

Chapter 5

Stress, the 5 pillars, and the Peace Axis

This business has the highest of highs and it can have the lowest of lows. As a result, you must really separate any personal emotions from being tainted. This is business and you must treat it as such, be professional.

It is perfectly normal to feel personal emotions for the clients when things go wrong, or allow them to bring you down when a relationship breaks down, but you must put that out of your head. Leave the emotions out of it and conduct this as a business.

The same holds true in reverse. Leave your home problems at home. By bringing your personal problems into the office it will knock your business off track. Trust me, things are going to come from all

angles so you need to ensure that you are made of steel to deflect them all and not let them get to you.

That is why the first part of the book is so bent on laying out the groundwork and understanding that this is a business. Things are going to happen in this business that will shake you at your core. That is because you have not disconnected the personal and business emotions yet. Once you do it is a certain level of freedom.

Imagine for a moment that you have a house under contract. You are going to get paid 5,000. Things are moving along, you really need this money to pay rent or mortgage, kids' camps or care payments or whatever you can relate to. You have 500 bucks in the bank and you have enough to pull you through until it closes.

Then you get a call from the buyer. They are no longer buying the house, the inspections were bad, the appraisal did not come in high enough, they lost a job, the lender did not see the foreclosure or short sale on their record, they are getting a divorce, they are being relocated and the list goes on.

The sinking feeling that immediately sets in your stomach. How am I going to pay for ____?!?

Yeah, I have been there. Tears streaming down my face. Looking for what I can sell off quickly. That is why it is so crucial to have the reserves and the understanding of finance and business because that feeling would not be so immobilizing. You would continue on with the knowledge that you are not running a business commission check to

commission check.

I also understand that in the real world most agents are depending on that check and it always seems to come at the very worst time.

Those struggles are real. It is not a matter of “If: it is a matter of “When.” At the end of the book is a training we do called the Mind Set Workshop. Work through it at the end of the book.

One thing I want to stress is a huge mistake I see agents making. One of those is they get a couple of checks and feel like they are on top of the world. Next thing they come pulling in with a fancy European luxury car or booking a vacation. Do not get caught up in this hype. Only reward yourself when you have enough business funds to support your company for 6 months and this includes future growth, expansion, marketing, and advertising. Also wait until you have 6 months saved in personal reserves. Then and only then buy that car if you must.

An exercise that I do with the groups that I coach is to identify the most important goal in each of the 5 pillars. When things get going sideways it is good to reflect back to these to remember why you are doing what you are doing.

The five pillars are

Personal

Business

Family

Financial

Spiritual / Religious

Personal

What is the most important thing that you want to accomplish this year personally?

Is it losing 20 pounds, quit smoking, run a 5k, volunteer more?

Business

What is the most important business goal? Do you want to add a team member, add an admin, do 10 million in production?

Family

What is the most important family goal? Do you want to go on a family vacation, spend more time with family, get kids into a great college?

Financial

What is the most important financial goal? Do you want to be debt free, have 50,000 in savings, put money away for retirement, purchase an investment property?

Spiritual / Religious

This is tricky for some but to have peace in this area helps to achieve inner peace. Do you want to pray more, meditate more, do yoga, go to church more? If you are not religious that is fine and your choice but practice something spiritual and bring mindfulness to your life.

All of your circles must be in balance. When they are in balance everything just clicks and you live a happy balanced life. What are the 3 most important things from each circle?

Download the 5 Pillars Work Sheet at www.MoreGCI.com/launch

Peace Axis

This is another exercise that we practice in coaching. The Peace Axis point is a mathematical approach to your business. What we do is to make a graph. On one side, we have commissions earned. Then on the other side, we have hours worked. When you find the perfect spot for you that is the peace axis. Anything above this line you are giving up time and anything below that line you are giving up money.

Take a look at the example. The left is hours worked per week. The bottom is yearly GCI. The intersection of the two is the Peace Axis. That is the ideal growth line.

Now take a look at this example. This is a client that consumes a lot of time and the GCI is not that great. Do you see how it greatly differs from the ideal growth line? When I identify a client like this I do

not work with them. It is not efficient nor is it in line with the peace axis. Continuing to work with clients like this will cause burnout.

I know. I get it. Sometimes you must work with whomever just to pay the bills. Do it, but plan the future for a positive growth line and follow it as closely as possible and everything will be better.

Watch and track your time with each client. You will start to see patterns and from that you will be able to adjust so you become more efficient. In business, efficiency equals profit.

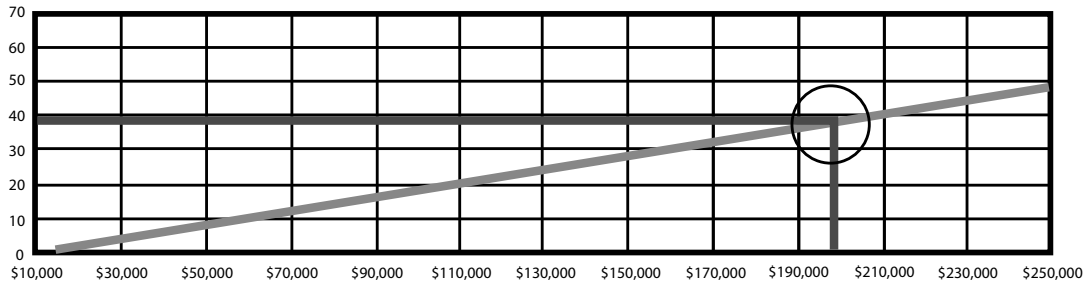
When you are able to run your business the way you designed it, you will not only reduce stress, you will feel confident as well.

When you are able to say NO to a client and take control, it is one of the most enlightening feelings in business.

The lack of control is something many agents struggle with. By regaining and maintaining control you truly run your business like a professional.

See the examples on the next page.

This is a healthy growth line



This is not a healthy growth line



Please watch the video for this chapter at

www.moregci.com/launch.

To learn the systems and tools we use and recommend visit

www.moregci.com/secrets