



RECOVERY TIPS - BY SUE WOODARD

Be An Action Figure

If you want something done – give it to a busy person.

An old, but very true saying. Busy people get things done, which is probably why they are so busy to begin with...people want to do business with them. Sales people are often flooded with great sales tools, tips and strategies that promise to increase their business. These tools are typically very beneficial and do provide wonderful solutions. But the one thing they can't do is force the sales person to take action.

Simply taking action is perhaps the single biggest key to success, in business and in life. In most every sales office, the top producers are not necessarily the smartest or those blessed with raw talent, but are those who have learned the power of taking action – and actually execute.

Taking action almost always gives an advantage, even if the competition has more skill or ability. It is very common to see talent wasted or not optimized, because no concrete actions are taken to produce results. They say “knowledge is power”, but knowledge is only powerful if it is acted upon.

So how can we practice and improve our ability to take action?

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<<< Start by not over analyzing. Sure, we need to think things through, but you can over think it too. If you worry too much about getting an idea exactly perfect before implementation, you can lose momentum, lose your window of opportunity or worst of all...never do it. You'll rarely have perfection, so a good strategy is to move forward

on executing your idea if you think your chances of success are at least 70%.

<<< Break a large project into bite size pieces - your action steps. If an idea that you know will improve your business just seems too large or overwhelming, break the plan down into manageable steps. Determine what actions need to be taken, then go ahead and take the first one! If needed, schedule an appointment with yourself on your calendar to take each action step, so you don't fall into the “I'll get to it when I have time” trap. How do you eat an elephant? ...One bite at a time...

<<< Don't procrastinate. Easier said than done - but the truth is that the longer you wait to do something, the slimmer the chances get that you will ever do it. Rather than putting it on your endless list of “to-do's” – get started right away.

<<< Develop an accountability plan. Tell someone else what you are going to do, and by when – just verbalizing your plan to someone else helps triple the likelihood that you'll definitely follow through.

<<< Need fresh ideas to execute? Look no further than this very publication. Select even one idea out of the many – and make it happen. Next time you attend a seminar, listen in on a webevent, read a great industry publication...make a commitment to walk away with at least one action item – then put it on your calendar and do it.

The bottom line is that it doesn't matter how many great ideas you hear or see. It doesn't matter how many great plans you come up with for yourself, your business, or your life. What matters is how many of these ideas, plans and dreams you put into action and make a reality. ❖

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