

IRREFUTABLE

THE 10-WEEK COACHING SERIES WITH TODD DUNCAN

**PRINCIPLE #5: ACCOUNTABILITY IS MORE IMPORTANT
THAN ACTION, AND NOTHING HAPPENS WITHOUT ACTION**



THIS EVENT IS SPONSORED BY
OUR PLATINUM PARTNER FIDELITY

2021
TODD DUNCAN

MAKE MORE
MONEY IN
LESS TIME
WITH LESS STRESS



THIS EVENT IS SPONSORED BY
OUR PLATINUM PARTNER FIDELITY

7// 2021
TODD DUNCAN

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

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

“

Be not afraid of greatness; some are born great, some achieve greatness, and others have greatness thrust upon them.

”

- William Shakespeare

“

Thank you for your coaching and for holding me accountable. I made \$504,000 in the last 90-days and work less than 30 hours a week. You are difference maker and a life changer!

”

- Sharla, Salt Lake City

PRINCIPLE #5: ACCOUNTABILITY IS MORE IMPORTANT THAN ACTION, AND NOTHING HAPPENS WITHOUT ACTION

Centering Thought: _____ does not happen in a _____; it happens _____.

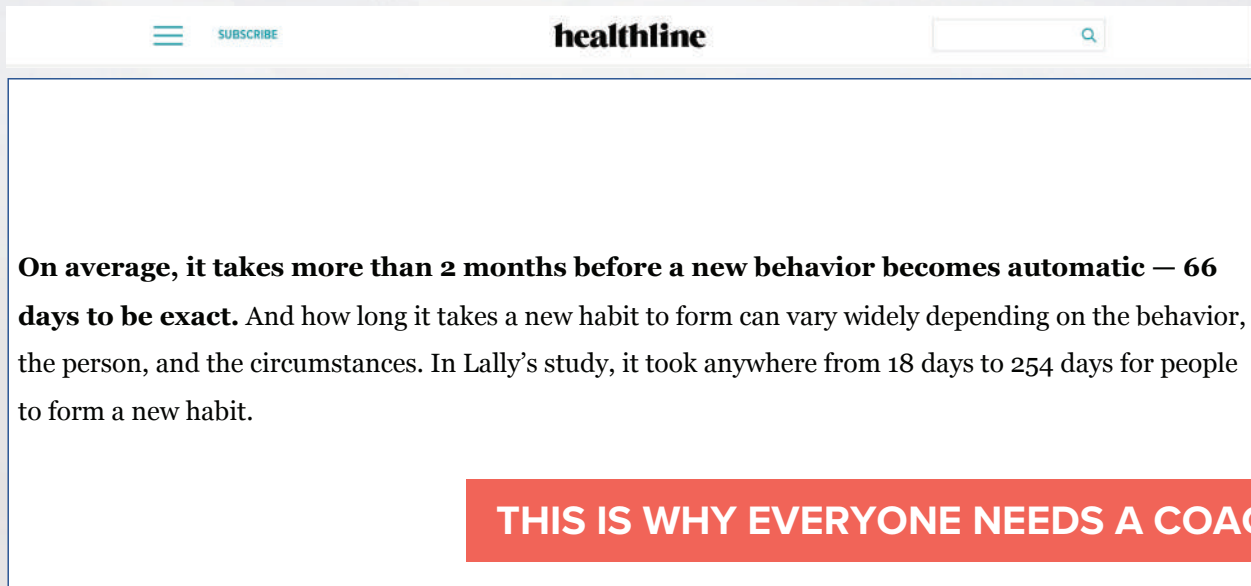
On average, it takes more than two months before a new behavior becomes automatic -- 66 days to be exact. And how long it takes a new habit to form can vary widely depending on the behavior, the person, and the circumstances. In Lally's study, it took anywhere from 18 days to 254 days for people to form a new habit.

“

I have taken my real estate practice from 8M to 40M in sales per year in just 3 years. Your coaching works!

”

- Jim, Lexington



The image is a screenshot of a web browser showing a Healthline article. The browser's address bar is not visible, but the Healthline logo is in the top center. To the left of the logo is a hamburger menu icon and a 'SUBSCRIBE' button. To the right is a search bar with a magnifying glass icon. The article text is displayed in a large, clean font. It states that on average, it takes more than 2 months for a new behavior to become automatic, specifically 66 days. It also mentions that the time can vary based on the behavior, the person, and the circumstances, citing Lally's study with a range of 18 to 254 days. A red callout box at the bottom right of the article snippet contains the text 'THIS IS WHY EVERYONE NEEDS A COACH'.

healthline

On average, it takes more than 2 months before a new behavior becomes automatic — **66 days to be exact.** And how long it takes a new habit to form can vary widely depending on the behavior, the person, and the circumstances. In Lally's study, it took anywhere from 18 days to 254 days for people to form a new habit.

