, sales techniques, follow-up, profitability, transaction spiral... What is YOUR level of commitment? What is YOUR level of desire and effort on a scale of 1 to 10?

**"You become what you think about."
- Earl Nightingale**

**"What the mind can conceive and believe, it can achieve"
- Napoleon Hill**

Superstar Panel Notes

The following are notes taken during the 4 panels at the October Superstar Retreat. You had to be there in person to experience the thought and life changing experiences. Here are some of the notes. Look to listen / re-listen to the Superstar Panel interviews from July (already posted in MP3 format) and October (to be posted in MP3 format) on [www. MikeFerry.com](http://www.MikeFerry.com).

Rookie Panel (October Superstar Retreat) Notes:

Bob – Saratoga Springs, FL. 47 years old... 9 months in the business... former 23 year McDonalds executive that decided to make a career change after changes in his company... 19 deals in 9 months with 6 pending deals and 6 current listings... should have 30 days for his first year and goal of 50 deals for 2006.... Prospecting “not nearly enough”... Hasn’t done any expireds yet... “Believe in yourself; you can!”... Say “I want to be a part of this to make it work for you”... Make it about THEM.

Joanie – Ponte Vedro Beach, FL... 18 months in the business... former heavy equipment operator earning \$30,000 annually... 24 deals this year so far and 8 pending... \$300,000 commission pro forma for 2005, goal for 40 deals for 2006.... Her goal is 2 hours a day and 5 days per week to prospect... She does just listed and just sold mostly... She’d had 4 transactions off of expireds this year... Has only lived in the area 2 years... She lives in a small town with a higher price range... One out of five people in town has a realtor’s license... “From 8 until 12 I won’t be denied!”... She comes from a mindset of gratitude.

Matt – Portland, ME... 24 years old... First year out of college... 20 closed and pending... \$225k average sale price... goal of 53 deals and \$175,000 in commission for 2006... His friends are still too young to buy or sell... Workds just listed/just solds... Needs to grow his center of influence and improve listing presentation.

Emily – Naples, FL... 23 years old... 6 months in the business... 40 deals for 2005 and \$350,000+ in commissions, goal of 140 deals for 2006 and \$700,000 commission in 2006... Prospects 3 ½ hours per day... Likes FSBO’s... Just starting to work expireds... Born and raised in Naples... Needs to stay more accountable to her morning schedule... She advises “Don’t overbrain things to the point of inaction”

Brian – Albany, NY... 27 years old... 1 year, 2 month in the business... 26 closed and 10 pending for 2005, \$110,000 commission... Goal of 66 transactions and \$180,000 for 2006... Prospects 3 ½ hours per day from 8 to 12 noon with 10 minute breaks... Works FSBO’s and expireds with a lot of rejection.

50+ Transactions Panel (October Superstar Retreat) Notes:

Sam – Bumpass, VA... 37 deals closed, 50 is goal for 2005 with \$100,000

Mary – Rochester, NY... 56 deals closed, \$150,000 for 2005

Jay – Fairfax, VA... 94 deals, \$600,000 for 2005... loves FSBO’s

Jeanne – 53 closed, \$275,000 for 2005... Goal of 75 deals for 2006

Victor – Ft. Lauderdale, FL... 54 closed, 10 pending... \$400,000 for 2005... Working on mindset and being non-complacent... Have/having blind faith

Becky – Springfield, IL... 62 closed, 6 pending, 80 projected for 2005... She wants to do more of what her coach says, prospect more

Ken – St. Charles, IL... 46 closed, 12 pending, \$400,000 for 2005... Stay on schedule... Prospected 2 hours and 30 contacts a day for 9 months... Consistency, not being complacent

Brady – Palm Springs, CA... 45 closed and pending, 60 projected for 2005 and \$720,000 for 2005... Makes 8 contacts per day

Lenny – 37 closed, 5 pending, 55 projected for 2005, \$600,000 commission for 2005

Stephanie – Pine Top, AZ... 3,000 people in town... 52 closed and pending... \$240,000 commission for 2005

100+ Transactions Panel (October Superstar Retreat) Notes:

Mike – Louisiana... 25 years old... 3 years in the business... 70 deals, \$240,000... "Anything can wait until noon!"

