The 8 Mistakes New Brokers Make

1. Many people treat their business as a hobby and not like a business.
    a. In a hobby, you spend money.
    b. In a business, you make money.

    - People will work harder making $15 an hour on a job, than they do when they are in charge of how much money they will earn. SELF SABOTAGE

    - You wouldn't show up late for a regular job, don't be late to your business. You must have regular operating hours and days, and then be productive during that time.

    - You must become a student of the industry, a student of your products, but more importantly, you must become a student of people. This is a people business!

    - In the beginning, we work a lot to make a little money. But because of the compounded effect of this industry, the day will come when you won't need to work as hard to make a boatload of money.

2. They think they know it all. Pride is a terrible thing because it can keep you from learning from others. The more success one has had in the past, the harder it is for them to think they can learn from someone else, especially if that person is younger than they are.

    - Share the story of Ron and George. Ron was a retired Air Force officer with 9 daughters. George was an appraiser.

3. They are not a team player. When I started in networking (preparing me for becoming an agent), I made this mistake. I thought I was going to be the star who was doing it on his own. I was going to show them.

    - Jim Rohn said it best when he said, "The Pledge of Allegiance" is amazing, because it starts with "I" and ends with "All." There's no such thing as a rich hermit.

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- That's why we all work together, even when it doesn't profit us personally. Everett has team members that call me for help, who are sideline to me, and I won't make a penny in slowing down to help them. Then why do I do it? Because we attract success by being generous.

4. They want to reinvent the wheel. While we are in business for ourselves, we are not in business by ourselves.

    - In the beginning, you want to use what the company (carrier/FMO) has created. Why? Many people have earned 6 to 7 figure incomes using those very same tools.

    - Once you've established yourself, you've learned how to sell your product effectively and have money coming in, you can then decide how you want to package and brand yourself.

5. Being a perfectionist. Being a perfectionist is good for certain things, like building model planes, croqueting, working on your car, etc. But thinking you will learn everything perfectly (AND THAT YOU MUST) before you start calling people and engage with others is naïve.

    - This is paralysis by analysis. It's self-sabotage due to fear.

    - The fear is not that you may not know it all (because that's why God created smartphones and an upline) …it's the fear of rejection.

    - In this business you learn all you need to know getting your license and becoming certified to begin. The rest is a continuous on-the-job-learning, and training. That's why we have calls like these.

    - We just need to flip two words: We want to do things right, when we should be concerned with doing the right things.

6. They don't want to make a list. "I don't know many people." It will do 3 things for you.

    - It gives you a foundation

    - It holds you accountable – you have proof that either you're working or not.

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- It lets you practice with a comfortable audience.

7. They go into management mode: they stop selling and stop recruiting and expect to get rich on everyone else's efforts alone.

8. They don't like to attend the training calls/ZOOM meetings.

    - If you're not growing as fast as you'd like, you need to be in the meeting.

    - If you're growing and making money; the meeting needs you!

    - Don't schedule sales calls or appointments during a meeting day and time.

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