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RULES

OF

PRODUCTIVITY

FOR REAL ESTATE

It's not about how many hours you work a day—it's about what you get out of those hours. Get more out of your day with these tips.

1

Don't start your day with e-mails.

Energy levels are highest in the morning making it the best time to tackle your daily lead generating activities. Wait until later in the day to check your email, when your energy naturally begins to wane.



2

Forget multitasking; focus on one thing at a time. Studies show the more we multitask, the less we actually accomplish. When you focus on one thing, you can ensure it gets done, and is done correctly.



3

Set your priorities. Create a list of the people, tasks and activities that are important to you. Knowing your priorities will help you find the focus of your day.



4

Isolate the one task that you have to get done that day and do it. If you find your to-do list grows throughout the day, pinpoint the one thing you absolutely have to get done and make sure it does.



5

Create a flexible schedule. Once you've set your priorities and pinpointed your most important task of the day, be sure to get them onto your daily calendar. Also, be sure to add an hour of wiggle room for the unexpected things that arise throughout the day.



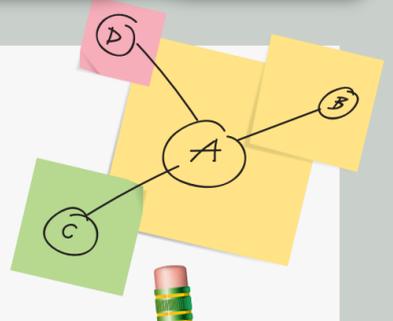
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Start easy. If you're not sure where to start, begin with a short, easy task to complete first. Once you're in the zone, you'll find it easier to tackle everything else on your list.



7

Break long tasks into smaller pieces to help you reserve your focus and productivity. Time-sensitive tasks can be overwhelming. Break them into smaller, more manageable pieces to make them easier to accomplish.



8

Set deadlines. The best way to ensure that a task won't travel from one day's to-do list to the next is to give it an expiration date.



9

If it's not your forte, delegate it. The most successful people know the key to productivity is delegating the tasks that aren't their strengths.



10

Work hard when you're in the zone and take breaks every 60 to 90 minutes. Research shows that people function best in 0- to 90-minute blocks. Schedule your day in 90-minute blocks, and commit to focusing on one activity or task during that time. When the time is up, take a short break before starting your next task.