Addonis – 90 deals, \$360,000... 32 deals the year before... She bid for personal coaching with Mike for \$9,000 for one month and did 11 deals that month with \$50,000 in commissions...

Dean – Richmond, VA... 105 deals, \$350,000... Has one assistant and one buyer agent

Emily – Richmond/Ashland, VA... 130 deals, \$575,000... Was stuck at 50 deals for 3 years... She went from 60 deals to 128 deals in ONE YEAR after beginning coaching... then went to 163 deals the year after that... Has 1 assistant, 1 part time, and 2 buyers agents

Larry – New York... 22 years in the business... 125 deals, \$1,200,000... spends 22% of gross on personell... Has 1 listing coordinator, 1 office manager, 1 receptionist and 1 pending coordinator... Recommends to get a strong accountability partner and mastermind group... Says to TIME SLOT EVERYTHING

Casey – Atlanta, GA... 88 deals, \$650,000... Leapfrogged due to commitment to his schedule... Has 2 part-time assistants

John – St George, UT... 180 deals, \$1,150,000... 2 assistants, 1 listing coordinator, 3 buyers agents, 1SC... "Mike Ferry teaches truths and internal principles"... "Replace worry with work, replace fear with faith"...

Million Dollar Producer Panel (October Superstar Retreat) Notes:

Jeff – Ocean City, NJ... 250 closed, \$4,000,000 in 2005

Jeanne – Valparaiso, IN... \$150,000 average sale price, 230 deals closed... goal for 275 closed deals in 2006

Elan – Manhattan, NY... 31 years old... in business 7 years... \$5,000,000 in commissions for 2005, 120 deal closed in 2005, goal of 250 deals for 2006

Chris – San Diego, CA... \$2,500,000 in commission for 2005, 165 deals, \$770k average sale price... Consistency is how he built his business...

Karen Bernardi – Colorado... Has earned \$22,000,000 in 14 years in the business... \$3,500,000 for 2005, \$250k average sale price and 150 deals for 2005... Works 3 ½ days per week... Leadership = "Keeping commitments"... Money = "Freedom"

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MIKE FERRY SUPERSTAR SALES RETREAT 2005 NOTES

Mike – Milwaukee, WI... \$1,400,000 in commissions for 2005, average sale price of \$220k, 200 deals for 2005... goal of 225 deals for 2006

Steve – Baltimore, MD... 33 years old... 7 years in business... 190 deals, \$1,300,000 commission for 2005... 225 deals is goal for 2006

Paul – Florida... 175 deals, \$1,000,000 commissions in 2005... Goal of 200 deals for 2006... "Integrity = Honesty"... "People like to talk to me if I'm interested in them"

Carlos – Miami, FL... 49 years old... \$318 million in gross sales in 2005 resulting in \$8,000,000 in commissions... \$6 million average sale price... Specializing in the ultra-luxury market... "At this point in our lives we can choose who we play with, and that includes buyers and sellers"... Refers to his business as "The Operating System"... Wants to do \$600 million in gross sales in 2006, and ultimate goal of \$1 billion in gross sales in the future.

Be sure to listen to all of these panelist interviews when the MP3's are posted on www.mikeferry.com... **They are unbelievably informative and inspiring!**

