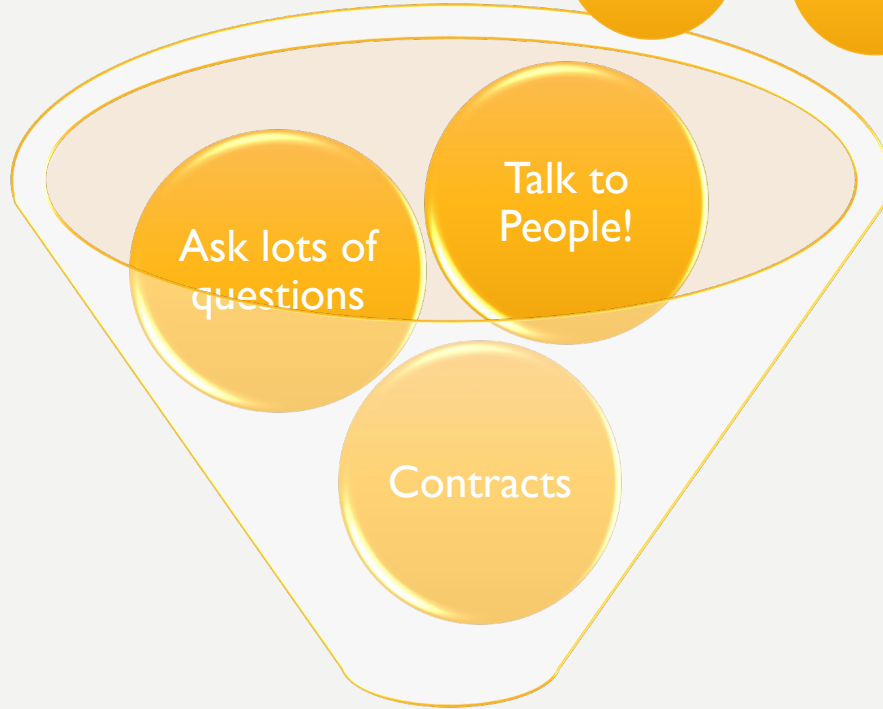


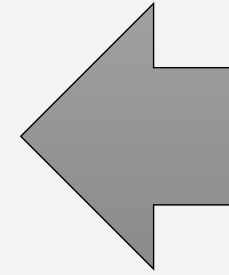
WORK YOUR MORNINGS

(OR ANY OTHER 4-HOUR NON-NEGOTIABLE TIME PERIOD)

**THE SYSTEM TO MAXIMIZE YOUR
EFFICIENCY**



Closings



Your Job is

Filling the Funnel

WHAT DISTRACTS US

- Not starting on Time
- Emails
- Facebook/Instagram/TikTok
- Real Estate Fires
- Puttering
- Being Afraid
- Being Busy not working on your Business
- People who don't + your Day
- Phone Calls that go on too long
- Long Lunches
- Other Agents
- Saying Yes to everything
- Doing what feels good now at the expense of doing something that will build momentum
- Studies show distractions can cost us up to 6 hours a day! [Washington Post](#)
- **What Else?**

MOST OF THE PROBLEMS AND DISTRACTIONS ARISE BECAUSE WE DON'T TALK TO ENOUGH PEOPLE EVERY DAY!

- So, we waste time working with people we don't like or who won't buy or sell... because we don't have a plan to replace them with someone better.
- We put up with abuse.
- We follow-up with poor-quality leads and waste time.
- We try to hold onto failing/lost causes?
- What else?

WHAT TO DO INSTEAD

- TIME - It's the great equalizer – 168 hours a week is all we get!
- Recognize Time is the Stuff of Life
- Minimize Distractions and Interactions
- Shift from Complexity to Simplicity
- Become a Minimalist
- Become Obsessed
- Weekly and Daily Review of Vision and Goals and Schedule
- Understand the Power of Momentum

WHY DO THE PROSPECTING 1ST THING

- You have a better mood
- The person on the other side is in a better mood
- You generally have more energy
- Other agents aren't working yet
- Make Your Bed Analogy <https://tinyurl.com/whymakeyourbed>

FORMULA ONE 90/55/17/7

PICK 1 FOCUS YOU KNOW IS MOST IMPORTANT TO WORK ON FOR THE NEXT 90 DAYS (ABOUT 3 MONTHS).

JUST ONE.

- ✓ **COMMIT for 90 DAYS** to form a habit and to not give up before you get good at it.
- ✓ Start at the same time every day – early – no distractions, lots of energy & enthusiasm for **55 MINUTES**.
- ✓ Then take a break for **17 MINUTES**. Meditate, take a walk outdoors, listen to a podcast (humor is great), take a nap.
- ✓ Then do your day – the part **AFTER** that 72 minutes – and **BEFORE** the last 7 minutes.
- ✓ At the end of the day take **7 Minutes** to call someone and thank them, write a thank you note, and write down 3 Things that went well or that you are grateful for.

