

the daily real.

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Confidential & Proprietary

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Day 1 - Welcome to The Daily Real

MESSAGE:

Hello First name / you,

First and foremost, welcome to Day 1 of The Daily Real!

We have one, very simple mission, and that is to make this crazy thing called being a real estate agent just a bit *easier*. Whether you're new to the industry, or just looking for new forms of inspiration, we want to sincerely thank you for trusting us to provide you with guidance, insight, and most of all, wisdom from our own experiences in real estate.

As you know, this is a 365-day endeavor. And, if you didn't know that, surprise! That's right - we'll be sending you a new email every single day over the next year. There might be some days when you just don't have the energy to read them, and on others you'll find yourself devouring every word. We hope.

No matter your pace, we know - more than any other piece of advice we could give you - that remaining slow and steady will always win the race. That's why, each day, you'll get a brief snippet of something to try, a new idea to ponder, and bits of advice intended to help you grow your business and become as successful as you can. We know from experience that little things become big things, and that trying to drink out of a firehouse doesn't really work. At least it didn't for us.

So, here's a quick breakdown of what you can expect from these daily emails:

1. We'll keep them as short and sweet as we can. We know you have a lot to do and we respect that.
2. There will always be a message of some sort, and we hope you read it if and when you can.
3. There will also always be a "Do Today" section with our take on what you can do today to up your game and be your best.

And there you have it.

So sit back, relax, and seriously, we hope you enjoy the show. Every piece of content has been carefully considered to further your success, and none of it was just plucked out of thin air. Everything we've written, for the next 364 days, is intended to make you better, challenge you, and ultimately, help you thrive (not just survive). There may be days when what we've sent just isn't jamming with you - and that's fine! All we know is that what we have to offer worked for us, and that we would truly be remiss if we didn't share what we've learned.

With that, once again, thank you so much for signing up for The Daily Real. We're always here for you, and hope you're as excited as we are.

Cheers!

The Daily Real

DO TODAY:

Whether it's your first day in the business or your ten thousandth, we want you to take a few moments for yourself and think back to the specific reason(s) why you got into real estate in the first place. Why did you decide this was the right career for you? There's no right or wrong answer, and we won't have any idea what your specific 'why' is. But we want you to know, and to always keep it in mind. So if you've forgotten, or just haven't thought about it in awhile, do it.

MESSAGE:

Hello First name / you,

There once was a high school band that one day, unexpectedly, had a new conductor. He was new to the area and had come from a part of the country where high school bands were a much bigger deal than they were in his new town. He took it very seriously and wanted nothing more than for his band to be the very best. His name was Mr. Cheney.

One afternoon, during a particularly grueling rehearsal under the direction of this passionate, new conductor, the band's morale had sunk to an all time low - they just weren't getting it. The brass section had missed their cue for the 20th time, and with probably more passion than rage, but at the time it seemed like only rage, Mr. Cheney had had it. He threw his baton at the lazy brass section, kicked his music stand to his right causing his music to fly into the flutes, jumped off his platform, cupped his hands around his mouth and screamed:

"Do you hear how bad you sound?? Do you hear how terrible you're playing?? This is exactly how bad you're going to be on stage, too!! WHY? Because you're practicing completely wrong!"

The room was silent for an entire 30 seconds - a very long time for high schoolers. Their former conductor would have never done anything like this, and they were mortified. Finally, one brave clarinetist had the courage to say out loud, her voice cracking and tears running down her face, "Well what do you want from us?"

Cool, calm and collected, Mr. Cheney sighed, responding with this:

"I want you to get that practice doesn't make perfect. Practice makes perm-a-nent. Permanent! Practice makes permanent. How you practice is how it's going to be. Not only in here, but in life. How you do this is how you do everything. You wanna keep missing your cues in here? Then you're going to miss them out there. You want to play lousy in here? Then you're going to play lousy out there! Practice. Makes. Permanent. So practice the way you know you should. The best you can, every time."

With that he picked his baton up off the floor, stepped onto his platform and raised his hands cueing the band to get into playing position.

"From the top, from memory, and don't you dare take your eyes off me."

Six months later, Mr. Cheney's band took 2nd place at State - the first time that high school's band had ever entered a competition, let alone won.

Today we're going to let you draw your own meaning from Mr. Cheney's words: practice makes permanent. Perfect doesn't exist. Never has, and never will. However you showing up today is how you're always going to show up. How and what you're practicing today is how and what it's always going to be. And the beautiful thing is that you can change it at any minute. Don't forget.

Oh, and that courageous clarinetist who wasn't afraid to speak up? Mr. Cheney told her she should become a Senator. And she did.

Mindset, people.

The Daily Real

DO TODAY:

Your task today is to evaluate how you're showing up, what you're working on, and if there's anything you need to address. Remember to always give yourself a ton of space and grace, and at the same time, don't forget that practice really does make permanent, not perfect.

MESSAGE:

Hello First name / you,

So here's what we know: successful agents are real, you shouldn't do stuff you suck at, the power of vulnerability can and will change your life, and success isn't exactly what you thought it was. Phew! Well, in case that wasn't enough, let's add to it, but at the same time, also simplify as much as we possibly can. Ready?

Successful agents are real. Wanna be real? Be successful.

Or, rather, S-U-C-C-E-S-S-F-U-L. That's right baby, it's an acronym!

See, acronyms work - even the long ones like this that you might end up forgetting and be unable to recite from memory. But they do work, always have and probably always will. That's why we're using one to help you better understand what it takes to be successful in this business while staying true to our mission of proving that real estate is much simpler than you think. Or they think. Or whoever thinks.

There are, of course, other attributes that define successful real estate agents, but it's these that we see repeatedly in all the agents we look up to and admire. So here they are.

Successful agents are real. Wanna be real? Be S-U-C-C-E-S-S-F-U-L:

S - Sincere

U - Unashamed

C - Curious

C - Courageous

E - Energetic

S - Strategic

S - Sexy

F - Fun

U - Unforgettable

L - Lucky

These 10 qualities, when combined and paid attention to, do indeed make someone very real, especially real estate agents. And, as we've learned, real agents are successful in every way you can imagine: financially, spiritually, emotionally, and even physically.

You could probably come to your own conclusions about what each of these traits means and how they combine to define successful agents, but why go through all that work? Over the next several weeks we'll be breaking down for you exactly why it's these specific characteristics that serve as the foundational attributes of real, successful agents, and how they'll help you grow your own success if you choose to subscribe to all they have to offer.

Until then, we hope you have a fantastic day and look forward to watching you succeed.

The Daily Real

DO TODAY:

Are there any other attributes you can think of that also define the makeup of a successful real estate agent? If so, what are they, and why do they stand out to you?