Exercise 2: Conceive, Believe, Achieve

In Exercise 1 you reviewed this year. Now it's time to "write your own story" on what happens in the upcoming year. In this exercise you'll write a memoir as if you are looking back on a year that has already happened. Pretend you're telling the story to someone about how business went, what you earned and your production, and how you did it. Be sure to include both personal and work related details, and to focus not just on the results themselves but how you felt achieving them.

EXAMPLE: *(this is a very short version – try to make yours longer and with more details)*

As I look back on 20XX, I'm proud of how I doubled my income from the previous year. I earned $187,452 in 20XX with 31 closed transactions – 19 sold listings and 12 buyers sales. The best part about earning twice as much money was that I was able to take 5 weeks of vacation through the year. I especially enjoyed the 1 week I took with my spouse to Bermuda where I didn't take a business call, check my email, or have any work interefere whatsoever. It was totally relaxing, and I even had a massage! I felt amazing when I was able to book the trip and surprise my spouse!
I was able to do 14 more transactions in 20XX because I was able to generate twice as many leads by using Facebook advertising. I worked on my scripts and I was more efficient on all of my calls, and I was able to convert more leads. I worked my plan that I started at the beginning of the year, and focused on building my personal brand. I was excited to have my own logo, and I felt so confident talking to all of my prospects about my Unique Selling Propostion.
In April I....
In May I...
In June I...
I feel relieved that I am finally able to put more money into savings like I have always wanted. I set aside $25,000 in a savings account, and I put $18,000 in a Roth IRA. It takes a lot of pressure off knowing I have that extra money in the bank.
(CONTINUE ON YOUR OWN)

Now it is your turn.

Some tips:

- **Be as detailed as you can, especially with how events and acheivements made you feel.**
- **Work from January through December, and include all aspects of your life both business and personal. Imagine that you are telling someone about the perfect year.**
- **Don't be afraid to stretch – but be realistic as well.**
- **Focus more on results, achievements, and events than how you got there. You may want to discuss some of the strategies that you'll need to implement to get the results. We'll be working more on those strategies in Exercise 3.**
- **Be sure to answer questions like how much money did you earn, how many transactions did you close, and other important Key Performance Indicators.**

Begin your story on the next page. If you need more space, use extra paper…

Exercise 2

(CONTINUED)

As I look back on 20XX...

Congratulations!
You've completed Exercise 2.
Please continue to Exercise 3.