

THE ULTIMATE GUIDE

TO HITTING YOUR REAL ESTATE GOALS

IN 2016



SO YOU'RE INTERESTED IN SUCCESS?

You want to achieve certain goals this year? Good luck. Statistically you will fail. Why do you think there are so many people unhappy with their physique? Because they don't *want* to get in shape? Because it isn't one of their goals each New Year? Wrong. It is because most people don't do anything about it – at least long enough to see results.

People are either lazy, unprepared or both. Judging by the fact that you are reading this e-book, I doubt that you are lazy. So allow this material to be the practical and actionable advice you need to prepare. Don't be a statistic. Crush your 2016 goals using this incredibly straight-forward step-by-step program!



ASSESS 2015 RESULTS

It's hard to know where you are going if you don't know where you came from. Take the time to look into last year and write down exact numbers. Major corporations can tell stockholders exactly what percentage, down to the hundredth, they have gained or lost year over year. You are a business and you need to take yourself seriously enough to have these figures.

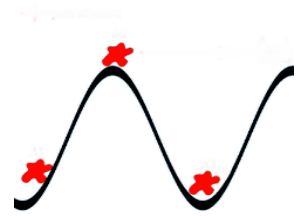
ASSESS 2015 RESULTS



Checklist

_____	2015 sold volume	_____	# of closed sales from sphere referrals
_____	# of sales	_____	# of closed sales from online leads
_____	Average sale price	_____	# of people in current database
_____	Highest sale	_____	Which neighborhood yielded most sales
_____	Lowest sale	_____	# of ads run
_____	# of listing appointments	_____	# of press releases

ASSESS 2015 RESULTS



Highs & Lows

High

What was the best thing that happened to you in 2015? I don't mean just in business, I mean in life. Recognize the high and think about it. How can it be emulated in 2016? What can you do to increase your odds of something this good happening again? Make it a personal goal to make 2016's high even better.

Low

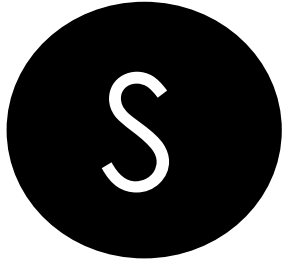
What was the worst thing that happened to you in 2015? What are you going to do to avoid a similar low happening in 2016? This may feel very personal and unrelated to business goal planning; but make no mistake, our personal lives affect our businesses. If there is a bad habit or person in your life that is holding you back, be aggressive about removing it/them.



CREATE 2016 GOALS

The beginning of a new year is a very special time where people assess the next year as a whole and set goals. The problem is, most people don't write these goals down and they get side tracked during the remainder of the next 365 days by thousands of emails, phone calls and problems to solve. The goals get lost in the chaos and before people know it, the year is over and they didn't accomplish anything.

CREATE 2016 GOALS



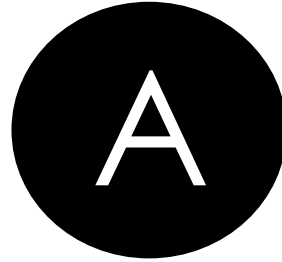
SPECIFIC

Are your goals specific enough? Can you place a number or date to them? It is the difference of “I want to get in shape” and “I want to lose 20 pounds by June 1st.”



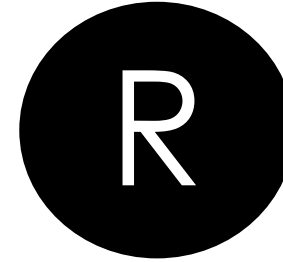
MEASURABLE

Are your goals easily monitored by values and time frames with which you can measure progress? Monitoring progress allows you to fix problems that may be slowing you down.



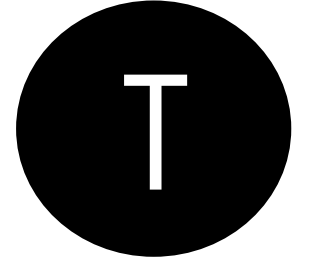
ATTAINABLE

Can your goals be achieved by you or your team? It is admirable to shoot for the stars, but setting goals that cannot be attained only leads to failure and disappointment.



REALISTIC

Your goals may be attainable, but are they realistic for you right now? You can only work within the limits of your current situation (money, ability, technology, experience, etc).



TIMELY

Do your goals have strict deadlines? Deadlines are important to motivate action and to prevent achievable goals from slipping away due to apathy.

CREATE 2016 GOALS



In vs. On

IN Your Business

Working “in” your business is where the majority people’s time is spent. “In” is the day-to-day that makes you money *now* and keeps the doors open to your business. These actions are obviously important, but they are often your biggest enemies against great success.

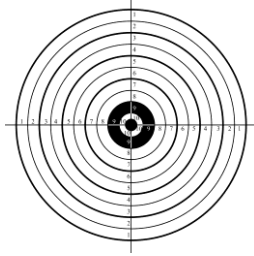
Example: Answering emails as they come in.

ON Your Business

People get so caught up working “in” their business that they never work “on” it. Working on your business is taking time to specifically assess progress, set goals, and invest in your future self. What can you do now to streamline current business and secure future business?

Example: Learning to play golf so you can meet wealthier clients and do business on the course.

