



## Choosing Your Success

by

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This is a success choice that takes the most work. It requires the least amount of will power and the most effort. It is your choosing the systems and methodology that create your success.

Here's a specific example. You want to do a better job with your personal marketing. The first success choice is to **“Choose what you want.”** So, you decide that you want to add six sales a year from a new personal marketing campaign; and you want those six sales to result in at least a five hundred percent (500%) return on your investment in the campaign. That means that if your new personal marketing campaign costs you forty eight hundred dollars (\$4,800) over the course of the year, you will earn twenty four thousand dollars (\$24,000), five times your investment from that effort. That is choosing what you want, your first success choice.

The second success choice is to **“Choose to Take Responsibility”** for your success. Successful people do this easily and naturally because that is a winner's nature. Choosing to take responsibility simply means that whether you fall short of what you want or surpass it by huge margins you accept that the blame or the credit is completely earned and deserved by you.

This third success choice, **“Choosing Your Methodology”** is the heart of your success and requires the most work from you. In this marketing example choosing your methodology includes researching the marketing choices available, direct mail, web marketing, and other forms of advertising. As you research you ask questions of the vending companies. Then you narrow your decision to certain companies and you call references. You call the references, Real Estate Agents that are successfully using the product or service to get the best ideas on how to get the greatest return on your marketing investment.

Choosing your methodology also incorporates your plan to implement the tool or service that you are choosing. As you create the marketing plan you create the systems and checklists that you will follow. You choose time frames, deadlines, and put these on your calendar.

Finally, you get to work ordering your choice of marketing tool or service, implementing the plan, capturing the leads, following up, creating the systems for follow up, adjusting your listing and buyer presentations to promote your new marketing campaign as a benefit to your prospective clients, measuring the results, adjusting and fine tuning to increase your results and ensuring that you are on track to get the return on investment that you chose at the beginning.

This is one example of choosing your methodology for a personal marketing choice.

This third success choice, choosing your methodology consists of the entire process from conception to complete implementation. That is why this choice is the most work. That is why this choice is the heart and the lifeblood of your success.

Even so, it is only one of the six choices of all successful endeavors. Getting this choice, choosing your methodology correctly is critical to your success. Like a car that has many parts, some are necessary for the car to run, others are necessary for the car to last and other parts are necessary for the best performance. Some of the six choices of success are necessary for you to achieve what you want over years, others are necessary for your best performance, this third choice of your methodology is necessary for you to achieve any success at all.

You might notice that I call this choice, “Choosing Your Methodology.” Yet I titled this article “The Third Choice: Your Structures and Systems.” That is because successful methodology is always built on structures and systems, checklists and documented processes, not on off the cuff, ad hoc activities.

The quality of your Real Estate business and the extent your success in your Real Estate career is dependent on the quality of the structures and systems, the quality of the checklists and documented systems of your business.

Since you are reading this, you have obviously chosen to succeed in your business. You have taken responsibility for your success. Congratulations? The best reward I can give you in these few paragraphs is to share with you some of the key thoughts for choosing the most successful methodology for your Real Estate business and your Real Estate career.

If you are familiar with my coaching and training work you have a growing familiarity with “Rich’s Hierarchy of Success.” That is the model of the ten systems of success for a Real Estate career. The degree to which you achieve career success is dependent on the quality of your methodology in each of these ten systems.

The ten are your systems for 1) Planning, 2) Lead Management, 3) Presentations, 4) Client service, 5) Personal marketing, 6) Assistants and team, 7) Personal finances, 8) Quality of Life, 9) Application of technology, and 10) Self Esteem.

There is a lot here. That makes sense. You are in a business; you have a career in which there are hundreds of Agents making seven figure incomes. There are a hundreds of thousands of Agents making six figure incomes. It only makes sense that a career with that kind of potential requires the breadth of these kinds of systems, the capacity to understand them along with the skills to implement them.

What do you work on first? At your stage of experience, your level of production, what do you work on next? What will bring you the largest financial return? What will help you manage your time best? What will add the greatest improvement in your quality of life?

Once you have chosen your highest priority system on which to work, what component of that system is going to result in the most production, most cost effectiveness, and greatest efficiency?

That is precisely what our coaches provide to you. They lead you to identify your highest priority systems on which to work. Then they lead you to the components of that system that provide you with the highest return on your money and time invested in them.

Without coaching you can achieve a great deal. Continue to read my articles, listen to my teleseminars, come to our workshops, and participate in as many of the aspects as possible of Rich Levin's Success Corps inc., and you will continuously expand your own expertise in understanding and choosing the best methodologies for your own individual business. Coaching both expedites the speed of the process and elevates the height of your success.

Where does attitude fit in to all of this? I often get the question or comment that attitude and self-esteem are half the battle or that with the right attitude everything else will follow. I know that this is often taught and reinforced by many motivational speakers, trainers and coaches. I must humbly disagree. When you read the work of highly successful people, the achievers versus the trainers and motivators, they unanimously agree that methodology leads attitude not the other way around.



The fact is that most people have enough self-esteem to reach much higher than they are presently achieving. When you have sufficient self-esteem to reach your next level and then work further on self-esteem instead of on skills and systems it is actually a de-motivator. It inhibits motivation. Many of you have experienced this.

For most people the next levels of success require better Planning, Lead Management, Marketing, better methodology in those systems listed above. We discovered that when we coach you into better business systems first, you get better results. You understand that those results are not an accident. You understand that those better results are built on a solid foundation of your skills, knowledge, and effort.

This understanding, that your better results occur out of your efforts, contributes more powerfully to your self-esteem than working on attitude alone. Then, when your confidence is already building out of real results from our work with you, your self-esteem built takes hold of you quickly, deeply and permanently. And you realize that your growing sense of self-confidence is sincere and legitimate.

Structures, action, and results create your attitude. If structures and action lead, you gain confidence. Then your attitude changes are permanent. When attitude leads without solid structures and methodology, improved attitude is temporary and fleeting. Your permanent success is built on structures and methodology far more than attitude. Systems, structures, and methodology will carry you when all else fails. Combine those with experienced coaching and your success is certain.

Thank you for your continuing efforts to be a part of this journey to the next levels of our success and yours. My greatest pleasure is to have some of our work move you to greater success in your business and your life.

*Rich Levin is a nationally recognized Coach, Trainer, and Speaker. His specialty is working with top producing Real Estate Agents and Brokers taking them to their highest levels of production and performance in their business and in their lives.*

*For Rich Levin's information about our coaching programs, call or visit us on the web at [www.RichLevin.com](http://www.RichLevin.com) or register for a [Business Planning Session](#) to learn how to better manage your business.*

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