

# MICHIGAN REALTORS CONVENTION

**Soaring Eagle Casino & Resort**

Mt. Pleasant, Michigan  
October 5-7, 2016

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**SPEAKER**

**JON DWOSKIN**

**Executive Advisor, Business Coach**

Strategizer | New Idea Guy | Influencer

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The  
**JONDwoskin™**  
**EXPERIENCE**

Grow Your Business Big. **Very Big.**

248.535.7796 | [jon@jondwoskin.com](mailto:jon@jondwoskin.com) | [www.jondwoskin.com](http://www.jondwoskin.com)

A close-up photograph of a yellow and black tape measure lying on a rustic wooden surface. The tape measure is partially unrolled, showing the yellow tape with black markings. The wooden surface has a prominent grain and some dark staining. The lighting is warm, highlighting the textures of both the wood and the plastic housing of the tape measure.

“What gets  
measured  
gets  
improved.”

Peter Drucker

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## THINKING BIG DEFINED:

Doing small activities consistently every day that compound to create something big. **Very BIG!**

# WHAT ARE YOU REALLY SAYING?

## PERCEPTION

Words = \_\_\_\_\_%

Tone = \_\_\_\_\_%

Physiology = \_\_\_\_\_%

## REALITY

Words = \_\_\_\_\_%

Tone = \_\_\_\_\_%

Physiology = \_\_\_\_\_%



Have fun. **Repeat. Think Big.** Be Specific. **Measure everything.** Have fun. **Repeat.**

**Measure everything.** Have fun. **Repeat. Think Big.** Be Specific. **Measure everything.**

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**Think Big.** Be Specific. **Measure everything.** Have fun. **Repeat.**

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**Measure everything.** Have fun. **Repeat. Think Big.** Be Specific. **Measure everything.**

Be Specific. **Measure everything.** Have fun. **Repeat. Think Big.** Be Specific.

***I AM IN THE BUSINESS OF:***

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## INFLUENCE QUADRANTS

### Quadrant 1

Clients who  
make you money &  
you can influence

### Quadrant 3

Clients not  
making you money &  
you can influence

### Quadrant 2

Clients who make  
you money & you  
can't influence

### Quadrant 4

Clients who do not  
make you money &  
you can't influence  
(Time Wasters)

“You either have a fixed mindset  
or a growth mindset”

Jon Dwoskin





## ONE YEAR BULLSEYE DAILY STANDARDS

GOALS	YEARLY	QUARTERLY	MONTHLY	WEEKLY	DAILY

## 5 QUESTIONS TO MAKE YOU MONEY

1

Can u please make an **INTRODUCTION** for me?

2

How will **TECHNOLOGY** change your business/industry in the next 5 years?

3

Who are the **DECISION MAKERS**?

4

Who am I **COMPETING** with?

5

Do I have the **RIGHT TEAM** in place?

## VIP FARM CLIENTS

TOP 30	PHONE	ACTION ITEM
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		
26.		
27.		
28.		
29.		
30.		

**The boiling frog is an anecdote describing  
a frog slowly being boiled alive.**

The premise is that if a frog is put suddenly into boiling water, it will jump out, but if it is put in cold water which is then brought to a boil slowly, it will not perceive the danger and will be cooked to death.

# ULTIMATE BUSINESS PLAN ROADMAP

## 50 PROPOSALS

How Fast Can You Get To

**50**

50 Proposals=Flush Pipeline

### 1-10

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### 31-40

31. \_\_\_\_\_
32. \_\_\_\_\_
33. \_\_\_\_\_
34. \_\_\_\_\_
35. \_\_\_\_\_
36. \_\_\_\_\_
37. \_\_\_\_\_
38. \_\_\_\_\_
39. \_\_\_\_\_
40. \_\_\_\_\_

### 11-20

11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

### 41-50

41. \_\_\_\_\_
42. \_\_\_\_\_
43. \_\_\_\_\_
44. \_\_\_\_\_
45. \_\_\_\_\_
46. \_\_\_\_\_
47. \_\_\_\_\_
48. \_\_\_\_\_
49. \_\_\_\_\_
50. \_\_\_\_\_

### 21-30

21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_
29. \_\_\_\_\_
30. \_\_\_\_\_

### NOTES

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## DAILY PLANNER

**This Week:** \_\_\_\_\_

	M	T	W	TH	F
Goal					
Time Block					

Top 3 Priorities

- 1.
- 2.
- 3.

