



KEYNOTE

# WHY GOOD PEOPLE DESERVE GREAT ADVICE

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POWERED BY

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TEACHER NOTES



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## IDEA

Why you deserve great advice?  
Because it can be a differentiator and a unique selling proposition in your business.  
It can increase your business.  
You'll have people waiting, lined up to do business with you.  
It will create more referrals.  
It will make your life easier.  
You will impact and improve the lives of others.

## QUOTES

*"Comparison is the thief of joy."*

*"You don't need to always be available at the drop of a dime. That's going to create less rich relationships, less connection, you're going to be more inefficient, and you're ultimately going to piss a lot of people off, including your spouse and kids, if you have them. And that's really important. Do not piss those people off."*

*"You are not selling anything. You're making connections with people and educating them. So get rid of always be selling and change it to always be educating. The more we can remove selling from the process, and work on educating people, the more we will close and the more success we will have in our business."*

*"It can't be the same for everyone. This is not a one size fits all line of work. Everyone has totally different circumstances. Everyone has totally different needs. Most people don't even know what their needs are and we have to uncover it. So how can we always be selling something exactly the same way if everyone's different? We can't. So we have to take the time to educate people, which is uncomfortable sometimes."*

*"Sometimes the best advice is that maybe we shouldn't work together."*

## TAKEAWAYS

Don't follow a leader blindly. They're not always giving good advice.

Always make sure you know what you're talking about before giving advice to others.

Continue learning always. Open yourself up to the ideas of others.

It's OK to be competitive, but have a healthy competition within yourself. With regard to others, turn comparison into admiration and competition into dreaming. Dreaming what you want to do and creating is where we can truly find our joy in our business. It will lead us to a better head space and it will allow us to explore that maybe our path is going to be different than people who are doing more.

Get rid of comparison. You are enough and it's your dream. Dream as big as you want and make sure you get there by taking action within dreaming. Pursue your dream above all else.

## **HOMEWORK**

Write down this mantra: *"There is good in all people and good people deserve good advice."*

Schedule everything you can. Here's how:

Let calls go to voicemail.

Set time aside to call or email those people back and say, "Hey, got your voicemail. I'd love to schedule an appointment with you. When is a good time that we can connect for 15 to 30 minutes?" And then put it in your calendar.

Use your calendar to create structure so you know what to expect in your day and you can create maximum efficiencies.

Give advice and education to your customers and clients as if you were doing a home loan to yourself. If you can do that, you're going to create a different dialogue with your customers. Tips:

Have a professional process that is consistent with every client, such as the Mortgage Coach Total Cost Analysis.

Make the information specific to their individual needs.