

## Listing Madness Part I / by Al Lewis

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### 1.

#### Listing Madness.

One definition of “Mad” is being completely unrestrained by reason and judgment.

This means that the one that is mad is able -- or enabled -- by the madness to act without hesitation, free in movement, free in thought and word, able to act from the heart so-to-speak in an honest and open way.

Another definition of “Mad” emphasizes that the one that is mad is one carried away by enthusiasm or desire marked by wild gaiety and merriment, intense excitement and wild chaotic activity.

Madness – fearless freedom to act as one wishes -- seems like a great state of mind to be in to me. I can see why this type of behavior was labeled madness by the fear-hemmed, boxed-in, immobilized, frozen, religiously stymied intellectuals that coined the word in the late fourteenth century.

Being mad about listing, I think, is a good state of mind to be in as well.

How to go about this?

**First** / I'd like advise a little Garmin magic. Garmin is one of many manufacturers that produce a mini hand-held GPS navigation device. Models with trip planners

sell from \$120 to \$180 at the time of this writing. You could pay more for more features if wanted.

I once heard the CEO of UPS/United Parcel Service discussing the importance of their delivery drivers having an efficient route to drive to deliver their packages on a daily basis. Inefficient routes, he said, on a national basis costs them millions of dollars a “day” nationwide, let alone worldwide.

Though doing this sounds simple enough, it just took too much time and too many people on a daily basis to plan routes, to map them, to print them and to put them in the hands of their drivers so they turned to the computer; and, as it turned out, this was not easy for a machine to do.

They had to spend millions of dollars and years of programming experimentation to come up with software that could do this effortlessly, but when done their profits by means of added efficiency skyrocketed.

The Garmin navigators that have a “Trip Planner” built in can do this for us for practically nothing except the minimal cost of purchase and you can have it in your hand today if wanted. Most cars come with GPS navigation installed, but have poor or clumsy-to-use trip planners

that can only be programmed from inside the car. Freeing yourself to do this from your desk with a handheld Garmin device increases the likelihood of your “planning trips” and is the first step to inciting a state of mind and activity we will label Listing Madness.

**Second** / I'd like to advise that you make a decision to up your intensity. Intensity implies the doing of something with vigor, force, energy or feeling; it is the magnitude of a quality of force.

Most people in real estate never learn to work with intensity. They have mealy mouthed ambitions: artificial, backhanded, counterfeit, double-dealing, double-faced, fake, feigned, hypocritical, jive, underhanded, lip service, insincere, Pecksniffian, phony baloney, pretend, two-faced, unctuous ambitions stated as goals at best.

The key to making sure this is not you is having a plan and working it. It's that simple, but forming a plan that is graced with a “Magnitude of a Quality of Force” that leads to listing success requires that you get off your seat, into the field and start talking to people about selling every hour (at least a few) of every day. Do this and you will be working with intensity.

The exception to this is the Weekend Warrior that because of a

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job or career that keeps them busy during the week can do this weekends only, Saturday or Sunday, or both.

Working with intensity does not imply something like making five calls a day, or five calls three days a week, but something over-the-top that puts you in front of hundreds of possible sellers every month. Do this – with a plan of customer cultivation in place for those that indicate a future-date time of sale -- and listings will begin to fall into your lap on a weekly basis as though without trying whether you are a good listing agent or not; have something going for you and the sky's the limit.

My recommendation is that you sit at your desk each evening to plan a quick-talk route of targeted sellers (expired listings) to call on the following day. To start, select twenty-five from the weekly list of more than five-thousand I send out the first of each week within some close proximity to each other, usually by zip code, and input these into the trip planner of your Garmin navigator.

Importantly, vary your areas day-to-day and week-to-week. Get out of the box and call on sellers in wide and varied areas across the California southland to see what develops. I mean it, go far and wide. I once visited the recruiting presentation of a major California sales organization – not real estate -- and was wowed by the presenter's sales ideas. He said all account reps will be given only one qualified lead to call on a day and that the lead will never be less than sixty miles from where the sales reps live themselves, but even up to eighty or

ninety-miles away. Doing this, he said, is their way of upping the intensity of the sales presentation the sales rep will be impelled to perform to make the call worthwhile and, thus, their sales will increase on a daily and weekly basis.

