

“Get Ready To Win!”

By Bill Sparkman, The Coach

The mortgage business is going through changes again. It seems like all that is for sure is change, how you are responding may be the key to your future success. It may be time to re-invent yourself, and your marketing strategies. Last years plan is not going to be sufficient enough to get you to new levels of success. Too many loan officers today are “Playing Not To Lose”, they are very tentative in their approach, not taking risks, and, expecting new results, that’s insane. You cannot get any higher using strategies that got you where you are today – So **IT’S TIME TO WIN!**

It’s time for Re-Grouping, Re-Focusing, Re-Committing, and Re-Newing. There is a silent killer in America that is attacking your business and life everyday, it’s called Complacency! The more complacent you become, the more you will make it okay to lose. Most people are too casual about losing, Good has become the enemy of Great and mediocre is the new norm. When it did become okay to be okay? It is time to Raise your Sights. Complacency towards self improvement opens the door of opportunity for your competition. Now is the time to Win! Surviving is not an option, Thriving is your new course of action.

So the real questions is, how do you get back in the game? Many people in the mortgage business are just out of practice, riding the wave of mediocrity. Change is inevitable, suffering is optional. It is time to step it up and **“Get Ready To Win!”** Let’s look at the how to begin;

A) Re-Group

Spend some time and review those goals you made for yourself and your business at the beginning of the year, I’m assuming you had a written plan for success. 85% of all loan officers don’t have a written plan at all. For some, not setting goals, or not writing down what they want makes it easier for them to weasel out of their commitments. When they don’t reach their goals they say things to themselves like, “I didn’t want that anyway.” After renewing your plan take time to evaluate your results. Are you on track to hit your goal? Don’t make any excuses, it is either yes or no. If yes, don’t let up, if no, it is time to make some adjustments. You aren’t a bad person, you simply need to alter your actions.

B) Re-Focus

Now is the time to take what you have learned from your efforts and create another strategy that may get you from where you are to where you really want to get to. Is your current marketing plan giving you a high enough return on your investment? If not, change your approach. It may be time to refocus you energy, effort, and budget on a new target. You may be spreading yourself to thin, jumping from one idea to another. Most loan officers are too scattered in their activities, they have so much going, they really have nothing going. There is a difference between busy work and income producing activity. Where do you

spend most of your time? Time management is all about managing priorities on a daily basis.

C) Re-Commit

A lack of commitment may be your number 1 competitor. Without motivation and commitment, your enterprise will lose purpose, and without a clear purpose any venture is doomed for failure. It may be time to re-visit your level of commitment. The word “why” is what provides purpose to your business, a relationship, or a worth while project. If you have a big enough why, you will do whatever it takes to win. Most people will say they will do whatever it takes to win, right until it becomes difficult. So, why are you in the loan business? Why are you in your relationship? When you remember why, and it is important enough, commitment will be natural. Your actions will determine what you are committed to. It’s not what you say, it’s what you do that matters.

D) Re-Newal

As you look at Re-grouping, Re-focusing, and Re-committing yourself to your business, if you are really prepared to get Re-plugged in, the renewal step can be as easy as just saying “I’M IN AGAIN.” To Re-new yourself simply means to make new. You’re either in, or out. There is no almost in. Your decision to Re-new yourself to your business will be evident, your actions will be new, your attitude will be new, you may even get your passion back. The process of Re-Newal doesn’t have to be a big deal, no need to go to the beach and toss grains of sand into the ocean, just convince yourself that you are “Reinventing” yourself, starting today.

So, now the choice is yours, **Are You Ready To Win?** Do you choose in or choose out? If you choose in, it’s time to go to work. The key words are choose and work. Great achievers in life seem to just make better decisions during the day, and find ways to work smarter. You may be working much too hard and getting way too little in return, that can be a direct path to burn out.

Re-Group, Re-Focus, Re-Commit, and Re-New your spirit, and if you do, Winning will be Un-Avoidable for you!

Keep Your Eye on the Ball!
Bill Sparkman, The Coach

Bill Sparkman, “The Coach” is a mortgage industry sales trainer, speaker, and coach. For more information about Bill and his products or to find the date and location of Bill’s next seminar, please visit his website www.billsparkmanthecoach.com.

