



Jameson | Sotheby's
INTERNATIONAL REALTY

2021 FLIGHT MANUAL

PRESENTED BY
JIM MILLER



WELCOME





Welcome to your own copy of *2021 Flight Manual* resource that we designed to supplement our *Take Flight* training program that I teach regularly throughout the year at Jameson Sotheby's International Realty.

The question that *Take Flight* addresses is: "How a real estate broker can build a profitable business that consistently, predictably and enjoyably creates income over the life of their business?"

Take Flight is the culmination of HOW I reinvented my life and business starting in 2008 and built a 37M brokerage business by 2013 during the height of one of the worst economic times our country has ever encountered. Since 2013, I have had the privilege to observe top producers within and outside our firm in Chicago and across the country. The challenges are same. The solutions are the same. During the past decade, I've observed, tweaked, editorialized, tested, and documented the ideas that I believe could help brokers build a life and a business that work in tandem. It is through my own self-development that I created *Take Flight*, with the purpose of sharing my findings in a way that is boiled down to the absolute basics of how to best build a successful real estate brokerage business. The core of this class is that "success" is defined by you, not anyone else.

Take Flight addresses the "how" question. However, what I cannot do is sprinkle in ingredients like "effort" and "consistency", both critical to building a life and real estate brokerage business that successfully work in tandem.

What I can do, though, is provide a resource that can help you better document your thoughts, organize your time, track your efforts, and encourage you in way that will help you build momentum in your business.

With that being said, I ask you to commit to making 2021 "Your Best Year Yet". To assist you with that charge, I bring you your *2021 Flight Manual*. We start today!

It's all here. Made simple for you!

Jim Miller

EXECUTIVE VICE PRESIDENT
DESIGNATED MANAGING BROKER - CITY OFFICES

How to Make “2021 Your Best Year Yet!”

Step 01

Schedule a “Meeting with Yourself”

Step 02

Ask yourself the question: What do I need to create in 2021, both personally and professionally, to have the best year of my life?

Step 03

Create 3 (maximum 3) major goals for 2021 and document them in your 2021 Flight Manual.

Step 04

Find pictures, phrases, and words that best describe and help you visualize these goals daily.

Step 05

Define how you’re going to CELEBRATE once you’ve successfully met your goal.

Step 06

Create your “2021 Perfect Day”. What rituals and habits do you need to create over the next 3 months to support your top three 2021 goals.

Step 07

Create a Quarterly Self Development Plan. Select your biggest area of growth need and hone in on selecting 5 books and 3 podcast/social follows that will support your growth in that area.

Step 08

“Burn the Ships”. Commit to doing everything possible within your power to hit your “2019 Best Year Ever Goals”.

Step 09

EXECUTE. You have to make the person in the mirror your boss. Identify an ACCOUNTABLE PARTNER or GROUP and relay your 2021 goals to him/her/them.

5 Most Popular Types of Goals for Real Estate Brokers

01 GCI (gross commission income)

In this scenario, you post a goal based on the revenue you would like to create for your business before expenses. This is different from a “Sales Volume Goal” because you can positively impact GCI by receiving a higher split on average within each transaction. (number of transactions X average sales price X net split = gross commission income before expenses)

02 Sales Volume or Production

Sales Volume or Production Goal: This is the traditional goal-setting method for most real estate brokers. To accomplish documenting this type of goal, you first would create an income goal and reverse engineer back into (number of transactions needed X average sales price = volume)

03 Relationship Management/Database

Relationship Management/Database Goal: This type of goal could/should be considered once you have a fully functioning database of clients who are consistently marketed to over the course of a year. For example, if you have a “TOP 100” that currently sits at 56 people that know you, like you, and trust you as a real estate broker, you would consider that by end of 2021, you are committed to getting that number to 75. This comes with the understanding that if the number of clients increases within my business, my volume and income will also naturally increase.