We can do the same.

The idea of a “Quick-Talk” route is very freeing because it relieves you of the burden of being or trying to be or of trying to project something special about you or your program at the door of each seller. The object of listing madness is to just get out there and start talking to people about selling quickly, every day.

We, of course, have a method to our madness, our Talking Points, but these can be done quickly with efficiency over-and-over to the point of quick-talk provided you have a trip planned for getting in front of twenty-five or more sellers a day; that's the goal of listing madness, not the words.

Many owners, of course, will not be home, so leave your card with a quickly jotted note on the back, “Hi, stopped by today to see if it is a good time to talk about selling. Call any time.” and leave to the next, maybe, never to return. Don't worry about it. You have, after all, more than five thousand leads to call on and this list, as you know, renews every nine months. Get over it and get to it. Make calls.

When you find that with a good trip planner you can easily call on twenty-five owners within just a few hours of trying, you can up your calls to thirty-five or forty a day; this is real estate, all else is foo-foo, and this is working with intensity.

If you are one of those that would

like to have a balanced life – work, family, self – this is okay provided you do this with intensity as well. The object of the idea is that when in the field and upon making an initial relationship-building call on “two” sellers that indicate to you a concession deadline, the date they must concede to making the decision to sell and you put these two into your lead book for follow-up, you can quit for the day because of that success and do something else with your time relative to work, family or self. This often happens within the first hour out.

## 2.

### **Get Rejected Get Rich.**

I'd like to share with you today the get rejected get rich plan. It starts with this, “The most empowering word you can encounter on your way to success is the word, No.”

Skill is overrated. Studies show that as many as 80% of all salespeople in any endeavor don't make it through “a first year” for the simple reason that they fail to make enough calls. That's it; nothing else.

While some in sales spend months, years, even decades polishing their skills, getting organized, getting ready to sell, many with far less skill and polish zoom right by them on the road to success. A motivated person with little skill that gets in front of enough people to tell their story to will almost always outsell a well prepared sales pro.

Richard Fenton, in a great little book, *Go for No!*, tells this story, paraphrased a bit:

There was an insurance company in Chicago that called in a consultant to analyze why their profits were declining. The company was

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averaging only two and a half sales per agent per month and they were in serious trouble. So the consultant comes in and immediately puts his finger on the problem. He tells them, "Your only problem is that your agents are not calling on enough people."

This solution was way too simple for the top executives at the company. After all, they'd paid the consultant big money and wanted him to deliver a big answer. So the consultant said, "I'll prove it to you."

He took a group of their salespeople, a cross-section of the sales force from best to worst and told them, "Effective today, you are going to start selling policies door to door in neighborhoods where you don't know a soul. There will be no leads provided. There will be no qualifying of prospects and, when a person opens the door, you must start the sales call with the following statement/question, "You don't want to buy life insurance, do you?"

Their mission was to simply see how many people they could call on every day and, specifically, not how many they could sell insurance to. That was it. Needless to say, the salespeople thought this would be a waste of time.

In the end, the approach recommended by the consultant was very ineffective. Fifty-nine out of every sixty people the agents called on said, "Your right, I don't want to buy life insurance," but one out of every sixty said, "As a matter of fact, I do need insurance, what do you have?"

If only one out of sixty bought insurance and the salespeople only talked to sixty people a month the

insurance company would have gone broke, but with the simplified approach recommended by the consultant they found the average agent could call on sixty prospects a day and that it only took about seven hours a day to do this. As a result they immediately began averaging a sale a day each. That's nearly a thousand percent improvement in production each and, as a result, both the agents and the company got rich.

Approaching enough people even with a negative message can save both careers and whole companies. The rule at work is this: If you want to accelerate your sales you have to fail faster; you have to "Go for No" quicker and more often. If your message is good, all the better.

No doesn't mean never, mostly it just means not yet. Research shows that forty-four percent of salespeople crush upon hearing just one, no. Twenty-two percent more give up after the second, no. Fourteen percent more give up after the third, no. Twelve percent more give up after the fourth, no. All together, that's ninety-two percent that give up before hearing "no" just five times. This wouldn't matter except that statistics have shown a correlating fact that most people don't buy a product or service of any kind until being asked to do so five times.

