

Update Inside - Grow Your Business Outside

by

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First question...anybody running their computers with Windows 95? I sure hope not. Quickly calculate for me how much you have spent on updating your technology...computers, software, cell phones, PDA and so on. How about your broker? The amount for some can be quite staggering.

Second Question...how much have you spent on updating the software in your brain? Yeah, your brain. Your brain is the most sophisticated computer ever invented. How long have you been on autopilot in your beliefs and behaviors? Have you examined what effect your conditioned thoughts have on your life? I guess the true question is do you really care? Self-discovery is a choice. Sometimes we have to endure considerable pain before we decide to look in the mirror and take responsibility for **every** aspect of our lives. The universe is funny like that.

I ask this same question to my audiences. "Would you agree the only way to grow your business is to first start growing on the inside?" I always get a resounding, "YES. Great...then what are you doing about that? So many agents continue their "growth" by attending seminars and trainings that recommend magic pill systems or manipulative dialogues. These are only remedies for those who are attached to the result of getting money from others, sacrificing the truth for income. When, in fact, living in truth will create an income deserved and a security of never having to worry about money again.

Then it is agreed. We can't grow our business until we grow our own capacity. What are you going to do about it? First start with examining what you are investing in "brain software". Are you being sold some manipulative system? Is it being pitched as some kind of magic pill? Is it just about buying more of their stuff? Is it selling your ego to create an image or the truth? Most importantly...does it create a condition for YOU to self-discover so you can increase your capacity.

There is a reason we are the least respected profession in this country (Reference latest Harris Poll). Just look at all the crap we are feeding our brains from the "experts". A successful agent is not defined by their ability to close or overcome objections or manipulate others. A successful agent is defined by their humanity, telling the truth, serving their clients and not attaching themselves to the dollar result.

An enlightened person is one who is in relentless pursuit of self-knowledge. Today is the day to start updating your "software". Buyer beware...lots of this software comes with viruses. The virus protection? Choice.

Rich Casto is the Founder of The Real Estate Coaches, a Recruiting and Management Solutions Company that supports brokers, owners and managers in the management and recruiting solutions arena. Copyright© 2006, Rich Casto. All rights reserved.