

# Goal Setting for 2010

**QUESTION: What is the key to success in the real estate business?**

**ANSWER:** The key to success in real estate business is usually not one thing, but a combination of things. It generally includes determination, a winning personality, a good understanding of the business, support from your office and broker, and a lot of hard work.

## Goal Mapping

A lot of agents are so excited about making their first million in the business that they don't take the time to **PLAN OUT THEIR GOALS**. If you don't have a road map to where you are going, chances are you won't get there. **Setting goals is a key ingredient to your recipe for success and will keep you focused in the right direction. If you don't write down your goals, your chances of succeeding in this business are very slim.**

What types of goals are we talking about? Real estate can be an all-consuming business. Therefore, the goals we are talking about are the ones that help you achieve a natural balance in your life on both a personal and professional level.

### ***Things you should think about in determining your goals:***

- How much money would you like to make?
- How many transactions to meet your income goal?
- What is your time frame?
- If you spend time in another vocation, what is your target to make real estate full-time?
- How much time, effort, and money are you willing to spend?
- What other things are important to you?
- What other things do you want to accomplish, outside of real estate?

## Goal Setting

1. After you have mapped out your goals, you need to determine how to reach them
2. Break down your goals into smaller pieces and smaller time periods.
  - o **TALK TO 1 PERSON AND HAND OUT A CARD EACH AND EVERY DAY.**
3. Visually remind yourself of your goals as you work. For example, if one of your goals is to buy a new car in the next 12 months, cut out a picture of that car and keep it at your desk or in your wallet
4. Always have a reward built in for achieving a specific goal. Reward yourself often to keep your spirits up and motivation high.
5. Be flexible with your goals.
6. Don't beat yourself up if you don't reach a certain goal. As long as you are working towards getting closer to it every day, you are better off than not having a goal at all.