The implication of all this is that if you want to succeed big, you do this by failing big; and while you're at it, common sense says that if you're going to "Go for No" you might as well get your "No's" from Whales as opposed to Minnows. One "no" is the same as another; thus our program for listing and selling in the high-end.

**Fail Exponentially** / A primary key to creating outrageous success is to understand the need to fail exponentially (more and more). Once this is understood, having a plan for doing it is the next obvious step, but the thing wrong with plans is that they are just that, future oriented goals and objectives; and, as you know, tomorrow never comes. It's more relevant to create an agenda for doing it, a present moment day-to-day "To Do List" of activity centered on failing hour-by-hour, day-by-day.

Relevant to our program for listing and selling in the high-end, I know, for example, that it is almost impossible to visit twenty-five "Houses," let alone "People," without meeting at least two sellers that will affirm an intention to sell sometime soon and suggest an openness to looking our program over when the time comes. This can be done by a Weekend Warrior Saturdays or Sundays only until they fill their lead book with fifty prospects to "Manufacture Relationships" with for the next year so-to-speak; but it can be done by full-timers two or three or four days a week.

Sure you might have to start at 10:30 am and "work" four, five or six hours to do this; but this doesn't seem much of a task to me to earn a half-million to one-million dollars a year listing and selling in the high-end. Or am I wrong, is it too much to ask?

Get to where you want to go in real estate by failing more, please; that is the key to success.

We all have a failure quotient: how many times we are willing to fail before succeeding. Accordingly,

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know that you are an increasing awareness, an ever-growing and expanding consciousness, a never ceasing progress of individual and collective evolution, a constant ever expanding joy, an enthusiastic adventurer and, most important, a progressive unfoldment of transmutative knowledge.

This being the case, your failure quotient has already been upped just by this reading.

Prove Me Wrong, I Dare You.

### 3.

#### **How to Build and Maintain Relationships with Prospective Sellers.**

Real estate is a relationship-oriented business. Have them, get to where you want to go; avoid them and go nowhere.

Our program for listing and selling in the high-end is dependent on our ability to initiate, establish and develop ongoing relationships with home owners that have experienced an expired listing, that have a lessened regard for real estate agents because of this, and that have not done a single thing by call, mail or visit to initiate a relationship with us. Sounds cold.

Here are some tips for getting prospective-seller-oriented relationships off the ground. Some of these ideas we learned in first grade but as adults, possibly, have forgotten.

(1) Build relationships one at a time. Fortunately or unfortunately, there are no short cuts. Sending out post cards can help you keep in touch with lots of sellers, but it's no way at all to begin a relationship with a seller or get to know one.

(2) Be friendly and make a connection. This may seem self-evident, but a friendly word or smile can make someone's day. Try to find something in common to talk about on your first visit and all follow-up visits. We all want to know people that like the things we like.

(3) Ask questions about them; don't just talk about yourself and your objective for stopping by. People love most to talk about themselves and about what they think and not about you and what you think. If you ask people about themselves and take the time to listen attentively to what they say with sincere interest, they can become a friend and, one day, a client.

(4) People won't trust you unless you are willing to trust them. Tell them what you genuinely care about and what you think about this or that when it seems appropriate to do so.

(5) Go to them; don't expect them to come to you. When asked why he robbed banks, the robber replied, "Because that's where the money is." If you want to make friends with home owners, you have to go to where you can find them: their homes, of course.

(6) Accept people the way they are. You don't have to agree with them all the time, but always trying to change what people think about this or that is a real turnoff. No one likes to be corrected, judged.

(7) Assume other people want to form relationships too. Underneath the crabbiest looking and acting person is often a lonely soul hoping someone will befriend them.

(8) Overcome your fear of rejection. Most of us suffer from a

fear of rejection and there's only one thing to do about that: get over it. If you want to form relationships, plan on being rejected often. You will be richly rewarded for the relationships you make in spite of the rejection you experience.

(9) Be persistent. People are often shy and suspicious. It takes a while to win trust. You can almost always form a relationship with anyone you want to if you stick with it.

