

In Our Experience

This is our story - Fitz and Heather. It is the accumulation of a little bit over the course of 20 years. It consists of highs, lows, redirects, stalls and unexpected accelerations. We birthed it through painful, gut-wrenching experiences that eventually led to unexpected understanding and internal peace. We take what we know - about self-development, building a business to \$1M annual income, 15 years of coaching others to do the same - and we give it to you.

What is your story and how can you help others with it? Something to ponder as we work today.

It has to start somewhere. Usually, it's some kernel of belief, this gnawing sensation, that there is more. It probably was given to you when in the womb or developed through a difficult circumstance. Either way, it showed up and that's when you decided to go for it.

Seeing this opportunity simply gave you a means to an end. That's how Fitz felt at 23 when he finally found a way. It had been inside him as a young boy making money at 8 years old, stirred up at 19 when he told his soon-to-be-wife that he'd be a millionaire before turning 30, and very alive at 23 when a pathway of opportunity stood before him.

What is it about your personality and past experiences that attracted you to this opportunity?

Maturing My Strengths - My 7 Words

Can you list 7 words that best define your strengths? A matured strength will become a money producing asset in your business. (It's ok to have seemingly contradicting characteristics. We are all a mix of contradictions.) An overextension of that strength will become a liability.

Strength	Over Extended	Asset	Liability

Three Steps to Maturing Your Strength

Step 1: What do I do the next time I identify that I am operating in the over extension of my strength?

- Stop. What would someone else do? This is not to encourage you to BE someone else. It is simply to give you permission to RESPOND a different way. This means you open up another choice of thinking.

How could I think differently next time?

Step 2: Who compliments me to help me when I am there?

- Go to the person who can help you move through this. Who is your support system and how do their strengths compliment you?

Who is in my inner circle to help mature my strength? Why?

Step 3: Why do I want to limit the negative effects of this strength?

- There are two costs. Which one is greater? (Hint: The fear is going to cost you more than allowing reality to play out.)
 - Cost #1 - using the overextension of my strength as a liability
 - Cost #2 - the reality of what happens if I do not apply my “strength”
 - Examples:
 - My need to hesitate to make the right decision is actually more costly than if I make the wrong decision.
 - My need to be right is more costly than the pain of allowing someone else the opportunity to be right.

What is the most costly over-extension-of-your-strength operating in your business right now?

The Narrow Passage

The season of small business ownership in which resources (time, money and staff) are limited yet growth is essential. It can feel like a suffocating place but it's important to remember that confusion always precedes learning.

Fitz and Heather stayed in the narrow passage for 5 years. We started this new venture already in debt with credit cards maxed. We understand the burden you feel. We understand the desperation to get out from under your situation. There is this longing that there is so much more for you in life than feeling stuck and hopeless. We believe that for you too!

Like you, we saw hope for a better future in this business but it has been much more difficult than we thought. Let's stop and reflect for a moment about anything in your life that has been worthwhile. Was it harder than you thought? Parenting, marriage, career, developing talent in sports, music or art? Always worth it on the other side but never what you expected. Usually, it's even better because of the fight and victory. To make it through, your resolve has to be greater than your expectations.

For us, existing in the narrow passage was 5 years. We moved to Dallas thinking we would be here 6 months, build a thriving team and move back. Laughable, I know. But it is that expectation that gave us the strength to start this journey. Thankfully, our resolve took over.

It is most important to think ahead. You cannot determine the best course of action if you haven't plotted out the possible result of those actions. Learn how to affectively balance thinking and acting to grow your business. Wisdom is being able to appropriately balance two seemingly contradictory truths for positive gain in the circumstances you encounter.