Mike's Mindset Thoughts

- **Definition of Mindset:** What's going on inside your head regarding everything which gets you the results you have...
- Words, people, motions, and actions create the mindset... If you walk into a listing presentation and the sellers say "We are so excited you're here!" vs. negative words/actions/mindset of a seller... Are you letting OTHER'S words, motions, actions affect you and your mindset?
- Our goal is to implant great thoughts... Our only goal as human beings...
- We have an obligation to ourselves, our family, our friends, and our prospects to have somethings reasonably good to say AND have positive thoughts and actions
- **The Top Three Hang-ups** (dozens of One-on-Ones have the same hang-ups)
 - i. Organization / Time Management
 - ii. Fear of Failure (not long-term)
 - iii. Fear of Success / Slow to Change
- **10 Thoughts on Mindset...**
 1. I MUST ACCEPT THE FACT THAT I will have a lot of days when I don't feel like doing anything... Have a conscious effort to do something positive.
 2. I MUST ACCEPT THE FACT THAT there will be days when I spend my entire time in the act of failing
 3. I MUST ACCEPT THE FACT THAT there will be a lot of days I'm not going to succeed not matter how hard I try... like running up an ice bank in tennis shoes... Simply have more days we win vs. we lose... Baseball is judged on failing... If you fail 7 times of ten at-bats (.300 hitter) you get paid \$15 million per year... If you fail 72.5% of the time (.275 hitter) you will get paid \$5 million to \$7 million per year... You are judged on failures like they are... Therefore, create an average...
 4. I MUST ACCEPT THE FACT THAT building a successful mindset will take longer than what I'm told... Professional athletes role play and practice up to 7 hours per day... Take the example and apply it to your business...
 5. I MUST ACCEPT THE FACT THAT creating this mindset is a lot harder work that I thought... The work we're going to be involved in is harder that I thought
 6. I MUST ACCEPT THE FACT THAT I will need a lot of support to change how I think
 7. I MUST ACCEPT THE FACT THAT there's a lot more things I have to learn than I know today
 - Read books on selling, human relations, communication, dealing with people
 - Read Dale Carnegie's "How to Win Friends and Influence People"
 8. I MUST ACCEPT THE FACT THAT no matter how hard I look at the business, it's still a numbers game
 9. I MUST ACCEPT THE FACT THAT I have to do what I'm supposed to do every single day in spite of all the things around me

10. I MUST ACCEPT THE FACT THAT I have to keep trying even when I've chosen to give up, because I never know when I'm going to WIN!

The sooner I ACCEPT these **10** facts, the sooner I can get to where I WANT to be...

○ **What kind of mindset do you have toward the following...**

- Personal programs and marketing... mass mailings... canned presentations... calling PC/COI/JL/JS... pre-qualifying... 100+ a year every year... 80% listing percentage... 100% of listings sell and close... delegating to others... earning money... accumulating money... becoming wealthy... compensation and commissions... overpriced listings... open houses
- How you think about the above issues determines your results...

○ **Why do I Think the Way I Think?** (Most of us don't get results because of the thinking process...)

1. Good, bad, right or wrong, I think they way I think because that how my parents raised me... Either lots to overcome or a huge advantage...
2. Because of my early education; it created my expectations
3. Due to fact other education I had affects my thinking
4. Due to the people I spend my time with NOW
5. Because of our spouse or significant other
6. Because of what I read and listen to every day
7. Because its how I've learned to react to daily life, it being positive or negative
8. Because my emotions are out of control

○ **How Can I Change the Way I Think / My Mindset?**

1. Create a WISH LIST... Places I would love to go in the next 3-5 years... Things I would like to do and a target date... Things I would love to have
2. Create a DREAM BOOK... Detail the life your GOING to have... Try a big book with plastic inserts...
3. Read more inspirational books... Try reading 4-5 great books at a time... Consider reading "This is Earl Nightingale" by Earl Nightingale
4. See more inspirational movies... "Remember the Titans", "Rudy", "Coach Carter", "Miracle"... watch, feel, and live inspirational movies
5. Attend at least THREE MFO events each year
6. Seek and find people more successful than yourself

7. Never forget the power of affirmations... Repeat a thought over and over again
8. Create a small mastermind group ASAP
9. Spend less time comparing yourself to others and work on attaining WHAT YOU WANT
10. Look for NEW EXPERIENCES all of the time, because they guarantee more excitement in your life
11. Develop an absolute, non-wavering desire not to be denied
12. Consciously stay OUT of drama, because we live for it... The DRAMA separates us from COMMON SENSE... Commonsense is determining where you are in terms of your business... Use commonsense as you progress through the day... it's an IMMEDIATE reaction... For an analytical, it's almost impossible, because they can't get enough commonsense to make sense