(10) Invite people to get involved in both your ambition and objective by looking your program over any time they would like. People want to become part of something bigger than themselves; be the bigger thing.

(11) Enjoy people. If you genuinely enjoy people, people will be attracted to you. People will more likely want to be around you if you want to be around them.

#### **How to Sustain Relationships.**

Okay, now you've built some relationships. Relationships, like any other living thing, need care to keep them alive and healthy.

(1) Pay attention to people. Check in with people when you need to. This may take only a few minutes every few weeks or so, but those few minutes can make the difference in helping your contact remember the importance of the work you intend to do on their behalf.

(2) Communicate openly. People need to communicate. It's a good idea to set aside some time just to talk about the way things are going. When people don't have a chance to talk about issues important to them, misunderstandings can occur and tensions build up. Communication is a discipline that has to be

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practiced regularly. It's like doing push-ups; do them regularly and they are easy to do; do them rarely and they are very hard to do. The more you stop to talk with people, your prospective sellers, the easier it gets.

(3) Appreciate your contacts. Everyone needs to be appreciated in order to keep relationships going. Let them know how important they are to you. We are all human beings and appreciation helps us thrive.

(4) Extend yourself. Go a little out of your way once in a while to visit with a contact, they will appreciate this. What's a few miles hither and thither?

(5) If you find they can use help with something not related to real estate, offer to lend them a hand, they will think well of you and want to give something back in return.

(6) Be positive and encouraging about all things. We all need a buddy to help us stretch ourselves beyond what we think we can do. Who better than you to do that for them?

(7) Be loyal. Loyalty is essential to keeping relationships healthy. We may not agree with everything a contact says or does, but we can stand by their decisions one way or another whether it benefits us at the time or not; loyalty always boomerangs and benefits you in the end.

### **Conclusion.**

May I add that real estate is not work. The long forgotten definition of the word "work" has led us down a long road of erroneous application of the word to everything we do to make a living.

Specifically, work is "the transference of energy that is produced by the motion of the point of application of a force and is measured by multiplying the force and the displacement of its point of application in the line of action" as stated by the Merriam Webster Dictionary.

I don't see how "work" and "relationship building activities" are related.

Our job in real estate, if you want to call it that, is solely centered on finding people that want to either buy or sell real estate and creating relationships with them that, because of the relationships, lead to our doing business with them.

Accordingly, the path to success is clear. The only thing we need do is talk to people about buying and selling.

**That's It.  
The Secret of Success.  
Get to it.**

### **4.**

#### **Racism in Real Estate.**

First, we must admit that we in real estate face racism on a daily basis.

We are, after all, in a people business and it is people that are racists; but, maybe, I'm thinking, we make too much of it.

Perhaps the simple distrust cats and dogs have of each other, that we don't think a wit about, is racism too, but we will not concern ourselves with that, or should we?

Distrust of strangers [stray cats and stray dogs], particularly those of different heritage than the mainstream of neighborhood residents is a well-entrenched, established policy

of American life as attested by Neighborhood Watch: a program of systematic local vigilance by residents of a neighborhood to discourage crime, especially burglary, now established nationwide.

Perhaps it is not possible for beings of a different stripe, so to speak, to not distrust one another for fear of the unknown, what another can or might do or have intent to do that may be of mal intent. This innate fear, I think, this intrinsic mistrust bolstered by the survival instinct is the subtle cause of racism though multiplied many times over by the exigencies of modern life: peers, profits and property.

Racism is manifest in the professions not by overt machinations (scheming, crafty action of artful design intended to accomplish some usually evil end), but instead by subtle denial of opportunity.

I have written extensively in one or another of my writings about the Love/Hate Principle: that, namely, one out of ten people will hate you and one out of ten people will love you for no real cause of your own doing, but just because you are you; and that all others on the scale, numbers two to nine, fall somewhere in between on a bell curve.

Accordingly, race orientation is often the cause of either the love or the hate one experiences.

Possibly, though, if a member of an ethnic minority and working within an ethnic majority community or area, the numbers can or will be skewed to, maybe, five out of ten, or six or seven out of ten hating (not really hating, but

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mistrusting) you and only a few liking you; but what if it is skewed in such a way that instead of half or more possibly working with you that only one or two possibly would, or none out of ten but only one or a few out of a hundred or a few hundred.