THE “PERFECT” SCHEDULE

- Up at 5:00 - Read, meditate, get inspired
- Workout 5:45 to 6:45
- Shower Clean Eat 6:45 to 7:30
- Leave for Office 7:30 – Listen to great podcast or Audible
- Open Database 8:00
- Lead Generation 8:00 to 8:55 **(55 Minutes)**
- Break 8:55 to 9:12 **(17 minutes)**
- 9:13 to 10:08 Lead follow-up **(55 Minutes)**
- Break 10:08to to 10:25 **(17 minutes)**
- 10:25 to 12:00 Paperwork , contract work Emails reviewed Prep for appts do what you promised to do (Admin)
- 12-1 Lunch
- 1:00 to 5:00 Appointments, preview property, do other work
- 5:00 Seven Minutes of Gratitude **(7 minutes)**

SO HOW DO I START – SMALL SWEET STEPS

- If you wake up at 7:00 now move it up 15 minutes a week until you hit your new right time
- Do one 55 Minute session instead of two
- Get an accountability partner or co-worker (Zoom)
- Build awareness to what you are currently doing. Perhaps you need to change one to get another working. (Going to bed earlier to wake up earlier to be at the office may require no caffeine after 3:00 p.m.)
- Maybe you start with one call a day this week. The two –minute rule.
- Remember the why. Positive Statements on the Mirror and around your environment.
- Get an accountability partner
- Negative reinforcement

OTHER TIMES TO PROSPECT

Friday afternoon – you'll impress people who are still working that you are too

Saturday Morning

The person on the other side is in a better mood

You generally have more energy

Make Your Bed Analogy

The Miracle Morning by Hal Elrod (Book Summary)

Quick Summary

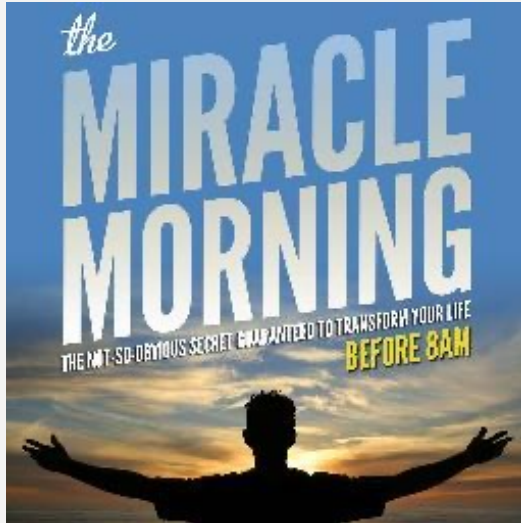
Elrod's [*The Miracle Morning*](#) does an excellent job at detailing the components of a productive start to the day.

Key Insights

- Our outer world is a reflection of our inner world
- The first hour is the rudder of the day
- My past does not equal my future
- Discipline creates lifestyle
- Everytime you do the easy thing, instead of the right thing, you are shaping your identity
- “Now” matters because what you are doing today is determining who you are becoming
- Life S.A.V.E.R.S. – Silence, Affirmations, Visualization, Exercise, Reading, and Scribing
- Schedule 3-5 hour blocks of time to achieve success and maximize productivity

Personal Application

- I need to protect mornings
- I need to add meditation and affirmations to my morning ritual
- Journal more



“Why is it that when a baby is born, we often refer to them as “the miracle of life,” but then go on to accept mediocrity for our own lives? Where along the way did we lose sight of the miracle that we are living?”



“Your level of success, will rarely exceed your level of personal development, because success is something you attract by the person you become.” – Jim Rohn



“It’s been said that the first hour is the rudder of the day. If I’m lazy or haphazard in my actions during the first hour after I wake up, I tend to have a fairly lazy and unfocused day. But if I strive to make that first hour optimally productive, the rest of the day tends to follow suit.” – Steve Pavlina



“Always remember that who you’re becoming is far more important than what you’re doing, and yet it is what you’re doing that is determining who you’re becoming.”

THE 5:00 AM CLUB.

The 5 AM Club describes people who've learned the importance of rising early and starting their day with the intention of getting the most from it. **The first hour after you wake up is your most productive hour of the day.** Your body and brain are recharged and more capable of focus and creative thought. When you rise before dawn, the world is quiet and devoid of the distractions that zap your attention and cognitive energy. If you follow the steps to create a successful morning routine, you can begin your day focused, grounded, and ready for the tasks ahead.

Why a Morning Routine Is Important for Productivity

You have the ability to master your creative genius and reach your peak performance level to produce exceptional results. But too often, distractions—such as technology, social media, and the news—steal your mental energy and deplete the cognitive resources required for optimum productivity.

Another barrier to productivity is motivation. As a society, **our willingness to be distracted and seek out easy lives and cheap thrills have made us lazy.** We settle for “good enough” because we live in a world where mediocrity is the standard. We've lost our childhood wonder about the possibilities in life and what we're capable of achieving. We're impulsive and passive rather than creative and productive.

ROBIN SHARMA