One-on-One Coaching – www.mfocoaching.com

- o Action Workshops, Productivity Schools, etc
 - o All CD's and DVD's
 - o Superstar Retreats (2)
 - o One-on-One Retreat
 - o Daily emails from Mike
 - o Daily coaching with Mike
 - o 40 intense individual coaching calls
 - o Numbers Analyzer
 - o Referral Network
- www.MDFSS.com for weekly web seminars.
- www.mikeferry.com
- www.mfocoaching.com

OTHER NOTES and IDEAS

- Get in love with THE NEXT LEVEL instead of THE SATISFACTION
- Mike's top things he learned from his mentors...
 - o Earl Nightingale – “Don't be attached to the outcome”
 - o Mike Vance – “Don't allow yourself to remain boxed in”
 - o Gunther Klaus – “You've got to think as a BUSINESS person”
- Mike's Recommendation: Get 5 books, and read a bit of those 5 books each day... watch the MFO DVD's, listen to the MFO CD's and MFO MP3's

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MIKE FERRY SUPERSTAR SALES RETREAT 2005 NOTES

- Mike says everyone should have their own affirmation recording... YOU selling YOU on YOU... Talk about all the positive things going on in your life, all the new things, all the new opportunities.
- July Retreat: There was a panel of first year realtors that Mike interviewed on stage for about 1 ½ hours, also another panel of 50+ annual producers, another panel of 100+ producers and multi-million dollar producers... A few items of note...
 - o Eric had a goal of 1,000 closed transactions for 2005, had a goal of 750 closed transactions for 2004... He's committed to "hitting it hard" for the next 90 days and is focused on USING BLIND FAITH...
 - o James Mattz – **"Don't make prospecting WHAT YOU DO... Make prospecting WHO YOU ARE!"**... James is on track for 260 deals in the Chicago area. James likes to re-charge at retreats... "The more times you get rejected, the more money you make".
 - o Chris – Focused on pushing beyond complacency... focused on "getting back on track".
 - o Liz – Planning on getting better every day... Monica Reynolds is her coach.
 - o Neal – Ask your family "What's important to YOU?"... Focus on 3 THINGS at a time... "Be patient – it takes time!"... Remember when you get back from the retreat you are super positive and motivated and "WAY UP HERE"... remember the people we are dealing with back home are at the same level as when we left... remember that when communicating with people after returning back to our homes and real estate business.
 - o Hillary - \$28,000 average commission check... She still knocks on 3 DOORS PER DAY!... SHE HAS COMMITTED TO MIKE'S 90-DAY PLAN.
 - o Be sure to listen to all of these panelist interviews when the MP3's are posted on www.mikeferry.com... **They are unbelievably informative and inspiring!**
- Remain as positive as possible despite what's going on
- Fill your head with IDEAS
- 5,200 people attended the West and East coast retreats in 2005... There are 2,700 to 2,800 people in One-on-One coaching, with 600 to 700 doing 100+ deal a year.
- We're not looking for the ones that DON'T want to buy or sell...
- The last TWO months (November and December) are the BEST two months!
- When do you feel the 'burn-out' happening? What positive steps can you take to counter it? Call a past client... Call a FSBO... something to get you stirred up!
- If Mike went back into real estate he would knock on 100 doors because that's what he's most comfortable with... However, to talk to 100 people the quickest, call them on the phone.
- During the next real estate recession you will prove to the world you are GOOD.
- YOU are solely responsible for making it happen!

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MIKE FERRY SUPERSTAR SALES RETREAT 2005 NOTES