In a situation like this, you would have to grow your numbers of contacts to one-to-three hundred to find, maybe, only one-to-ten that would or might work with you. Is this your fault, of course not?

Importantly, this works both ways. If your ethnic orientation is such that you are a member of a dominant ethnic orientation in some area, but you choose to work within an ethnic minority community or area, you will experience exactly the same type of subtle distrust and denial of opportunity.

### How to Overcome This?

The first obvious tact might be to work mostly or only within a community whose ethnic orientation is largely the same as yours. This is not a bad idea and many top producers of every racial orientation do this, but this is not always practical or wanted nor am I advising this tact, but it is not a bad idea. Why spend your life's time butting your head up against a wall just to prove a point.

Many do this and get nowhere, eventually acting out subtle, subliminal methodologies of procrastination that put off doing the work of listing and sale relationship-building strategies that lead to success one day or week or month at a time until they just stop trying. Let's not go there.

The second less obvious tact is learning to live inside-out instead of outside-in. Racism is an outside-in experience that, you would think, you can have little influence over. I'd like to advise otherwise, but it will require a diligent mind-set of you and a belief system that adamantly affirms the power of thought's influence on experience.

People the world over are mostly superstitious about the invisible power of thought and, because of this, look for and are waiting for prophets, saints and saviors to save them and, of course, God.

**To end racism in your experience you need to do this for yourself by unifying your thought with experience and not by looking to others, government or God (as a separate entity) to do this for you.**

This starts with a belief that a Universal Creative Force or Divine Spirit or God, if you want, is the knower in us, somehow unified with what we like to think of as our soul and that thought is the medium through which things in our experience are created. Think it to see it, goes the saying.

If all of this Universal Creative Force is everywhere present, then the entire possibility of action and reaction of thought and experience is everywhere available: results are merely a reflected image, never a thing in themselves but always effects projected by cause (thought) over which conditions follow.

People of faith never have a problem with thinking that the Word of God is the Law of God, but even people of faith are not used to thinking of their own word as the activity of this universal presence

and law. We tend to think of ourselves as separated from "It" rather than one with it. We go in search of that which we already possess but are not using. Instead, accept that you are the representative of it.

As "Its" representative, think, feel and affirm something like this before reaching out to people in the field or before, possibly, every single contact until it becomes the core operating system driving your actions and creating your mental atmosphere:

*"I -- the silent witness -- am the indwelling universal spirit speaking through this body, mind and soul; and, the contact I am about to visit with also is the universal spirit speaking through their body, mind and soul; this we have in common and unifies us toward common objectives. Additionally, I know that I and the contact I am about to make are 99.99 percent genetically the same irrespective of our physical appearance, that we are brother and sister, cousins of a common ancestry and seek common goals: life and love, health and vigor, prosperity and property. Also, upon first contact, first sight, first sensing we each feel deep into the other this unity and are warmed by it like old friends meeting after a long time apart; this is the cause of my welcoming smile, friendly demeanor, warming eye contact and touch should we shake hands. Because we are one, the words I speak, whether extemporaneous or rote are the words they want to hear as though they were speaking them themselves through me and all my thoughts flow in that direction: unity of thought, unity of expression. Because we are one and because we seek common objectives and because we are brother and sister or cousins of a common ancestry we come to agreement underlying the purpose of my visit. It is so."*

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Just above I expressed that “it will require a diligent mind-set of you and a belief system that adamantly affirms the power of thought’s influence on experience” to end racism in your experience.

Accordingly, you will need to do this before every contact until both your intention and your experience match up; this will then work for you in the background, like a computer’s operating system, and you will no longer have to will this before making contacts.

Do you have the will and stamina to do this? If you do, success in this endeavor – the ending of racism in your experience – is assured.

If you don’t or if you just can’t believe it, then think it to see it thing, then take the alternate of choice tact and target communities mostly matching your ethnic orientation. This is just common sense.

We’ve all seen images of homeless zones of frigid cities where street people gather around a blazing barrel to warm themselves sometimes amid a blizzard of swirling wind and snow.