Top 3 Issues to Resolve

- 1.
- 2.
- 3.

Top 3 Projects

- 1.
- 2.
- 3.

Top 3 Non-Negotiables

- 1.
- 2.
- 3.

#1 Habit this week

**Next Week:** \_\_\_\_\_

	M	T	W	TH	F
Goal					
Time Block					

Top 3 Priorities

- 1.
- 2.
- 3.

Top 3 Issues to Resolve

- 1.
- 2.
- 3.

Top 3 Projects

- 1.
- 2.
- 3.

Top 3 Non-Negotiables

- 1.
- 2.
- 3.

#1 Habit this week



## EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER





## 90-DAY KICKSTART

90 Days for \$90  
Bonus Additional 30 Days  
~~90 Days-120 Days for \$90~~

Sign up at:  
[jondwoskin.com/90-Day-Kickstart](http://jondwoskin.com/90-Day-Kickstart)

## Kick Start Your Sales Pipeline With the Ultimate Coaching and Training Program

It's common to hit the gym for a physical workout, but your business needs a disciplined workout too!

The 90-Day Kick Start Program is structured to strengthen and revitalize every aspect of your business.

The innovative Kick Start Program will will put — and keep — you on the right track, with proven sales tools, tips, success secrets, mentoring, next-step guidance and easy-to-follow daily tasks to grow your pipeline, revenues and business immediately.

**Warning: Requires Commitment of Consistency.**

Success Delivered  
Directly to Your Inbox



Friday Weekly  
Sales Workout



Monthly Think Big  
Sales Newsletter



Bi-Monthly  
Wednesday  
Sales Workshops



Inspiring Sunday  
Sales Starter



**BONUS!**  
Additional 30 Days

A man with long brown hair, wearing a black tank top and black shorts, is crouching on a red track. He is looking down, and his hands are on the ground. The background is a blurred outdoor setting with a blue sky and a green field.

# The Will To Win

If you want a thing bad enough  
To go out and fight for it,  
Work day and night for it,  
Give up your time and your peace and  
Your sleep for it  
If only desire of it  
Makes you quite mad enough  
Never to tire of it,  
Makes you hold all other things tawdry  
And cheap for it  
If life seems all empty and useless without it  
And all that you scheme and you dream is about it,  
If gladly you'll sweat for it,  
Fret for it, Plan for it,  
Lose all your terror of God or man for it,  
If you'll simply go after that thing that you want.  
With all your capacity,  
Strength and sagacity,  
Faith, hope and confidence, stern pertinacity,  
If neither cold, poverty, famished and gaunt,  
Nor sickness nor pain  
Of body or brain  
Can turn you away from the thing that you want,  
If dogged and grim you besiege and beset it,  
You'll get it.

- Berton Braley

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## RECRUITING QUESTIONS

On a scale from 1-10, how badly do you want to \_\_\_\_\_?

Have you seen our website?

Tell me about a situation where you...

Tell me how you make a decision.

How do you make a decision when your "boss" is not around?

Tell me how you lead.

Tell me how you look at something with different eyes and make something better and more effective.

Tell me about a time you lost your cool and how you recovered.

Why do you want to leave your job?

What would your best friend say about you?

What would someone who hates you say about you?

How do you resolve conflict?

Tell me a story about your discipline.

Tell me a story about when you were proactive.

Tell me how you learn.

Tell me how you continue your learning.

Tell me a story about how anyone has coached you to be better and grow.

Tell me something exciting.

Why are you sitting in front of me?

Tell me about a time you and a co-worker didn't get along and how you resolved it.

Tell me about a time when your boss pissed you off and how you handled it.

How do you incorporate balance into your life?

What do you consider a productive work day?

How do you define work/life balance?

Tell me about a time in your life you realized something in hindsight.

What you do when you are wrong?

What type of winner and loser you are?

Tell me about your ego.

Tell me about your good and bad habits.