Your “Big Why”

Individual Exercise

What is your “Big Why”?

1. Have you thought lately about your “Big Why”?
2. If you are clear about your life purpose, it will give you credibility when asking others to determine theirs.
3. Take a few minutes to write down your “Big Why.”
4. Using the graphic below, organize your “whys” and place the most important at the top.

Time: 10 minutes
The 4-1-1 Goal
Categories

Agent 4-1-1 Categories

1. GCI  
2. Budget  
3. Net Income  
4. Prospecting/Marketing  
5. Listings/Market Share in Key Areas  
6. Number of Buyers with Contracts  
7. Education (Areas to Learn)

Millionaire Real Estate Agent
4-1-1 Categories

1. Leads Generated (Received/Sources/Conversion Rates)  
2. Listings (Seller/Buyer)  
3. Contracts Written (Units/Volume/Gross Income)  
4. Contracts Closed (Units/Volume/Gross Income)  
5. Money (GCI/Budget/Net Income)  
6. People (Recruit – Train – Consult – Keep Talent)  
7. Systems Tools  
8. Personal Education

Personal Assistant 4-1-1 Categories

1. Agent’s 80% (Take off the Stress)  
2. Implement Specific Systems  
3. Specific Tasks (e.g., Marketing)  
4. Education (Areas to Learn)
The 4-1-1 Goal Categories

Team Leader 4-1-1 Categories

1. Number of Active Associates/Core Group
2. Listings Taken/Market Share in Key Areas
3. Written Volume/Units
4. Closed Volume/Units/GCI
5. Company Dollar
6. Budget
7. Profit – Profit Share – Cash Increase – Dividends
8. Recruit – Train – Consult – Keep Talent

Market Center Owner 4-1-1 Categories

1. Number of Active Associates/Core Group
2. Listings Taken/Market Share in Key Areas
3. Written Volume/Units
4. Closed Volume/Units/GCI
5. Company Dollar
6. Budget
7. Profit – Profit Share – Cash Increase – Dividends
8. Recruit – Train – Consult – Keep Talent

For more information on the 4-1-1, visit www.productivitywarrior.com.