Cold-to-the-bone out standers are not likely to be concerned with the ethnic origin of those inside the comfort zone as they approach seeking refuge from the cold. Drawn by the eminence of life-giving heat, they gather as a community of one for a common purpose: life itself.

People that harbor racist sentiments are like the out standers in this scenario that want to experience the warmth of life experienced when in the comfort zone but are blocked from doing this by psychological loops learned,

maybe, in childhood that just play and replay over and over again; and people that create a magnetic atmosphere warm with the glow of life that draws out standers in like moths to a light by purposeful thinking are like the blazing barrel, the harbingers of life itself; but, again, only if they believe they can do this and practice purposeful thought.

How many times in your life have you been with a friend or loved one and have had the same thoughts mutually arise and spoken with vigor at the same time as though speaking words in rhyme. Often, I am sure. Friends and I as kids would say “You owe me a coke” when this happened. The first one to say that after rhyming something said would be the winner. Where that came from, I don’t know. My wife and I still do this.

Isn’t the fact that this happens proof enough that thoughts emanate and indwell one another as we interact? Purposeful thought does this all the more and is the path to ending racism in your experience wherever you might encounter it.

**You need no other proof unless you are just determined to be an out stander all your life.**

Should you go through life playing and replaying your own racist-oriented psychological loops learned, maybe, in childhood about both yourself and others; should you continue to pour into your mind the outpouring of negative, invidious, subversive racist thinking that others put into music and verse, then this will likely be the radiant mental atmosphere you self-create and experience.

One of my favorite teachers, Jim Rohn, now passed, used to say, “There’s nothing worse than going through life stupid.” Alternately, it is our goal in the Fellowship to work with intelligence and not time and money.

### **The Government’s Role.**

You know as well as I that there have been many thousands of Congressmen and Senators elected to national office since the Emancipation Proclamation of 1863, the government’s first stab at ending racism in the United States.

Beginning with Lincoln, not actually, but as the figurehead of the movement, many have carried on the fight seeking to establish laws for doing this a hundred and fifty years hence and much progress has been made; but sometimes, seemingly, to little or no avail. I think this is because of the “beings of a different stripe” thing and not because grand efforts haven’t been made and laws passed to do this.

The Preamble to the Constitution of the United States actually states the government’s role in this very clearly.

If I may, “We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common Defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.”

A mission statement in effect, it very clearly states that the role of the government in regards to most all things and, this must include racism, is “...to promote the general

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Welfare” of its people and not much else. I’d say that this is well accomplished and a hundred and fifty years of trying proves out what the government – made up of at least hundreds of well-intentioned Congressmen and Senators since 1863 – can and can’t do.

**The onus of ending racism in your experience and I in mine falls on our shoulders alone.**

Lastly, I’d like to add that this whole self-engendered mental atmosphere “think it to see it” thing applies to every situation in which a person feels inferior or experiences an “ism” of any kind whatsoever in their outreach relationship-building activities in all areas of life: gender/ism, for example, as well as age/ism, height/ism, weight/ism, color/ism, religion/ism, preference/ism, handicap/ism, experience/ism, company/ism etc.

Neither racism nor these matter a stitch unless you “think” it so.

**Now the Whitewash.**

**How to Build Relationships with People of Different Cultural Backgrounds.**

(1) Learn about the person's culture. Any effort to do this will go a long way in showing that you care enough to find out about the reality of another person's life.

(2) Be empathetic; imagine yourself at the center of another person's culture and see how you feel when there. If you are getting to know someone who is not a part of a majority culture, ask if you might go to a cultural event where you are the minority. If you are willing to take risks and put yourself in situations in which you might feel uncomfortable, people will be more inclined to want to get to know you as well.

(3) Take a stand against a person's oppression. People who experience oppression need allies both figuratively and actively. Strong relationships are forged when people act courageously on behalf of each other.

(4) Know that it's okay to make mistakes. You may make mistakes as you build relationships with people who have different cultural backgrounds than your own, but people are generally forgiving if your intentions are good.

**5.**

**Stars for Stars.**

I began selling real estate mid-summer the year I graduated from college in 1975 (last century) and have done only that since. My mother, eighty-eight at the time of this writing, still asks every now and then when I'm going to get a regular job.