Mastery of These 3 Skills Will Help Move You Through the Narrow Passage:

1. Anticipatory Critical Thinking

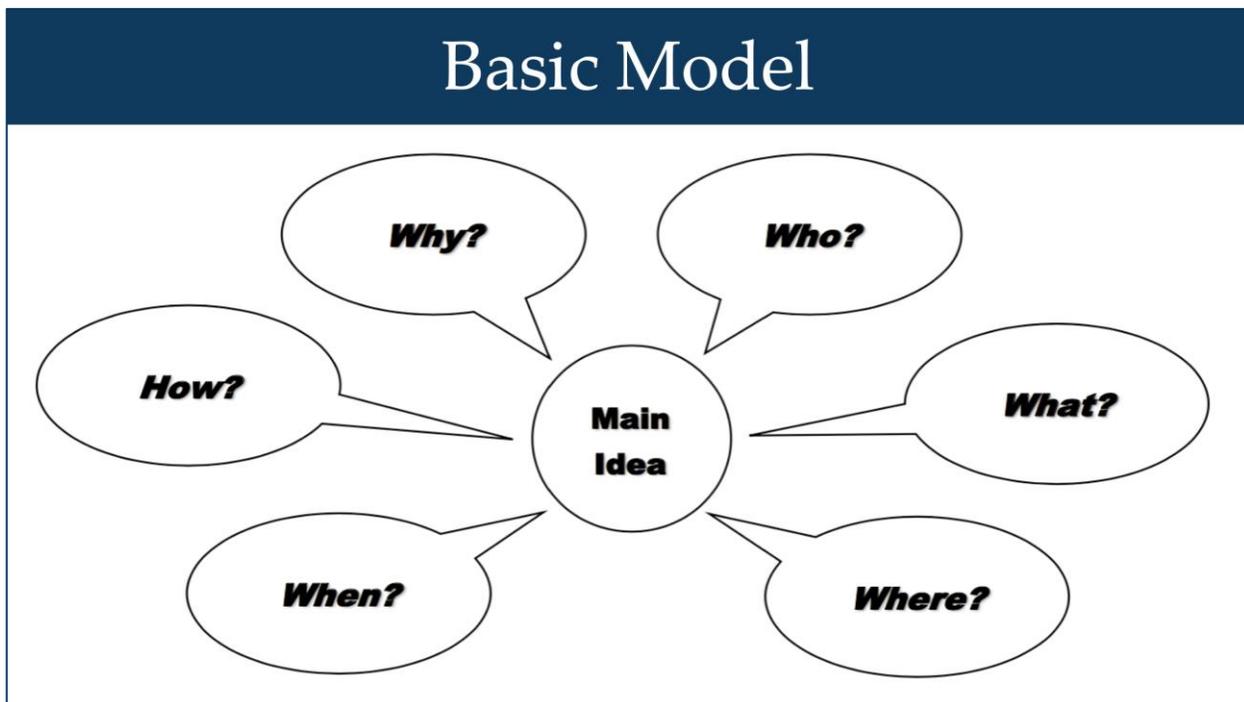
- Anticipation - the process of recognizing and preparing for difficult challenges, many of which may not be clearly understood until they are encountered.
- Critical Thinking - disciplined thinking that is clear, rational, open-minded and informed by evidence
- Below are strategies for how to A.C.T.:
 - Creating Work Flow Charts (who is doing what on your staff)
 1. Make a list of all functions that need to be completed.
 2. Divide Tasks according to skill sets and interest level (where possible)
 3. Look for more efficient ways to communicate or systematize
 - a. What does not need to be done that is being done?
 - b. What needs to be done that isn't getting done?

- Mind Mapping - With the right tools, these *intentional* times in your schedule can be the *difference maker* in your business.

1. StrengthsWeaknessesOpportunitiesThreats

SWOT Analysis Worksheet	
Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

2. Applying 7 Layers



- a. In relationships with self or others - ask why 7 times
 - b. In result-oriented actions – ask “and, then...” 7 times
3. Preparation. What notes do I have on today? What do I need to prepare for tomorrow? What events are coming up that require preparation?
 4. Add a 3rd brain. Something beyond your ability or the ability of someone else happens when two or more work together to give insight around a concept or plan.

