

# IRREFUTABLE

THE 10-WEEK COACHING SERIES WITH TODD DUNCAN

PRINCIPLE #1: EVERYTHING CAN BE IMPROVED



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**2021**  
TODD DUNCAN



MAKE MORE  
MONEY IN  
LESS TIME  
WITH LESS STRESS



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2021  
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# THE 5 IRREFUTABLE PRINCIPLES OF HIGH-PERFORMANCE MORTGAGE AND REAL ESTATE PRACTICES FOR 2021

Brought to you by amerifirst, ameritrust, ameriuno and Todd Duncan

“

As to methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.

”

- Harrington Emerson  
August 2, 1853 - September 2, 1931

## PRINCIPLE #1: EVERYTHING CAN BE IMPROVED

“

The ELITE Diagnostic was worth \$500,000 of additional income the first 6-months!

”

- Marty Preston

Centering Thought: \_\_\_\_\_ is \_\_\_\_\_

**Teaching Point #1:** If you want to make more money, you need to \_\_\_\_\_ on what makes you money, the \_\_\_\_\_.

**Teaching Point #2:** Most activities that Mortgage and Real Estate Agents spend time on \_\_\_\_\_ earn the highest dollar per minute!

**Teaching Point #3:** There is \_\_\_\_\_ to how much money you can \_\_\_\_\_, which is the \_\_\_\_\_ that should be improved.

“

The hours you work are nowhere as important as the work you do during those hours.

”

- Todd Duncan

**Exercise:** Take your Year-To-Date income and divide it by 800 hours and write your number below.

\$ \_\_\_\_\_

In Canada, the average income per year for a real estate agent is \$ \_\_\_\_\_, or an hourly rate of \$ \_\_\_\_\_. The average income per year for a mortgage broker is \$ \_\_\_\_\_, or an hourly rate of \$ \_\_\_\_\_.

Agent careers last \_\_\_\_\_ years.

Mortgage broker careers last \_\_\_\_\_ years.

“

The highest-performing 10% of workers didn't work full eight-hour days, and they took 17 minutes for every 52 minutes of focused work.

”

- Fast Company

“

Multitasking leads to as much as a 40% drop in productivity, increased stress and a 10% drop in IQ.

”

- Harvard Business Review



## Action Plan: Take Back Control

### Taking Back Control

1. Form the habit of analyzing your time use.

Keep track in 15 minute increments for 1-2 weeks.

**Dollar Productive**

**Non-Dollar Productive**

## Dollarizing Your Inefficiencies

First, list every non-dollar productive activity in which you routinely get involved:

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Second, pick the top two in which you would no longer want to be involved:

1. \_\_\_\_\_

2. \_\_\_\_\_

Third, if they were gone, how much more time would you have?

\_\_\_\_\_ Hours X \_\_\_\_\_ Days = \_\_\_\_\_ Hours per Week.

A vigilant and consistent eye towards improvement is the fast track to compounding your success.

“

Multitasking leads to as much as a 40% drop in productivity, increased stress and a 10% drop in IQ.

”

- Harvard Business Review

## The Not-To-Do List

The to-do list is not the best way to approach maximizing productivity. The not-to-do list is. Now, a not-to-do list will create a to-do list, but what you end up doing is the stuff to get you away from the stuff you shouldn't be doing, but are doing anyway. How do you come up with your not-to-do list? Track your time for 10 days and you will become painfully aware of what not to do.

### TODD'S LIST OF "NOT-TO-DO"

1. Wait for business to happen
2. Taking business from anyone
3. Retrieving voice mail
4. Retrieving e-mail except from key employees/friends
5. Faxing anything
6. Copying anything
7. Hand delivering anything
8. Opening my mail
9. Sending my mail
10. Phone calls over 6 minutes unless they are making money
11. Working with unprofitable clients
12. Cutting my fees
13. Making concessions that compromise my standards
14. Reading books that don't expand my knowledge
15. Reading magazines that don't expand my knowledge
16. Watching TV unless it expands my knowledge
17. Going to movies that I have not been referred to at least 3 times
19. Bills
20. Taxes
21. Cooking unless I want to
22. Washing my car
23. Filling my car with gas
24. Going to the dry cleaner
25. Grocery shopping
26. Bed making
27. Clothes Washing
28. Floor mopping
29. Carpet vacuuming
30. Lawn mowing
31. Pool cleaning
32. Car detailing
33. Sandwich making
34. Window washing
35. House cleaning
36. Tree trimming
37. Oil changing
38. Kitchen cleaning
39. Christmas Light Hanging
40. Commercial flying



# Power Session

List every activity, over the next two years, you will say “NO” to doing:

This image shows a full page of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



**One success story out of millions of success stories....**

“

Attending Sales Mastery and signing up for coaching has changed my life. I went from closing 118 loans last year to 184 units this year. I work less hours and I make more money. Oh, and I also lost 100 pounds!”

**- Susan Hatfield, Mortgage Broker**

”

### **How she did it:**

- 10 Hours of prospecting
- 7 Hours of appointments
- 2.5 Hours of disclosures
- 3 Hours with Referral Partners
- 1 Hour thank you notes/video
- 2.5 Hours with team
- 2 Hours Sunday Night Planning System

“

Using Todd's High Trust Methodology was the KEY ingredient that allowed my Real Estate business to grow from \$8M a year to \$40M a year in just 3 years!

**- Jim Moore, Real Estate Agent**

# PRINCIPLE #1

# PLAYBOOK



## Principle #1 Playbook: Everything Can Be Improved

Based on this Principle, what are the top 3 things you could improve in your business in the next (month, quarter, year)? What are the first several actions you might take to improve each and what will be your key measurement for each?

### Improvement #1:

Strategy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Strategy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Key Measurement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Improvement #2:

Strategy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Strategy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Key Measurement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



### Improvement #3:

Strategy: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Strategy: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Key Measurement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your key motivation that will drive you to accomplish these three improvements?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How would your life be different when these are achieved?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_