04 Income Per Hours Worked

Income Per Hours Worked Goal: Are you looking for a goal that focuses more on “me time” or “life balance”? If so, calculate your desired income, create your ideal week personally and professionally, estimate hours needed, and calculate the average income per hour needed to create this lifestyle.

05 Personal Development

Personal Development Goal(s): Who do you want to be? We know that you have to become a certain person before you can earn at a certain level. These goals would come from after asking yourself this question: “What areas do I need to improve both personally and professionally to be the person I want to be?” My suggestion would be to take one area per quarter and read/listen to books, commit to podcasts that support your self-development goals and identify thought leaders to follow.

“You don’t have to be great to start but you sure have to START to be GREAT!”

ZIG ZIGLAR

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”

COLIN POWELL

“The definition of insanity is doing the same thing over and over and expecting a different result.”

ALBERT EINSTEIN

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

THOMAS EDISON

“The only place where success comes before work is in the dictionary.”

VIDAL SASSOON

“You can make positive deposits in your own economy every day by reading and listening to powerful, positive, life-changing content and by associating with encouraging and hope-building people.”

ZIG ZIGLAR

“Whatever results you’re getting, be they rich or poor, good or bad, positive or negative, always remember that your outer world is a reflection of your inner world. If things aren’t going well in your outer life, it’s because things aren’t going well in your inner life. It’s that simple.”

T. HARVEKER





ASPIRE

5 Ways to Create More Income

01

Focus on growing your database of clients that know you, like you, and trust you! Proper database and relationship management is the key to growing a business that performs consistently over the life of your career. *Take Flight* is built on this core principle. You should expect a 20% return on your database through referrals.

02

Seek, identify, and serve clients that do multiple transactions per year such as developers and investors. Learn this craft so you add value to those that have businesses within real estate, but are outside our of brokerage.

03

Focus on identifying at least one, preferably two additional pieces of business through referrals out of every transaction.

04

Do not settle for 5% on your listings. Ask for 6%. We have many agents that get 6% on most of their listings. If you have to take 5%, do it; but get in the habit of going for a higher commission rate.

05

Be careful taking overpriced listings. The only thing worse than not having a listing is having an overpriced listing with a client who has no desire to “listen to the market”. For everything that you are saying “YES!” to, you are saying “NO!” to something that is potentially more profitable to you in the long term!

Do a Quick Audit on Your Current Reality

01

On a scale of 1-10, where are you with your rituals, routines, processes, and habits? Do you have a “Morning Ritual”? Do you plan your day each day? Are you playing on offense or defense each day?

Score: _____

02

On a scale of 1-10, how are you managing the “before” part of your business? Do you have your “three rocks of marketing” solidly in place?

Score: _____

03

On a scale of 1-10, how well do you execute in the “during” phase of your business? Do you have systems and processes for both your listings and your purchase transactions? Are you focused on turning each transaction into two additional opportunities? Are your clients happy? Are you referable after each transaction?

Score: _____

04

On a scale of 1-10, do you focus daily on your database and relationship managements? What shape is your database in currently? Do you have a database? If not, why not?

Score: _____

05

Do you have a “Monthly Touch Plan” in place for the remainder of 2020? Do you plan to have a touch plan in place for 2021?

Yes or No

06

When was the last time you audited your digital footprint? Is your bio up to date? Are your online social and search engine profiles current? If someone “Googled” you today, how impressive would your first impression be to them once they viewed your digital footprint?

Date: _____

07

Do you have a “Strategic Gifting Process” in place? Do you know the birthdays of all of your clients? Do you know the purchase anniversaries of all of your clients?

Yes or No

“Continuous improvement is better than delayed perfection.”

MARK TWAIN

“Success leaves clues.”

JIM ROHN

“Success is walking from failure to failure with no loss of enthusiasm.”

WINSTON CHURCHILL

“Do One Thing Every Day that Scares You.”

ANONYMOUS

“All you need is the plan, the road map, and the courage to press on to your destination.”

EARL NIGHTINGALE





GOALS

2021 Will Be “My Best Year Yet” If I Hit My Top 3 Goals!

Goal #1



PLACE IMAGES & PHRASES TO
ILLUSTRATE YOUR GOALS HERE.

