



Harnessing Your Energy for Production

In this business, **YOU** are your most important asset. Yes, leads, systems, dialogues, practice and presentations are all important, but if you are not well physically, mentally and emotionally, your business will suffer. In order to build a stronger and more profitable business, you must harness your energy. Yes, **ENERGY**. The quality and quantity of your energy are the determining factors for being able and willing to get out there and to be successful.

Webster defines energy as (1) *"the ability or capacity to do work or to produce change"* (2) *"the intensity or vitality of action."* Think about it. When you feel confident and well rested, have a purpose for your day and you are getting your priorities done; how's business? Pretty fantastic, right? On the other hand, let's say you are totally exhausted. You skip breakfast. You've been burning the candle at both ends for weeks, haven't been able to get your workout or golf game in, and are seeing very few results; how's business now? If you are in this situation, you may be questioning why you're putting the effort in at all.

Let's take a look at your energy. What threatens it, how can you get more of it and how can you best harness it to propel yourself and your business forward each day toward your goals and dreams?



Energy Drainers

Fear & Worry: This will sap your energy and steal your motivation.

Indecision: It paralyzes you and stagnates your progress.

Drama: We're drawn to it, but it distracts us from what we need to do while trapping us in a negative state of mind.

Physical Condition: Poor nutrition and lack of exercise and/or sleep negatively affect performance.

Lack of Direction: Aim at nothing and you'll hit it with amazing accuracy.



Energy Givers

Mental Intake: Read positive books; listen to and watch positive media.

Associations: Surround yourself with positive, supportive people.

Taking Care of Yourself: Eat nutritious food, work out regularly and get 7-8 hours of sleep each night.

Alignment of Values: Invest time each day in the people and activities most important to you and your business.

Written Goals: Focus on the things you want for your life and create an action plan to achieve them.

How you invest, expend and replenish your energy is the key to high performance in business and life.



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Maintaining Your Peak Energy



Energy Sustainers

Tracking Your Progress: Writing down the important activities you accomplished (calls made, distances run, etc.) gives perspective on how much you adhered to your plan and how far you've come. It will also reveal any necessary course corrections.

Tracking can give hope when you do not see your end result yet.

Visual Anchors: Keep your goals in front of you by creating a "goal board," a visual tool where you display photos and images that represent what you hope to achieve.

Consistency: This can be tough in the real estate industry because each day is a different and possibly chaotic adventure! Here is a 3-step formula to achieving consistency with good habits and discipline:



1. **Prioritize:** If everything is a priority, then nothing is; make a list of your top 5 business and personal activities and/or people.
2. **Set Boundaries:** Have a beginning and end time to your work day, take at least one day off each week, and turn your phone and email off after 6 or 7 at night.
3. **Time Block:** Block out time for priorities in your schedule first.

Taking a Break: In this fast-paced industry, it is crucial to take time away from your business. Instead of just going and going and going with no end in sight until you collapse, have the mindset of a sprinter.

Work hard for a determined period of time, take a rest and then repeat.

Give yourself and your family breaks to look forward to throughout the year that will rejuvenate everyone and make you much more productive, too!

Tip: Put these breaks into your schedule and book around them.

Accountability: Being held accountable by a coach or a trusted mentor is crucial to achieving worthwhile goals in all areas of life. In fact, **good accountability is responsible for 80% of achievement!** When you know you are being held accountable to certain activities and goals you've set, by someone you respect, you will always work harder to get things done. Harness that power!

“ENERGY AND PERSISTENCE CONQUER ALL THINGS.”

-Benjamin Franklin