



From Buffini & Company
Certified Business Coaches

HOW TO HAVE YOUR BEST YEAR EVER!



TIP 1

MANAGE YOUR ENERGY

Steer clear of the distractions that drain your energy—fear and worry, indecision, drama, poor health, and lack of direction. They can trap you in a negative state of mind, derail your progress and steal your motivation. Instead, fuel your body with energy givers that will boost your performance and make you happier. Positive associations (supportive people and groups), mental intake (positive books, CDs, etc.) and good health (eating well, exercising regularly and getting enough sleep) will keep you on track to reaching your goals this year.





TIP 2

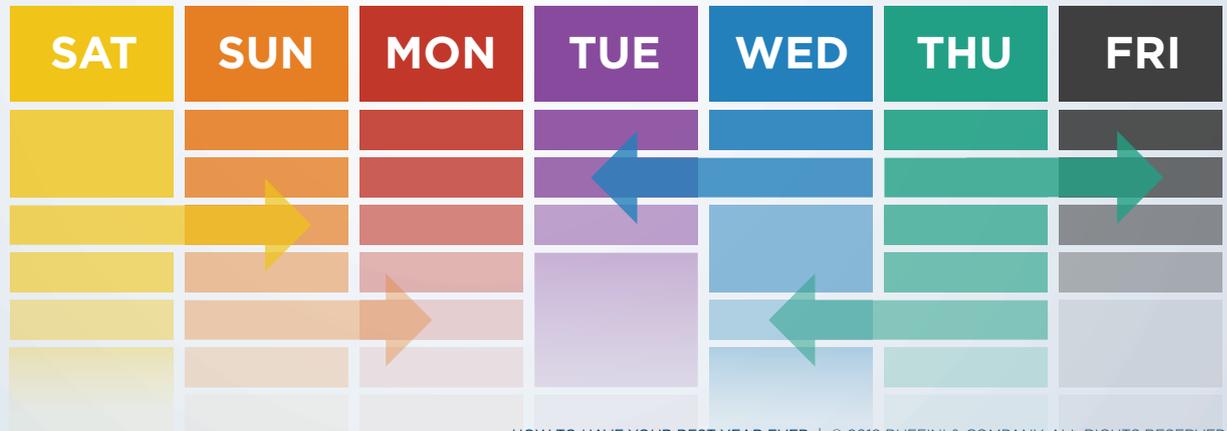
WRITE GOALS & REVIEW REGULARLY

In your mind, envision you're ideal business and life for this year. Once you can visualize where you want to be, write down the goals you'd need to achieve in order to accomplish this scenario. This becomes your written action plan for the year. When you sense you're straying from your target, revisit your goals to get re-focused. At the end of the year, you'll be amazed by all you've accomplished because you had a written set of goals!

TIP 3

SCHEDULE YOUR WEEK

Start with the big rocks and the things we like to call “non-negotiables,” priorities that shouldn’t be moved or deleted from your calendar. Lead generation should be one of these items! With a clear view of your week, you’ll restore your focus, conserve energy and increase your productivity. At the end of the week, you’ll look back on all you’ve accomplished and feel even more empowered!



TIP 4

REQUALIFY YOUR DATABASE



Start the year by scrubbing your database. You want to make sure you're focusing your time and energy on the people who you enjoy working with and who send you referrals. After all, that's how you'll grow your business! Go through your database and requalify them.

Try using the dialogue on the next page when you're calling.



PROVEN DIALOGUES

For people you don't know well:

“Oh, by the way®... if you were buying or selling a home, or had a friend or family member who was, do you have a real estate agent you would refer them to?”

For people you know well:

“Oh, by the way®... if you were buying or selling a home, or had a friend or family member who was, am I the real estate agent you would refer to?”

If their response is **“yes, I have someone I refer,”** then your reply is:

Your reply is: “That’s great. It’s important that you have a qualified professional to work with.”

The point is, you now know not to invest your time.

If their response is **“no, I don’t have anyone,”** then your reply is:

“Well, I’d like to be that person...”





TIP 5

INVEST IN YOURSELF

"An investment in knowledge pays the best interest."

- Benjamin Franklin

If you want to succeed in business in life, it's crucial to commit to personal growth. Commit to enhancing your knowledge and keeping your skills sharp and enroll in seminars and training, read books and listen to podcasts. The more you grow your self, the more your business will grow as well.