CREATE 2016 GOALS



Daily Recalibration

Ambitious people can be a victim of their own success. Their ambition is so strong that, when unfocused, it can take them down a lot of roads. Personally, I get very excited about many things. A short list of my future goals entail learning French, taking vocal lessons, surfing Indonesia, starting a media company and selling \$1 billion of real estate. If I don't specify my enthusiasm with certain goals and timeframes, I'd end up jumping around aimlessly and never mastering anything. By having specific goals for 2016 and writing them down, you are able to *daily recalibrate your mind* and your actions back to your original game plan. Decisions become much easier when you have a plan.

CREATE 2016 GOALS



Tell a Friend

The Rule of 78

Dr. Gail Matthews, a psychology professor at Dominican University in California, completed a study on goal setting using 267 participants. She wanted to know which action plans yielded the best results. What she found is that people who wrote their goals down were **42%** more likely to achieve them than the ones who didn't. She also found that telling a friend increases this rate to **78%**! Take this opportunity to nearly double your odds of success; write down your goals and talk about them with a friend. **A side benefit may be that this discussion motivates your friend to create his/her own goals for the year and you have spurred their growth.*



GET ACCOUNTABILITY

Encouragement and admonishment. Two polar opposite things, yet both of which we need in order to accomplish our goals. I advise you to hire a business coach or find a loyal friend in whom you give full authority to track your 2016 progress and provide necessary words – whether they be encouragement or rebuke. Make sure the person you choose is someone you respect and that carries strength in their accountability.

GET ACCOUNTABILITY



Monthly Questions

At the first of each month, have your business coach or friend ask you questions to track your progress. Make sure that the questions require specific answers. Here are a few of mine for this year; you'll see that these questions leave no room for BS.

- 1) *How much did you sell this month? What do you currently have in escrow?*
- 2) *How much do you weigh?*
- 3) *How many articles have you written and what are the titles?*

GET ACCOUNTABILITY



Track Excuses

As you go through your monthly questions (see previous page), track any and all excuses you have for not accomplishing a certain goal. Be honest with yourself and don't worry about sugar-coating anything. Excuses are ok when they are occasional, the problem comes when you see the same exact excuse every month. Let's imagine that your goal is to sell \$1 million each month. If you do not hit that number and your reason continues to be that "the market was a bit slow, but it will recover soon" you need to change something. The market will always be a variable and you have to learn to work around it. You will be surprised what 12 months of excuses looks like – I assure you it causes action in your life and business. If it doesn't, then you are essentially *choosing* to quit and slip into mediocrity.

GET ACCOUNTABILITY

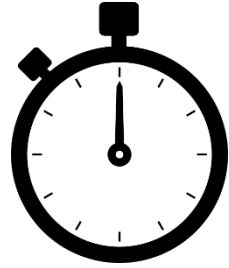


Mastermind Group

In addition to simple accountability, you want to surround yourself with sharp minds that will push you. Mastermind groups exist to brainstorm and work “on” your business (see page 8).

My mastermind group has been one of the largest influences on my business. What is it? It is three people that get together 3-4 times a year to brainstorm and help each other's businesses. The good scotch comes out and we throw limits to the wind. All ideas are on the table. We spend upwards of 5 hours together throwing out ideas, researching, speculating, and giving advice. The essential part of creating a mastermind group is to focus on quality, not quantity. I am ferociously protective and selective when it comes to growing my mastermind group, hence why there are only three members!

GET ACCOUNTABILITY



3 Minutes on Sunday

Monthly check-ins with a business coach are great, but to stay on track every single day we need a bit of personal accountability as well. The best and most efficient way to keep yourself accountable is to take 3 minutes each Sunday evening to look at your goals. Simply look at them. Ask yourself what you will do that coming week to stay in line with your goals. Picture the week ahead and be purposeful about scheduling the action items needed to accomplish your goals.

Keep this strictly to 3 minutes. Sundays are for rest so don't overdue it, just take a few minutes to look at your goals and prepare your mind for the week.



PRACTICAL VISUALIZATION

What is success to you? Is it making a certain dollar amount? Is it a certain prestige? Is there a weight you want to be? Visualize that you have already reached success. Some people make vision boards. Others day dream. Whatever you do, you have to put yourself in the place of success to taste it. Otherwise you are striving after an intangible. Make that intangible tangible. See it.

PRACTICAL VISUALIZATION



Choose a Date

It is extremely difficult to visualize something that we have never attained. I remember when I first began selling real estate, I simply could not picture what it would be like to sell a multi-million dollar home. To practically help align our current minds with our future self, set a specific date with your goals and pretend you are living in that day.

For example: On Saturday, July 9, 2016 I will be holding an open house for one of my 3 listings. I'll have sold \$6 million of properties and paid off most of my credit card debt. I will be 20 pounds lighter, finally back to my college weight.

THE BOTTOM LINE

We set goals to accomplish something that we deem important. All of our goals will be different, but the end result is the same: to be happier. If your goals don't result in you being happier, you need to change your goals.

The truth is though, your happiness may take a slight hit while you begin your process. Don't worry, that is ok! This delayed gratification is worth it. Stay strong. Work hard. Put in your time now so that your future self will be in a better position.

Life is a wonderful gift from God -- live it to the fullest.

ABOUT ME



Dusty Baker
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- Top 2% of Keller Williams Realty worldwide
- “Agent of the Year” (2015 Keller Williams Realty Montecito & Santa Barbara)
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REAL ESTATE

NEXT STEPS

Look for my upcoming course on www.ActiveRainUniversity.com which will feature my proven strategy for landing real estate deals through social media!