



Mindset + Momentum

L.E.A.D. =

Live with Purpose – Show up every day with intention

Embrace the Grind – Success lives in consistent effort

Attack Each Day – With focus, fire, and intention

Deliver Greatness – For your clients, your team, and yourself

T.I.M.E. =

Train

Inspire

Motivate

Educate

THE 3 C's

Confidence, Consistency, Clarity

ONGOING SUCCESS PRINCIPLES

Consistency wins

Track everything

Invest in yourself

Build relationships

6-Module Framework

◆ Module 1: Mindset: The Entrepreneurial Shift

Key Topics:

- You're not just an agent --- you're a business owner
- Success in real estate isn't about luck. It's about consistent, intentional action.
- Growth Mindset vs. Fixed Mindset
- Why are you in this business? What motivates you?

◆ Module 2: Clarity: Define Your Why & Goals

Key Topics:

- Why are you in business? What motivates you?
- What kind of life do I want to create --- and what would success feel like?
- What am I willing to commit to --- and what am I willing to let go of?

◆ Module 3: Business Building & Branding

Key Topics:

- Business Building: The Strategic Framework for Growth
- Branding: Defining Identity and Connection
- The Synergy: Fueling Referrals and Lasting Success

◆ Module 4: The Core 4 of Real Estate Success

Key Topics:

- Lead Generation: The Lifeblood of Your Business
- Follow-Up & Conversion: Turning Prospects into Clients
- Time Management & Daily Routine: Maximizing Productivity
- System & Tools: Scaling for Efficiency and Growth

◆ **Module 5: Launch Plan: Your First 90 Days**

Key Topics:

- Phase 1: Days 1-30 – Learn, Build, Prepare
- Phase 2: Days 31-60 – Take Action and Build Habits
- Phase 3: Days 61-90 – Convert, Promote, and Grow

◆ **Module 6: Launch Plan: 91 & Beyond**

Key Topics:

- Phase 1: Stabilize & Strengthen Your Business (Days 91-180)
- Phase 2: Build Visibility & Authority (Months 6-12)
- Phase 3: Optimize for Growth (Months 12 & Beyond)

◆ **Post Module: & Beyond**

- Real Estate Fundamentals
- Market Mastery
- Lead Generation & Prospecting
- Converting Clients with Confidence
- From Contract to Closing