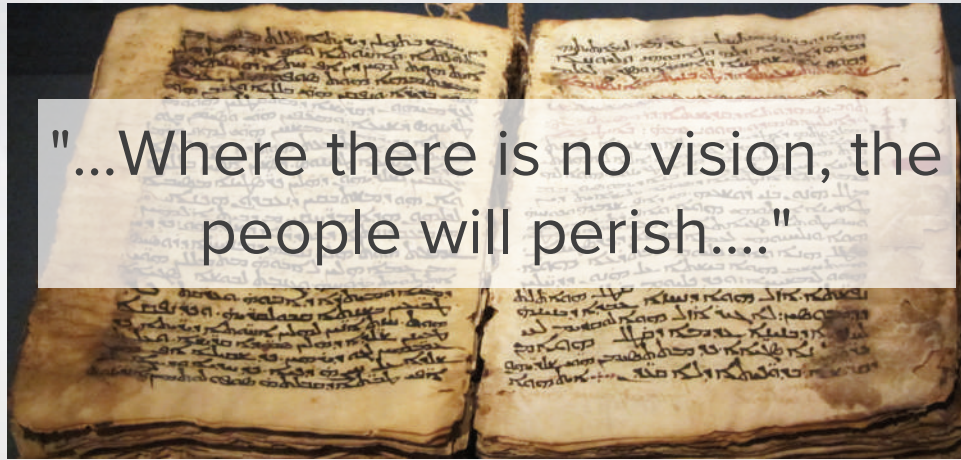
THIS IS WHY EVERYONE NEEDS A COACH

Teaching Point #1: Accountability is driven by:

- _____
- _____
- _____

Ancient Scripture Says...

Ancient Scripture Says...



“

If man advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours.

- Henry David Thoreau

”

The Goal Setting Process:

Think

Write

Action Steps

Send to a Friend/Coach

Weekly Progress

Group 1: Thought About Goals. In 90-days 43% accomplished their goals or were at least half way there.

Group 4: Thought, Wrote, Action, Sent to Friend. In 90-days 62% accomplished their goals or were at least half way there.

Group 5: Thought, Wrote, Action, Sent, Accountability. In 90-days 76% accomplished their goals or were at least half way there.

Questions for reflection:

How much is an achieved goal worth?

How much time investment would it require?

How much financial investment would it require?

“

Action is what converts human dreams into significance!

- John C. Maxwell

”

Teaching Point #2: There are 4 types of accountability:

- _____
- _____
- _____
- _____

Teaching Point #3: The implementation filter:

- _____
- _____
- _____
- _____
- _____

“

If you could kick the person in the ass responsible for most of your trouble, you wouldn't sit for a month!

- President Theodore Roosevelt

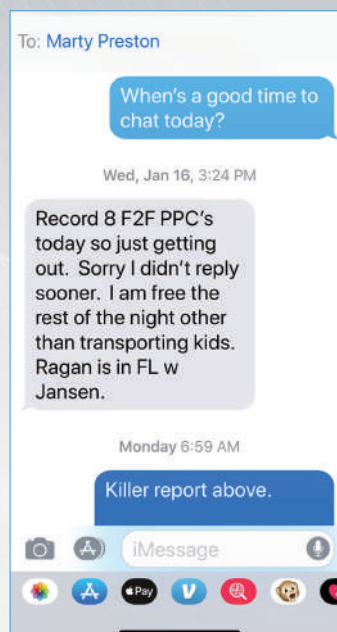
”

“

Your coaching is priceless. I closed 30 units this month, for just under \$10M. My branch did an additional 103 units and my satellite branch did 16 units. Total production of 145 units with only 8 loan officers!

- Marty Preston

”



“

I closed 11 loans this month, almost \$1.7 Million compared to 6 loans last year (\$1 million). I've gone from 80 to 165 funding a year in under 24 months.

- Rachel Pierce

”

“

Before I began coaching, I was working 60+ hours a week and I felt like I was constantly putting out fires all while running on a treadmill. My days were controlling me. I never took a non-working vacation with my family, was completely overwhelmed with everything in my personal life which included being 100 pounds overweight. This all resulted in closing 50 loans a year.

- Rachel Pierce

”