

CREATE A MIRACLE IN YOUR BUSINESS IN 2011

One of my favorite movies is "Miracle," in which Kurt Russell is playing the coach of the history-making 1980 Olympic hockey team. In the movie, it was his job to assemble a team that would be able to play against the Russians. The American association's vision was to create a team that would not embarrass them as they felt that Russia would win. (Russia had won for the last 20 years straight).

Herb's (the coach's) vision involved three core elements that would create a win:

1. "We have to change the way we play the game." The same strategy cannot withstand the test of time.

It must be free to move and evolve. We have to look at our competition differently and view our business differently, too. In doing so, how has your target market changed? Are there different niches or opportunities that you should focus on this year? If so, make sure that your website has "calls to action" to engage the person and show that they can get information on those types of niche properties. Leverage your call-to-action messages on every marketing piece that includes social media channels like Facebook and YouTube.

2. "I am not looking for the best players...I am looking for the right players." There is power in team synergy—the value of working in motion as a team. Business is more than just about you as an individual. It's about the people you choose to work with everyday, the people you choose to attract into your business and into your life. Leverage the people on your team so they play to their strengths. Is someone on your team a natural connector and great negotiator? Perhaps they are perfect to handle the short sale client. Is another person creative in lead generation strategy? Let them lead a brainstorming session that allows this to blossom. If you are the rainmaker that gener-



ates the business, focus on those tasks that you know would be impossible to duplicate (like lead generation, listing presentations, etc.). If you are one agent and running your business, surround yourself with like-minded companies and people that can help you reach your business goals and maximize what you do best.

3. "We are a team of uncommon men. Because common men go nowhere." Be willing to do what the competition is not willing to do. If it's where you prospect every day for two hours, do it. If it's walking your farm area and personally connecting with each homeowner, do it. If it's personally following up with every lead first (even though you have a buyer specialist) so that you have a vision of the market, do it. That is the uncommon element to success. **RE**

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