- NEVER deliberately dampen the human spirit
- Try to re-live the experience (energy, thoughts, enthusiasm) of this seminar EVERY DAY
- The power of negative thinking is up to 1,000 times stronger than the power of positive thinking... A few of Mike's previous mentors: Doug Edwards, Gunther Klaus, Ken McFarland
- Enjoy day-to-day selling more!
- If we have a lack of production, we are either non-educated or hung up on ourselves, which means we have hang-ups on life.
- Create the desire and you will create the result!
- Great people always do great things
- Have you made the decision not to make money? That would be the case if there's no gameplan!
- You don't want to say at the end of your life... "I wish I could have done it differently"... What do you want on your headstone when you die?... Mike wants on his gravestone the inscription "HE MADE A DIFFERENCE".
- Customers fire you because of your BEHAVIOR... your ego runs your behavior... I have to ELIMINATE and REMOVE "Independent Contractor" thinking!... **Customers EXPECT and DEMAND... Start EXPECTING and DEMANDING of yourself...**
- We are supposed to be the calming person in every transaction... Often, we are the eye of the hurricane... When there is a tragic event, you have to be the calming person... You have to be in touch with everyone you know to calm them down.
- We have to be the high energy, enthusiastic, smart, skilled people in our marketplace
- The issue is not the name on the door of the brokerage; it's the mindset of the leadership... **THEY MUST HAVE INTEGRITY, HONESTY, AND CONCERN FOR YOUR CAREER PATH**
- Stop demanding a larger commission split; start demanding you work harder and smarter to sell homes
- The industry is designed for incompetent people... There are no standards in the industry.
- 50% of licensed agents in the first SIX months fail because they don't know what to say and don't know what to do.
- NAR says the average realtor does 3 to 4 transactions. The average One-on-One averages 53 transactions as of 2005.
- This is the 20th anniversary doing Superstar Retreats, and is the 35th and 36th retreats.
- Mindset is critical. Superstar retreats are 98% mindset... However you need SKILLS
- Earn the right to be proud and confident
- Success comes from doing your best every day...
- Have consistency of performance at your highest level under extreme pressure

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MIKE FERRY SUPERSTAR SALES RETREAT 2005 NOTES

- A few of the books Mike mentioned during the July seminar... "The Art of Happiness" by the Dali Lama... "Tuesdays with Morrie"... "The Stress of Life" and "Stress Without Distress"
- Have blind faith...
- Talk to 25+ people a day
- "The Next Level" is a new Mike Ferry program for agents transaction 75 deals a year or \$500,000 in income annually...
- "Talent is God-given; be humble... Fame is man-given; be thankful... Conceit is self-given; be careful" – **John Wooden**
- Recommended authors: Jack Welch, Janet Lowe, Larry Wilson, Earl Nightingale, Mike Vance
- Read or subscribe to The Robb Report magazine
- www.craigshoemaker.com
- www.jokes.com
- Earl Nightingale, "Lead The Field" CD Program, www.nightingale.com
- Mike Vance recommends reading 300 books per year
- Book Recommendation: Psycho Cybernetics 2000 by Maxwell Maltz
- Habits are like layers of an onion... Peel the layers of bad habit; add new layers of good habit... Do don't get fat on Tuesday; you don't get thin on Wednesday...
- Dream BIG dreams... Be passionate about your dream!

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MIKE FERRY SUPERSTAR SALES RETREAT 2005 NOTES

NOTE: Mike said to be sure to log onto the website www.MikeFerry.com for his **NEW 90 day production plan...** Below is the 90-day plan he assigned to us at the July retreat...

MIKE'S 90-DAY PRODUCTION ASSIGNMENT FOR US (from the July, 2005 retreat)