When can I add Mind Mapping into my calendar? _____

- Financial Awareness

1. Make a Budget

Make a Budget	
Gross Income	\$1,000
<u>- Lead Bill</u>	- \$300
	\$700
- 10% tithe	- \$70
<u>- 10% savings</u>	- \$70
The rest is what I built my business with.	\$560



2. THIS Week Profit Vs. Weekly Expenses
 3. Strategize to multiply investments.
- Work Ethic - Investing our time so that we can buy our time back. Everyone thinks they work hard. How do you determine if work ethic is an area of improvement for you?

1. Be Accountable. Write down your schedule for a week. Everything you do and the timeframe in which you do it. Review it, preferably with someone else.
2. Be Truthful with yourself. We are all working on growing our capacity finding the right combination of working hard and working smart. For most of us, there is a moment when what we want becomes stronger than continuing to be dishonest with ourselves about our work ethic.
3. Constantly Tweaking - you never arrive. we adjust with times and seasons and often return to accountability.

Are you getting the results you want and how does your work ethic affect those results?

<u>Signs of Poor A. C. T.:</u>	<u>Signs of Strong A. C. T.:</u>
1. Income Swings	1. Financial Stability
2. January blues	2. Multiplication of Investment
3. Consistent conflict in relationships	3. Consistent Results - recruiting, production
4. Allowing what you cannot control to occupy your thoughts	4. Team Synergy
5. Winging it	5. Emotional Confidence
6. Emotional Instability	6. Getting Up Every Morning with a Plan

Circle above which signs are true for you.

2. Leadership 101

- Moving a person or group of people from point A to point B. You cannot lead people somewhere you have not been, yourself.
- When leading, use these:
 1. How do you identify where a person is?
 - a. What are they actually saying? Repeat it back to them.
 - b. Why are they saying it?

- c. What value do they bring to my organization and what sacrifice will I make to keep them around?
 - d. Have their actions been consistent with their words?
2. Where do they need to go? You identify where they need to go by what they want. (Hint: sometimes what they want only reveals where they *actually* need to go.)
- a. Leaders are proactive not reactive.
 - b. Taking control over the narrative. You should be influencing their thinking.
 - c. TLC - teach, listen, confirm. Are they hearing what you are saying? Ask them to repeat it back to you.
 - d. Look at BIG picture.
 - Where are they trying to go and how fast are they trying to get there?
 - When the granular details don't look/feel right, step back and seek understanding.
 - Don't get caught up in the minutia.
3. How to guide them there effectively?
- a. Feel, felt and found. At what point did you find yourself in a similar spot and what did you do to push through? Use your story.
 - b. Macro/Micro How to lead past your own feelings? Look past your own perspective. What is best for the whole is what is best for me.
 - c. Knowing your content or your message for that season:
 - Knowing your own teaching point from your own story.
 - What are themes you are teaching on a lot lately.
 - What is team's next level and how do you get there? What type of contribution is required of each member or pocket of people? Do they know?

What have you learned recently that your team might benefit from?

5 Recognizable Fruits of Leadership:

1. Trust demonstrated in behavior
2. Inspiration - communicate and demonstrate passion, purpose, and meaning and this helps establish the inspirational culture of an organization.
3. Top Producers want to work with you.
4. Controlled Morale - you are a thermostat, not a thermometer
5. Leaders producing leaders. Great leaders have impact - your answer lies inside your organization.

3. Defining Moments

- The unexpected moments that define your commitment to the process and reveal what you truly believe. They are usually reinforced with anger, confusion, a sense of loss and often something hard to explain happens. These moments become an Ebenezer - a stone of help. A memorial in which you commemorate an event that propelled you into your purpose.
 1. Expect them. You can't really. But remember you are writing your story and these are the most interesting parts.
 2. Create a reminder. Make something, buy something, put it on display.
 3. Share them with others.

Fitz and Heather will each share one with you.

What are your defining moments?

Business Ownership

We had arrived. We had 3-4 staff and comfortably paid our bills. We built our business to \$1M gross income and we could now build our life. We bought a second car, bought our first home. We were only 28 years old, and we had just....begun.