2021 Will Be “My Best Year Yet” If I Hit My Top 3 Goals!

Goal #2



PLACE IMAGES & PHRASES TO
ILLUSTRATE YOUR GOALS HERE.

2021 Will Be “My Best Year Yet” If I Hit My Top 3 Goals!

Goal #3



PLACE IMAGES & PHRASES TO ILLUSTRATE YOUR GOALS HERE.



How Do You Want to Live?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



Who Do You Want to Become?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

“Everything you want is just outside your comfort zone.”

ROBERT ALLEN

“Formal education will make you a living! Self education will make you a fortune!”

JIM ROHN

“If people knew how hard I had to work to gain my mastery, it wouldn't seem wonderful at all.”

MICHELANGELO

“People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy.”

TONY ROBBINS

“The way to get started is to quit talking and begin doing.”

WALT DISNEY

“The secret of success is to do the common thing uncommonly well.”

JOHN D. ROCKEFELLER JR.





LEARN



How I Taught Myself to Learn



In 2008, when I began my quest to re-invent myself, I turned to self-development to numb the pain of the situation in which I found myself. After a conversation with a successful real estate broker, I realized how little I knew. I didn't even know what the term "SOI" meant even after being in the business 7 years. Not knowing what to do, I went home and searched "SOI real estate" which then led me to free pages of content. By accident, that is when the "light went on". I realized at that point that if I tried hard enough, I could teach myself anything. To this day, I am 100% self-taught and have never been coached. 95% of my education came from online with a few books sprinkled in.

Jim Miller

EXECUTIVE VICE PRESIDENT
DESIGNATED MANAGING BROKER - CITY OFFICES

HERE'S WHAT I LEARNED

01

Make searching Google your best friend. If you are curious about a topic, go find it.

02

YouTube is a game changer. There is so much content on YouTube that you can consume. Marketers, coaches, and trainers are giving large portions of their content away for free.

03

Pick a different topic every 90 days. Learn that new skill by identifying at least three books that support your self-development in that area. I start by listening to the book via Audible or I purchase it through i-Tunes. If it made a big impact on me, I purchase a hard cover version, read it again, and mark it up for future research and reference.

04

Identify podcasts created by thought leaders that support your development on your 90-day topic.

05

“Follow” the thought leaders that are experts in the areas that you have selected to improve in over that 90 days. Facebook, Instagram, and YouTube are my go-to social networks and platforms.

06

Take notes throughout. Journal all of your ideas. I have used Evernote to do just that for the past 5 years.

07

Implement the highest impact, lowest cost, and easiest-to-execute ideas first to create momentum.

08

Execute your new ideas! Evaluate your findings and modify as needed!

09

Find the items that work for you. Try to identify new habits and rituals that you can implement in your life as a result of learning that topic.

Why is Self-Development so Important to Achieving Your Goals?

Our brains are incredibly complex. We can sift through billions of bits of data at any given time. And somehow, so we don't short circuit, we have to organize that information. The Reticular Activating System (RAS) helps with that.

The RAS is a bundle of nerves at our brainstem that filters out unnecessary information so the important stuff gets through.

The RAS is the reason you learn a new word and then start hearing it everywhere. It's why you can tune out a crowd full of talking people, yet immediately snap to attention when someone says your name or something that at least sounds like it.

Your RAS takes what you focus on and creates a filter for it. It then sifts through the data and presents only the pieces that are important to you. All of this happens without you noticing, of course. The RAS programs itself to work in your favor without you actively doing anything.

In the same way, the RAS seeks information that validates your beliefs. It filters the world through the parameters you give it, and your beliefs shape those parameters. If you think you are bad at connecting with people for the first time, you probably will be. If you believe you work efficiently, you most likely do. The RAS helps you see what you want to see and in doing so, influences your actions.

