



KEYNOTE

HOW TO BECOME THE MILLIONAIRE LOAN OFFICER

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POWERED BY

WINBYNOON[®] MORTGAGECOACH

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TEACHER NOTES



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IDEA

How to use your dysfunctions to build wealth and success in our industry.

QUOTES

"We're all imperfect, but those imperfections are our gifts. If you can really embrace your dysfunctions as both the positive and the barriers, you can absolutely achieve whatever it is that you want to achieve."

"I have figured out how to harness my dysfunctions to get rich as a saleswoman, coach and manager in the mortgage industry. It took me 13 years in being in sales to figure out how to cross that million dollar mark. And I haven't looked back, nine years later."

"The mortgage industry does not discriminate. It doesn't matter where you went to school, who you know, who your daddy is, if you're black, white, purple, gay, straight, old, young. This is an industry where if you want to give your all and you want to grow and evolve and level up your skills, you can go do and be and succeed in whatever way possible. We are truly limitless."

"My number one value, love, joy. But my dysfunction comes from fear and that is really what has pushed me forward."

"You can't do big things without a lot of support."

TAKEAWAYS

You've got to accept that you deserve to make a million dollars.

You've got to decide that making a million dollars is a goal worth pursuing for you, that this is possible.

Once you make the decision to pursue the goal, figure out what stands in your way. Look at your barriers.

TOP BARRIERS:

BARRIER #1: BEING CLOSED OFF.

You don't feel worthy, don't feel like you deserve it.

SOLUTION:

Open up, being real, being vulnerable, expose yourself in words and deeds. People want relationships, they want to know that you're a normal person, and they want to connect. This helps. Try writing a letter from the heart and telling a story about what's going on in your life. If you help enough people get what they want, you can have whatever you want in life. But if you are closed off, if you're a little too stuffy, a little too professional, a little too guarded, a little deliberate, you'll never get that deeper layer of connection and know what's really in the way for somebody else, what their real hopes and dreams are. How can you help them if you don't know? So loosen up a little bit, be authentic, be bold, say what you really feel.

BARRIER #2: LACK OF TRUST.

This leads to you trying to do everything yourself because no one else does it as perfect as you.

SOLUTION:

Trust others to help. You can't do anything alone that's great, worthwhile or meaningful. If somebody can do it 80% as good as you, let them do it. Know what you're really good at and what provides the most value to the client or agent, such as delivering quality advice, and focus on that. That includes being really honest and up front and telling people what obstacles are in their way. And if you trust yourself to do that every time and have someone's best interest in mind, you can let go of the other things, even if others make mistakes you wouldn't make. You can't do big things without having a lot of support.

BARRIER #3: BEING A PEOPLE PLEASER.

This leads to you and your family never having any down time.

SOLUTION: Set boundaries and give up perfection. Your value proposition is strong enough to withstand it. Learn to say no. Send calls to voicemail. It's OK for you to not be available. Setting barriers will give you time to write a plan and build a process, and that plan and that process is what will allow you to grow. If something is stopping you from growing, it's probably a process problem, not a people problem.

BARRIER #4: BEING DISTRACTED.

This leads to being overwhelmed and burned out.

SOLUTION: You don't have to kill yourself to make it in this industry. It's the choices you make and the way you've structured your business. The way you've set it up. So set it up differently.

HOMEWORK

Study Brené Brown; learn how to build rapport with people and care about their story, and find their unique talents and gifts. Brené Brown Netflix special "A Call To Courage" is a MUST WATCH.

Do a little bit of self-inventory and self-awareness, so you can address the barriers, blow up the barriers, run through the barriers, get help with the barriers.

Know what education, training, support, and coaching you need and build that around yourself. Get into an environment, a culture. Join this Mortgage Coach community, be on these calls once a week, get yourself a coach, journal about it.

If you keep working on the barriers, the things that you know others don't do, and know that it's possible to fix them, this is when your life completely changes.