From here on, the story gets more salacious, grows in intensity, increases in complexity and becomes much harder to teach from. More can be taught in one on one mentoring where we can be more specific with you. But business ownership isn't as much a place you arrive or a title you earn, it's a mentality that must be there from the start.

Below are key elements to master to move into a mentality of Business Ownership:

1. Team Building

Step 1. The first step to developing a team of your own is being a contributing member of someone else's team. Your team will multiply your negatives and divide your positives.

Which meeting am I committed to every week? _____

Step 2. Create a system. Your people have to know where to find you.

- Focus on process, track results. Tweak process until desired results.
- An effective system builds Trust. Competence. Connection. Character.

What is your system for your team? _____

Step 3. Every meeting should cast vision. People want to belong to something greater than themselves.

- Vision draws on history
- Vision draws on inner voice
- Vision draw on future goals
- Vision meets a need.

What is your vision for your team?

Step 4. Develop a synergetic team with 3 components.

Core

- success story
- decision making
- empowered

Committed

- have responsibility
- attend all meetings
- consistently produce

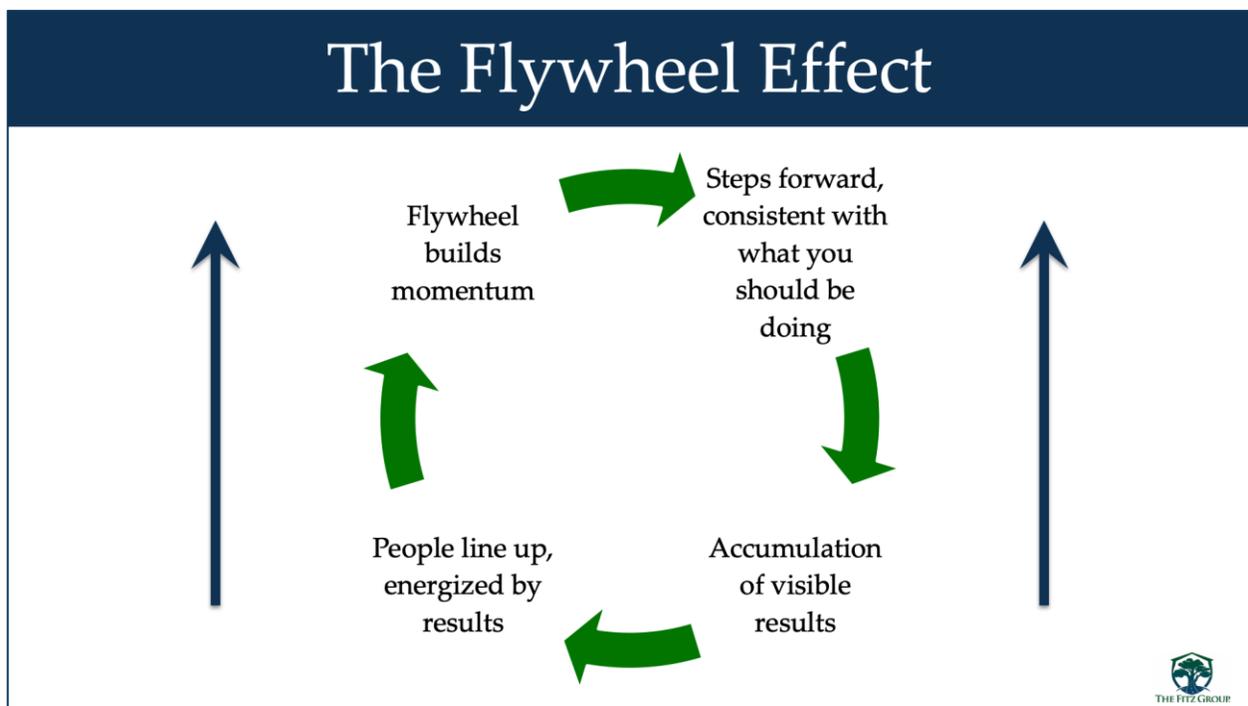
Crowd

- observers
- friends
- energy builders

Remember: Leadership is taken not given.

Who are your core, committed, and crowd?