Some people suggest that you can train your RAS by taking your subconscious thoughts and marrying them to your conscious thoughts. They call it "setting your intent." This basically means that if you focus hard on your goals, your RAS will filter the people, information, and opportunities that help you achieve them.

Knowing this, you now understand why your own self-development, in lock-step with consistently reviewing your goals, is so important. You are creating filters consciously through learning and repetition so that your subconscious can do the heavy lifting. If you want to hit your goals, you have to train your mind to look for the ideas, people, and opportunities needed to hit those goals. Normally, the solution is right in front of you and it starts with learning!

Do a Quick Audit on Your Current Reality

I struggle with staying fully committed to new ideas unless I truly believe that they will help me get to where I want to go. I can visualize easily the results and am committed to creating lifestyle habits to achieve that new idea/goal. If I don't, I have found that willpower fails me every time. So, the first step is reviewing my current ideal day and assess whether or not I can swing something new. Maybe it requires adjusting my current schedule to fit in a new activity or getting rid of something in my schedule that is not serving me. The first question I have for you, is have you done a review of your current day? Does it allow you to play on offense or are you on defense all day long?

Here's an example of an ideal day:

5:30 a.m.	Wake up and review goals (visualize and meditate)
6:00 a.m.	Work out, walk, or exercise (listen to audiobook or podcast)
7:00 a.m.	Eat breakfast (continue to listen to audiobook or podcast)
7:30 a.m.	Review/plan day
8:00 a.m.	Check email/text and respond as needed
8:30 a.m.	Get ready for work
9:30 a.m.	Execute your business
6:00 p.m.	Wrap up day and plan for tomorrow
9:30 p.m.	15 minutes of goal review and meditation
10:00 p.m.	In bed (7.5 hours of sleep)

Now, of course, it is almost impossible to stay on this schedule every day but if you have a guide to get you through the majority of your days, you will be in much better shape long term.

“Vision selects your friends for you, makes your daily decisions for you and guides you throughout your day.”

JOEL BROWN

A black and white photograph of a Sotheby's International Realty storefront. The building features a large arched window above a dark, cantilevered sign. The sign displays the company name in a serif font. Below the sign is a glass entrance with a display case containing real estate listings. The overall aesthetic is modern and professional.

Sotheby's
INTERNATIONAL REALTY

**SELF
DEVELOP-
MENT**

Topic: Time Management & Productivity

Book Suggestions

- 01** *Atomic Habits* by James Clear
- 02** *The Compound Effect* by Darren Hardy
- 03** *Essentialism* by Greg McKeown
- 04** *The Miracle Morning* by Hal Elrod
- 05** *The One Thing* by Gary Keller
- 06** *The Power of Habit* by Charles Duhigg
- 07** *The 5 AM Club: Own Your Morning. Elevate Your Life.* by Robin Sharma

Podcast Suggestions

- 01** "Beyond the To-Do List" with Erik Fisher
- 02** "The Tim Ferris Show" with Tim Ferris
- 03** "The 5 a.m. Miracle" with Jeff Sanders
- 04** "Entrepreneurs on Fire" with John Lee Dumas
- 05** "Achieve Your Goals" with Hal Elrod

YouTube Channel Suggestions

- 01** "Amy TV" by Amy Landino
- 02** "Darren Hardy Channel" and "Daily Mentoring" with Darren Hardy
- 03** "Productivity Game" – illustrated book reviews

Topic: Life & Business Design

Book Suggestions

- 01** *High Performance Habits* by Brendon Burchard
- 02** *Millionaire Success Habits* by Dean Graziosi
- 03** *The Buddha and the Badass* by Vishen Lakhiani
- 04** *It Takes What It Takes* by Trevor Moawad
- 05** *Relentless* by Tim Grover
- 06** *The Road Less Stupid* by Keith J. Cunningham
- 07** *Can't Hurt Me: Master Your Mind and Defy the Odds* by David Goggins

Podcast Suggestions

- 01** "Ask GaryVee" with Gary Vaynerchuk
- 02** "Rise Podcast" with Rachel Hollis
- 03** "The Brendon Show" with Brendon Burchard
- 04** "Tony Robbins Podcast" with Tony Robbins
- 05** "Bulletproof Radio" with Dave Asprey