- Fast-tracked, fast-paced
- If you WANT to take your business to the next level, this is what you'll NEED TO DO!
- The straightest line brings you the fastest results!
- This is a business plan for a person who WANTS TO SUCCEED!
- **YOUR FIRST THIRTY (30) DAYS of the 90 day plan**
 - o LEARN and INTERNALIZE the PRE-QUALIFICATION SCRIPT and LISTING PRESENTATION SCRIPT
 - o Role play 2 HOURS PER DAY, 5 DAYS PER WEEK
 - 1 hour in the morning
 - 1 hour in the late afternoon / evening
 - o Start your PAST CLIENTS and/or CENTER OF INFLUENCE files and get it to 100 names AS SOON AS POSSIBLE (ASAP).
 - Get it ORGANIZED
 - Purge out the CRAP! If you're not going to call them throw them away
 - Purify – A, B, C clients... Identify the A clients... Advocates...
 - o PROSPECT 3 HOURS PER DAY, 5 DAYS A WEEK FOR THE NEXT 30 DAYS
 - 10 centers of influence / past clients (PC/COI)
 - 10 just listed / just sold calls
 - Expireds and FISBOs
 - IF YOU CAN'T REACH THEM BY PHONE, GO SEE THEM PERSONALLY
 - o Preview property 2 hours per day, 5 days per week, with a minimum of 8 homes per working day.
 - This will help you become familiar with neighborhoods, price, value, and determine FOR SALE BY OWNER prospects... Know the market!
 - o Create a 90-day schedule COMPLETELY IN ADVANCE
 - 2 hours per day script practice
 - 3 hours per day of prospecting
 - 2 hours per day previewing property
 - 1 hour per day of lead follow-up and returning phone calls
 - o Set a MINIMUM of 4 appointments OF ANY KIND during the 1st month
 - o At day's end if you have NO APPOINTMENTS, stop and VISIT 2 EXPIREDS and 2 FOR SALE BY OWNERS every day!
 - o Download ALL (100%) of the scripts and content from www.mikeferry.com AND practice / listen / learn / act / succeed
- **YOUR SECOND THIRTY DAYS – DAY 31 TO DAY 60 of the 90 day plan**
 - o LEARN and INTERNALIZE the BY OWNER SCRIPT, JUST LISTED/JUST SOLD SCRIPT 2 HOURS PER DAY.
 - o Develop a SIMPLE lead follow-up system WITHOUT A COMPUTER
 - A 3x5 card with Name, Phone Numbers, Address, and E-mail
 - o Continue previewing property 2 HOURS PER DAY
 - o Add ONE HOUR to you day doing LEAD FOLLOW-UP and PRE-QUALIFYING
 - o If you don't have any leads, add ONE HOUR of ADDITIONAL PROSPECTING instead

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MIKE FERRY SUPERSTAR SALES RETREAT 2005 NOTES

- FOUR HOURS PER DAY OF PROSPECTING
 - 5 TO 7 FOR SALE BY OWNERS and EXPIRES
 - 5 TO 7 PAST CLIENTS / CENTER OF INFLUENCES
 - THE BALANCE BEING JUST LISTED / JUST SOLD
 - These can be ON THE PHONE or AT THEIR DOOR
- Start tracking the following numbers EVERY DAY
 - Hours prospected
 - Contacts
 - Appointments
 - Listings Taken
- Refer DAILY to the following 3 WORDS...
 - ATTITUDE...
 - APPROACH...
 - EXPECTATIONS...
- At the end of EACH DAY, answer these THREE QUESTIONS! Journal them...
 - What did I do WELL today?
 - What do I need to IMPROVE on?
 - What's the most important thing I LEARNED?
- Minimum SIX (6) APPOINTMENTS for this particular month (30 days) and 3 CONTRACTS SIGNED THIS MONTH!
- **YOUR THIRD THIRTY DAYS – DAY 61 TO DAY 90 of the 90 day plan**
 - ONE HOUR per day ROLE-PLAYING
 - FORTY (40) QUALITY CONTACTS per day
 - TRACK all of your numbers and report them EVERY WEEK... DON'T KEEP THEM TO YOURSELF!
 - FOLLOW YOUR SCHEDULE 100% FOR THIS MONTH!
 - EXPECT 8 APPOINTMENTS and 4 SIGNED CONTRACTS
 - AGAIN Refer DAILY to the following 3 WORDS...
 - ATTITUDE...
 - APPROACH...
 - EXPECTATIONS...
- **ACTION STEPS TO MAKE THESE THREE 30-DAY PROGRAMS EASY**
 - As much DAILY POSITIVE INPUT as possible!
 - Listen (MP3, CD, Tape, Video)
 - Read (Books, Content, Etc)
 - Other positive contacts, people
 - Thoughts!
 - Find at least TWO (2) ACCOUNTABILITY PARTNERS
 - Since FRUSTRATION is part of the process, become FANATICAL about your daily exercise and eating habits
 - If you're brave share this action plan with your manager/broker/spouse/family

Keep this schedule SIMPLE for NINETY (90) DAYS