

Coaches Corner™  
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1) Words from the President – Dirk Zeller

Have you ever noticed that achieving the goals we have set can often take longer than we want? We often set out on a certain objective or goal but, along the way, we encounter difficulty or challenges that were unforeseen. We often under-estimate the time needed to accomplish certain activities or even under-estimate the time needed to acquire the skill needed to excel.

When the progress is not swift or easy, we often give up. We spend our time looking for a short cut to success, when none exists. We get impatient for the result to happen now. This ongoing challenge with success reminds me about a story. Several centuries ago, the Emperor of Japan commissioned a Japanese artist to paint a particular species of bird for him. Months passed and then years. The Emperor was finally fed up with the delay and went to the artist's studio to demand an explanation of the delay.

When the Emperor arrived he found the artist staring at a blank canvas on his easel. The Emperor demanded the artist to begin his painting at once. The artist began to paint the bird, and within 15 minutes the painting was complete. The painting was an absolute masterpiece! The Emperor was extremely pleased with the work but had to ask why such a long delay.

The artist walked over to his cabinets in his studio. He proceeded to pull out stacks of drawings of feathers, tendons, wings, feet, claws, eyes, and beaks. He pulled out drawings of every part of the bird from every angle. He stacked them

in a large pile before the Emperor. The Emperor knew why it had taken so long to complete the project. He picked up his painting and left.

The truth is there are a lot of small, little, detailed steps to create a masterpiece. You must be a master of the small details before you can create a masterpiece. This artist spent a few years perfecting his skill of drawing this bird for 15 minutes of excellence. The greatness in life is in the consistency and the details.

To achieve excellence in life, we must strive and focus on creating an excellent year. Within that year, we must strive for an excellent month. Within that month, we must strive for an excellent day. To achieve an excellent day, we must focus on creating an excellent hour. The accomplishment of an excellent life is created moment by moment. What is the sum of your excellent moments so far?

To Your Success,

Dirk Zeller  
CEO  
Real Estate Champions

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**Bend, OR - "Dummies® Book Completed and Submitted To Publisher Wiley"**

Dirk Zeller, one of only a couple of authors in the Real Estate Industry chosen by Wiley to write a Dummies® Book, has recently completed the only success oriented title. Success As A Real Estate Agent For Dummies® is due to hit the shelves nationwide June 30<sup>th</sup>, 2006. High demand is predicted, and the publisher has ordered 50,000 copies for the first run.

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2) Spending Less Time to Accomplish More

Many real estate Agents invest too much time and too little urgency in their businesses. They commit well over 40 hours to the job, and they put themselves on call seven days a week. They spread themselves thin, and then, in order to sustain themselves over this endless schedule, they dilute their intensity. No other professional works so many hours. Even doctors have a lighter on-call schedule than most Agents choose to accept.

I suggest that you commit right now to become more effective in way less time each week. Consider this advice:

**Set aside at least one day a week to recharge and refresh yourself:** Before you say you can't afford the day off, realize this truth: Work expands to fill the time you give it. Reduce your work hours, and you'll automatically squeeze more productivity into shorter spans of time.

**Increase your productivity by increasing your intensity:** Give yourself deadlines with no procrastination options. If you know you need to accomplish a lineup of goals over the course of a five-day workweek, your focus will automatically zoom in; you'll sweep away distractions, and you'll get the job done in the time allowed.

I watched my own focus and productivity intensify as I went from a seven-day workweek to a six-day workweek to a five-day workweek. The largest production increase I experienced, though, was when I moved to a schedule of four days of work followed by three days off, with no correlating reduction in my income or success objectives. Given my goals, I knew I had to work with incredibly high intensity and no options for procrastination. What's more, I couldn't change my mind and add a work day to my schedule because my wife, Joan, and I were constructing a vacation home some three hours away in Bend, Oregon, and we had to be on site every Friday to check the progress. Joan was the general contractor, so there was no renegeing over the eight-month construction schedule. The amazing outcome? Once the home was done, I saw no need to revert to a five-day workweek.

**Take away your time-wasting options:** Commit to time off and force yourself to work during established, reasonable work hours. Automatically, you'll force yourself to eliminate time-wasting activities.

**Give yourself no option to add hours back to your workweek:** If you allow yourself the option to add time back to your workweek, you leave yourself open to time-wasting choices.

Begin to treat time as your most valuable asset. Realtors are too casual with their time, leading to career, relationship, or bank account casualties that could have been avoided by treating time as the most precious resource in life.

A resource is something that is available in a limited or finite supply. Money and energy are among your personal resources, but time is your most precious resource of all. You can judge your resource supply in all other areas. You know or can easily learn how much money is in your accounts. You know or sense your energy levels and what you have left to use. But there are no guarantees on the 86,400 seconds in each day. I defer absolute control of my time to the guy upstairs, and, in the meantime, I increase the probability of longevity through healthy eating, physical exercise, and adequate amounts of rest, and I increase the probably of productive use of my day through careful time management.

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[Seminars@RealEstateChampions.com](mailto:Seminars@RealEstateChampions.com). Please include your Name, Company, Date and Location of the event. We will send you information on how to book Dirk for your next event.

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If you have any questions or challenges that you would like answered, submit them to: [Info@RealEstateChampions.com](mailto:Info@RealEstateChampions.com)

If you are falling short of where you want to be both personally or professionally, we can help. We have coached hundreds of Agents to incredible comebacks and improvements of their business and life. To find out more about our coaching program, click on the following to send us an e-mail:

[Info@RealEstateChampions.com](mailto:Info@RealEstateChampions.com)

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If you have a comment you would like to share please e-mail us at [Info@RealEstateChampions.com](mailto:Info@RealEstateChampions.com). We appreciate hearing how our newsletter is impacting your careers and lives!

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