YouTube Channels

- 01** "Impact Theory" with Tom Bilyeu
- 02** "Simon Sinek" with Simon Sinek
- 03** "TED" – variety of short talks by thought leaders
- 04** "Evan Carmichael" with Evan Carmichael
- 05** "Lewis Howes" with Lewis Howes

Topic: The Science of Success

Book Recommendations

- 01** *The Code of the Extraordinary Mind* by Vishen Lakhiani
- 02** *Becoming Supernatural* by Dr. Joe Dispenza
- 03** *Think and Grow Rich* by Napoleon Hill
- 04** *Stress Less, Accomplish More* by T. Emily Fletcher
- 05** *The Attractor Factor* by Joe Vitale
- 06** *The Success Principles* by Jack Canfield
- 07** *Mindset* by Carol Dweck

Podcast Recommendations

- 01** “The Mindvalley Podcast” with Vishen Lakhiani
- 02** “Kwik Brain Podcast” with Jim Kwik
- 03** “Addicted to Success” with Joel Brown

YouTube Channels

- 01** “Proctor Gallagher Institute” with Bob Proctor
- 02** “John Assaraf” with John Assaraf
- 03** “Mind Valley” with Vishen Lakhiani
- 04** “Jay Shetty”

Topic: Money, Investing & Finances

Book Recommendations

- 01** *I Will Teach You to Be Rich* by Ramit Sethi
- 02** *Happy Money* by Ken Honda
- 03** *Unshakable* by Tony Robbins
- 04** *Rich Dad, Poor Dad* by Robert Kiyosaki
- 05** *The Automatic Millionaire* by David Bach
- 06** *The Total Money Makeover* by Dave Ramsey

Podcast Recommendations

- 01** “So Money” with Farnoosh Torabi
- 02** “Stacking Benjamins” with Joe Saul-Sehy
- 03** “Smart, Passive Income” with Pat Flynn
- 04** “Listen, Money Matters” with Andrew Fiebert and Thomas Frank

YouTube Channels

- 01** “Minimalism” with Matt D’Avella
- 02** “I Will Teach You to Be Rich” Ramit Sethi (Talks at Google)
- 03** “Personal Finance” with Andrew Hingston

Topic: Real Estate Brokerage Specific

Book Recommendations

- 01** *The Millionaire Real Estate Agent* by Gary Keller
- 02** *Sell It Like Serhant* by Ryan Serhant
- 03** *Ninja Selling: Subtle Skills. Big Results.* by Larry Kendall
- 04** *7 Levels of Communication* by Michael J. Maher
- 05** *The Roadmap to a Profitable \$30m Real Estate Business* by Reta Casey and Rick Ruby
- 06** *Never Split the Difference* by Chris Voss
- 07** *The Go Giver* by Bob Burg

Podcast Recommendations

- 01** "The Ninja Selling Podcast"
- 02** "Jere Metcalf Podcast" with Jere Metcalf
- 03** "Coach Tom Ferry" with Tom Ferry
- 04** "Real Estate Coaching Radio" with Tim and Julie Harris
- 05** "The Brian Buffini Show" with Brian Buffini

Top Coaches to Follow

- 01** Tom Ferry
- 02** Brian Buffini
- 03** Michael J. Maher
- 04** Mike Ferry
- 05** Tim and Julie Harris

NOTES

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

ARISTOTLE

“Happiness is not something you postpone for the future; it is something you design for the present.”

JIM ROHN

“You can have results or excuses. Not both.”

ARNOLD SCHWARZENEGGER

“The temptation to quit will be greatest just before you are about to succeed.”

CHINESE PROVERB

“Don’t let the fear of losing be greater than the excitement of winning.”

ROBERT KIYOSAKI

“If you really want to do something, you’ll find a way. If you don’t, you’ll find an excuse.”

JIM ROHN



James



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GROW

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