



## 8 Ways to Take your Practice to New Heights

We talk with prospective agents all day long, and there is a definite theme to what an agent wants to see from a Marketing company. Top of their list is Marketing help; help getting them in front of more people.

Here are eight absolute essentials for marketing success. We can give you thirty creative ways to market your business or give you that one sure fire way to get in front of more people, but if you don't have the qualities of success we've outlined here, if you haven't mastered and integrated the following, you just own a job.

1. **Work with Purpose** – What is the purpose of your business, what is your vision, where do you see yourself and your business in 5 years? If you can't visualize where you'll be in 5 years you'll never get there. When you can communicate to yourself, to your staff and to your clients why you're in business, when your passion is your mission, your credibility and sales will soar. *Everyone will buy into your vision because most people don't have any of their own.*
2. **Work with Desire** - Attach an end result to your goals. It's not enough to decide to write 5 million in volume this year. What is that 5 million going to represent in income and how will this income benefit you and your family. Don't forget to use carrots as very effective motivators. For instance, when I reach \$x I will reward myself with \_\_\_\_\_. Sad but true, if the carrot doesn't motivate you, the stick will!
3. **Have the Will to Work** – Everyone wants to live in the penthouse but few are willing to pay the rent. What is it really going to take to generate the volume you've set for the year? Lip service is useless, "bmw" is useless (that means bitch moan and whine), dig deep and find the will to do what it takes to get the job done.
4. **Be Teachable** – most arrogant agents are also broke, it's amazing the biggest producers are always learning and always looking for any way to find help. Use all the tools, especially the ones your FMO offers. Put them to work for you, that is why they exist!

5. **Be consistent** – Find what works for you and stick with it. Wealth is built by getting really good at doing something really simple and doing it over and over and over again. If you're doing seminars, don't do one and quit, do them consistently. If you are advertising, don't run one ad and quit. Be consistent with the marketing you do.
6. **Be persistent** – Everybody seems to have that upper respiratory infection these days with that persistent cough. That means it won't go away. Are you persistent, have you set your goals and 'god help' anyone who gets in your way. It reminds me of a fly trying to get thru a window, it will never give up. Is that how you work your business? Honor your goals with persistence, not lipservice.
7. **Work with focus** - Focus with ½ effort will get something accomplished, 100% effort with no focus will get nothing done. Work with focus. "Energy flows where attention goes." Whatever you focus on will expand in your life, so focus on what you want to accomplish and you what you need to do to achieve it. You'll be amazed at the results.
8. **Work with Passion** – If you're not passionate about your business, you have two options, 1 - dig deep and find some or 2 - quit - because you're wasting yours and everyone else's time. If you're not passionate, it's written all over your face, your demeanor and your body language. And if you are passionate about your business, everyone can tell that too.

When you make these commitments to your business and your marketing efforts, the people show up, the prospects show up, the clients show up and the dollars just show up.