2. Flywheel/Doom Loop



The Doom Loop Effect

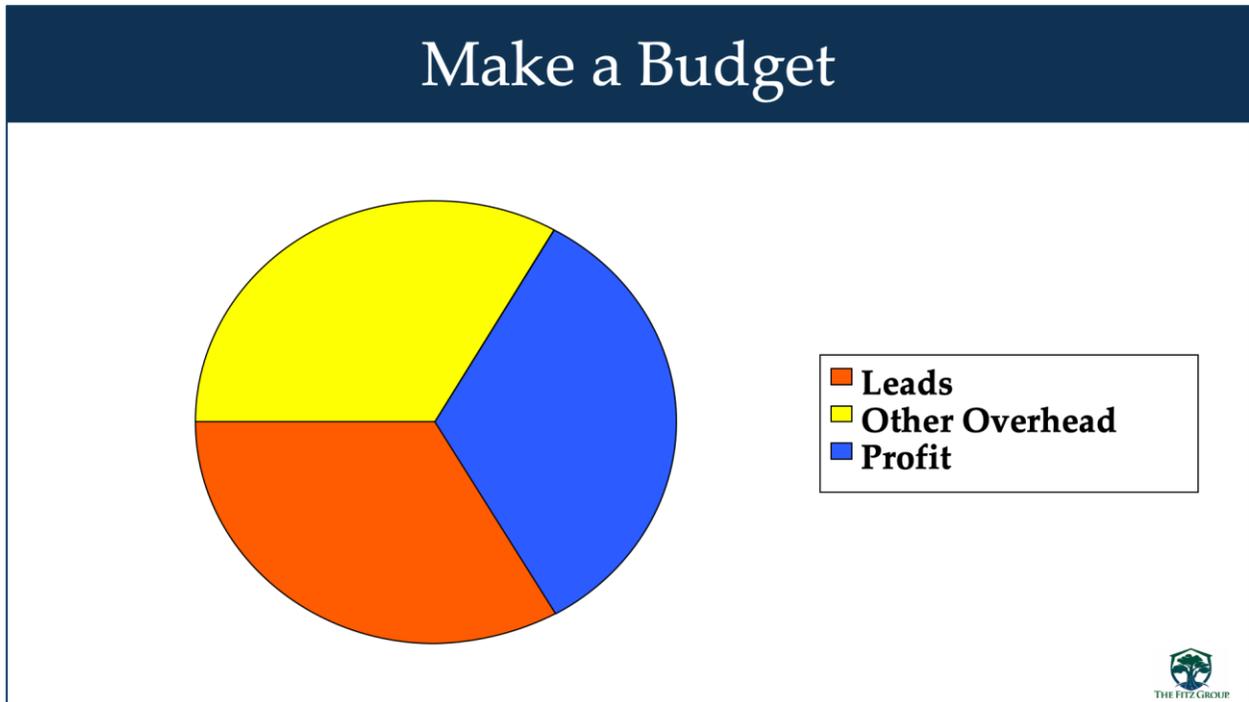


How to create growth/find meaning/make contribution in every situation and circumstance.

1. Matured Strengths
 - a. What are they?
 - b. How can I grow them?
 - c. How do they apply now?
 - d. What new strength is being revealed?
 2. Your Story
 - a. What is your passion or source of frustration?
 - b. What is your past experience?
 - c. Are you in certain patterns or cycles?
 - d. What is motivating me to engage?
 3. Your Financial Contribution
 - a. What actions are producing income?
 - b. What other opportunities for income do you have?
 - c. Is this profitable to my income goals?
- Look for patterns through counsel from others
 - Big faith moves are different than the accumulation of small results

What Doom Loop pattern are you currently in and how can you begin to respond with understanding?

3. Investing



- Think like a business owner
- Investing in Business - With a business, you have to get the crop coming in and then build your barns or your house.
- Delayed Gratification
- Mentality to build a business, not necessarily working 9-5 for \$50K/year. You have to get out of the mindset of getting a pay check. You are investing. Taking a risk, not certain of the return.
- Invest First in Business



Investing in Leads...

