



From Buffini &
Company Certified
Business Coaches

HOW TO GET **THE MOST** OUT OF YOUR **BUSINESS!**





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, podcasts, etc.) and good health (eating well, exercising regularly and getting enough sleep) will keep you on track to reaching your goals.



WRITE GOALS & REVIEW REGULARLY

In your mind, envision your ideal business and life. 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. When you sense you're straying from your target, revisit your goals to get re-focused. You'll be amazed by all you've accomplished because you had a written set of goals!





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!



REQUALIFY YOUR DATABASE

Scrubbing your database helps keep you focused 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.

Check out the bonus tip for sample dialogues to use.



INVEST IN YOURSELF

*"An investment in knowledge
pays the best interest."
- Benjamin Franklin*

If you want to succeed in business and 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.





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..."