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Episode 17: “For things to change first you must change”. A Master Class with Bob Wolff.

2:40 The most important thing we can control is our mindset. Everything else is outside of our control.

3:21 “We are Designed to Win but Programmed to Lose”. What are the two or three daily disciplines we can bring in to our 2019 morning ritual that will program us for success.

8:36 “For things to change first you must change”. What can you control? What can’t you control? Don’t waste too much energy on the uncontrollable things. The current market is like a dog sleigh. Only the lead dog gets a change of scenery! Only when we change the pricing can we ‘lead the market’ and get the new view.

11:40 Articles articulate and educate consumers. “You’ve hired me to interpret the market so that we are ahead of the game”.

14:35 Daily Disciplines. Doing the daily calls and thank you notes allows you to meet up with prospects face to face! When you’re face to face, you can have a meaningful conversation.

16:28 This is not a part time industry. 40 hours a week is expected in the real world but in real estate, hard work combined with daily disciplines and a productive plan with accountability will lead you to count ‘contacts’ **not hours** per week.

19:15 The first 17 seconds sets up our day. “If you will change, the market will change for you.” Adapt to the market and move forward as fast as you can! Price /Condition/ Location.

22:21 Know what your “Why” is! Program your mind and remain discipline and consistent in everything that you do.

23:46 “Reality is one thing; lamenting is another thing” Be aware of the negativity but don’t revel in it.

25:00 Morning Ritual! Self-talk: “Today is going to be a great day”. “Today I will succeed”. “Today I will make something positive happen”. Bob clears his overnight inbox of emails and text message before leaving home. On the commute he listens to positive messages and music. **YOU CANNOT THINK POSITIVE OR NEGATIVE AT THE SAME TIME.** “This is a great day and something positive is going to happen”. ‘Look’ the part, ‘sound’ the part; become the start. Bob is set for success before he sets foot in to his office. World class preparation leads to world class results.

29:38 You can build a winning career on Thank You Notes~ Bob has decided to double his output of weekly thank you cards this year from 25 to 50 per week.

34:09 Hard work beats talent when talent won't work hard! The average person will work 90,000 hours in their working career so why spend so much time doing something you don't love and do not want to do it well?

35:55 Tips for new agents. 1. Find top performers in your company and or marketplace and take them to coffee and ask them: *"What are the attributes, activities and disciplines that have made your career"*? 2. Write everyone you meet a follow up thank you note. 3. Create a vision board that you can see every day with pictures of what you want from 2019.

43:11 There are no silver bullets.... *"If there were I sure as heck would have found them by now"*. Little things done a lot of the time over a long period of time leads to sustained success.

46:02 High Tech/High Touch. Technology can help us manage time but a computer's never going to sell a house! You need a mix. 60% high touch and 40% high tech.

FOR THINGS TO CHANGE YOU MUST CHANGE!

(Jim Rohn).

Bob's Website: <https://www.harcourtsprime.com/>

Bob's Book recommendation: <https://www.amazon.com.au/Mindpower-Into-21st-Century-Kehoe/dp/0973983000>

Mindpower Into the 21st Century by John Kehoe