- Pursue all Lead Types
 - A, A1, A2, A3, DLP, TLP, DKD, etc...
- Keep your lead bill manageable
 - Teach your agents referrals
 - The Lead System is there to supplement the agent's activity.
 - Be quick to see "problem" agents... and stick to your guns.



- the investment is bigger on the front end than it is on the back end
- compound your investment - buy assets that create more assets



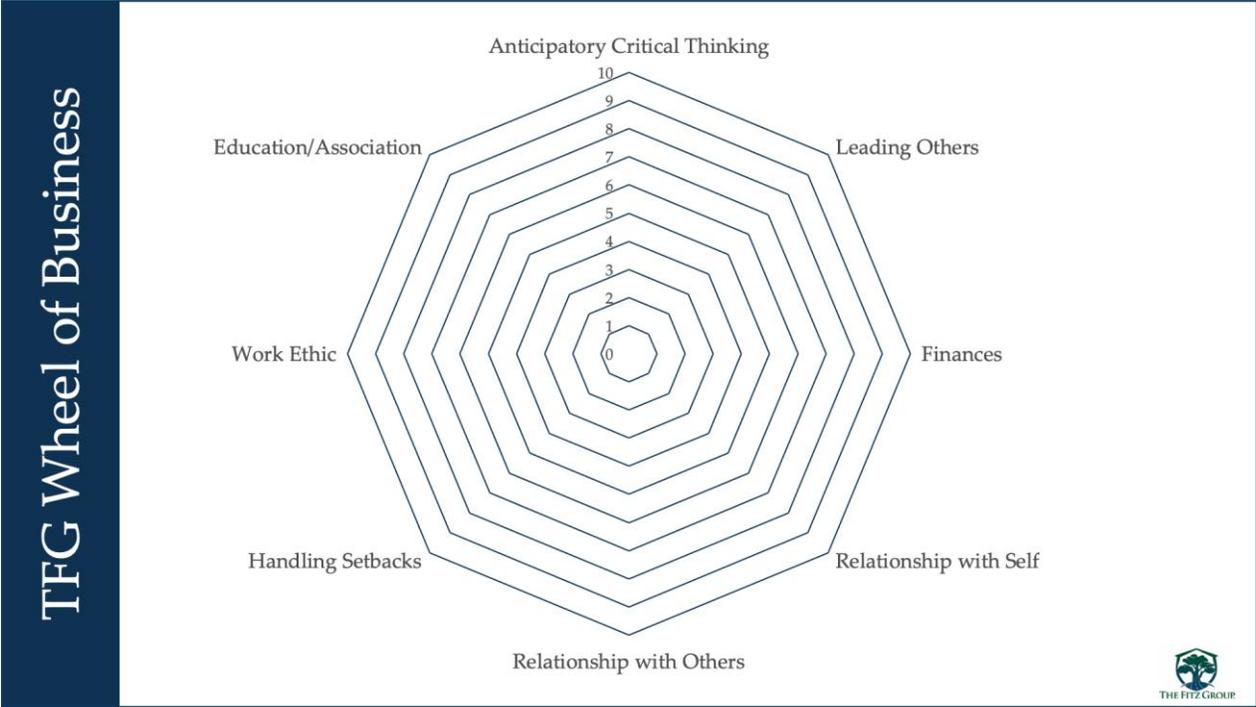
Investing in Other Overhead...

- Training Expenses
 - Conferences, books, audio, PC, etc.
- Recruiting ads (just to get the width going)
 - Craigslist, ZipRecruiter, Monster, Résumé searches, etc.
- Office space
 - Check upline... don't sign a lease longer than 1 year
- Staff
 - Check upline... do you need staff, or are you lazy?
 - When you hire staff, fill your weaknesses
 - When possible, pay based on performance.



- credit card or ads?
- Hiring Staff - we probably should have hired sooner.

TFG Wheel of Business



What is the top priority to work on in your business wheel?

What steps can you take starting today?

How can you rearrange your calendar to “trick” yourself into these results?