

# Survival of the Emotionally Fittest

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## Write the Story Future Business

If you have less than eight years in the real estate business you might just be having an unwelcomed experience with your personal business...listings not selling, buyers sitting on the fence and a complete dry up of referral business. Don't fret. You are not alone. Or, should that be FRET you are not alone? I will let you figure that one out.

So, what is it going to take? What steps will you take to insure your business's survival? Well, first you have one of two choices. Choice #1: Slink into victimhood? Hop on a plane to Whineville? Play the blame game? I apologize. Choice #1 was actually three choices. (Or was it?) Choice #2: Take personal responsibility. Understand that this is your experience. You do have the power to change your own experience. If you do not believe that then you are truly in the wrong line of work.

Let's asses where your mind is at right now. When you get out of bed and start your day do you (a) bump into something and react which starts your day...a bumper car if you will? Or (b) create your day clearly in your mind so you are 100% proactive and not reactive?

Bumper cars are vulnerable to outside things they cannot control. They usually sport around very big dents. Bumper cars let the environment dictate their experience and fall victim to all of its trappings.

Creators understand that they are in charge and responsible for their own experience. They map out their own experiences. Creators are authors. Creators in real estate are sometimes oblivious to market conditions understanding that those conditions are created by crashing bumper cars. They have no need to participate in the drama and the complaining.

I have to tell you it all starts there. I can train you on a million specific strategies and tactics like I have before but it will not matter until you wake up and create...not react. Author your business. Don't let the market author it for you.