**Creating Your Outcome**

It has been said that Clarity is Power. When you are clear about what you want and why you want it, you acquire a confidence to move forward with velocity towards your goals. Throughout our journey through 100K Agent you will be learning many new techniques and strategies; however, if you don’t have any clear goals that are set then you will be like a ship without a rudder, experience overwhelm, and not follow through at the level that you need to in order to have the breakthrough that is possible from the course. In this section you will be getting clear on what you want, why you want it and creating outcomes that will inspire and challenge you. So, let’s get started at designing your new business and life.

Step 1: Get clear on “What” you want out of your business from a financial standpoint.

1. What is the amount of income you would like to generate in the next 12 months?
2. What is your average commission (Average Sales Price X 2.5% or 3%)?
3. How many homes must you sell to reach that goal (Income Goal divided by Average Commission)?
4. Add 10% to that total to account for fall out or failed transactions.
5. Divide by 12 to determine

Step 2: Determine “Why” you want to accomplish the goal you have set. 20% of your goal is the “How” you will reach it but 80% is why you want it. When you have a burning desire not only will you find a way, you will also be able to endure the sacrifices and challenges that you will face in accomplishing your breakthrough.

a. How will your life be better because of you reaching your goal?

1. Why is reaching this goal a non-negotiable?
2. How will the people in your life benefit from you accomplishing the goal?
3. What will you be able to do that you can’t currently do?
4. What organizations will you be able to assist?
5. What will you be able to purchase?
6. How will you feel about yourself?

Step 3: Determine what you must Believe to reach the goal. Napoleon Hill (Think and Grow Rich) stated that “Whatever the mind of man can conceive and BELIEVE, he can achieve”. Why is it that so many people never take action? It is because they lack the belief in themselves to be able to take the risk required to accomplish something great in their lives or business. There are two types of beliefs; those that empower you and those that hold you back (Limiting Beliefs). To transform your business and ultimately your life you must challenge all of the old beliefs you have and replace those that do not support you with more empowering beliefs that do.

1. Make a list of all the thoughts (beliefs) you have that come up when you think about your goal.
2. Identify if that belief is something that is supporting you or hindering you.
3. If it is hindering you (Limiting Belief) then you must challenge it. Ask yourself these questions:
	1. Is this belief 100% true?
	2. Is there something that disproves this belief to be accurate?
	3. How has this belief affected me and my results in the past?
	4. Is there someone that I know or have heard about that invalidates this belief?
4. Identify what Empowering Beliefs you need to have to accomplish the goal. Ask yourself these questions:
	1. If I had already accomplished this goal what would I believe?
	2. What would someone who has produced the results I want believe?
	3. What could I think or say to myself that would empower me to take action?
	4. What belief did Jimmy Rex have with his business?
5. Lastly, you must strengthen these new beliefs through affirming them every day by reading them out loud in a statement that begins with “I AM \_\_\_\_\_\_\_\_\_\_\_\_\_ (belief)”. The more recite it the more you are creating and strengthening new neural pathways in your brain to relate to yourself as if you already are that person.