The last job I had while in school was at the East Side Boy's Club of America in San Jose. I was hired to run the wood shop, a thoroughly outfitted, professionally equipped facility with multiple lathes, planers, table saws and the like. I had done well enough in shop while in both Junior High and High School to know how to handle the equipment well enough and safe enough to lead the boys, ages nine through eighteen, through a number of craft projects using real power equipment, but that was my only qualification. I'll bet they don't do that anymore.

After a year in the shop, the game room director's position opened up and I moved to managing that. This

was a large club, we had nearly a thousand members and from fifty to three-hundred boys at a time within spread among the game room, shop and gym. The game room, equipped with multiple pool tables, ping pong tables and the like was the least trafficked room.

To boost attendance, I created a “Stars for Stars” chart that was many panels wide and ran from floor to ceiling. It was lined up and down with a thousand blank rows for boys names and dozens of participation star columns to the right of the names. To get on the chart, a boy only had to participate in some game room activity I would invent daily, no competition allowed, and then, again, by showing up to do that daily if he wanted, he could add a star a day to his name.

Both club and game room attendance skyrocketed. I would usually have from one-hundred to one-hundred fifty boys under my authority hour-by-hour though the group itself was a moving target changing by the minute. Boys often would show up just to do the daily activity, get their star and leave, but many stayed hours on end. I have forgotten, I'm sorry to say, what the reward was for the winner, the boy that participated in the most activities by some recurring end date, but I can assure you it wasn't much.

Author W. Hugh Missildine of “Your Inner Child of the Past,” a national best seller in the early 60's and must reading for anyone interested in psychology, goes to great lengths to prove out that we remain the “Boy's Club Member” throughout life, though not

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outwardly appearing so, and that we are motivated, largely, by the same things in adulthood that we were in childhood; in this case, participation recognition, even as adults.

Corporations both large and small know this and often base entire sales strategies on similar tactics.

I encourage you to do the same thing for yourself that I did at the boy's club by reproducing a high-quality print of the attached pinup worksheet on legal-sized index paper (heavy non-glossy paper), sticking it onto your fridge like a parent might do for a child, or by displaying it prominently on your desk or within your office for all passersby to see, and completing it line-by-line and marking the blank stars "Red" every time you add a lead to your Lead Book.

Oh, yea, there are fifty stars to be marked; what a coincidence. Use a pencil to keep a running total on dollar-volumes and cumulative estimated earnings as indicated and just see if you are not driven, self-motivated, to complete it. This will lead to your earning a half-million dollars a year or more listing and selling in the high-end.

I have done this for myself many different ways, many times over many years and the results have always been the same: getting to where I wanted to go successfully.

The Star Chart follows.

### **Listing Madness.**

Get it like a fever you can't shake and the quality of life you experience will match the vigor or your work with a magnitude of a quality of force all its own.

This is working and living with intensity unified.

## **6.**

### **Looking Out for #1.**

When my adult children were young my wife and I made a special effort to travel a couple times a year to wide and varied places targeting major cities of the US, Canada and Europe. Traveling two or three weeks at a time and visiting, maybe, a half-dozen places each trip and a half-dozen attractions around each place visited over a span of thirty years adds up to a lot of places seen and things done.

Moviemaker location spotters reach far and wide to find exotic places to shoot to make their films interesting. My wife and I often comment "been there" while watching a movie, prideful that they have to try harder to impress us.

We were lazy travelers, though, mostly traveling on our own time by whim or fancy rather than touring with a group or sticking to an itinerary of one kind or another.

The girls -- my wife and two daughters -- slept in and groomed once aroused until late morning, almost noon, everyday of every trip. I couldn't stand it, so I developed the habit of arising before dawn most every day and walking the streets of every city visited returning at a time I figured they'd be about ready to go. Doing this I saw and experienced much few visitors see and got to know the places visited in a kind of intimate way.

Once, on our first visit to Paris, I arose pre dawn and thought to walk the Avenue des Champs-Elysees and make my way to the Arc de Triomphe. When I arrived at the far

end of the avenue opposite the Arc, I was pleasantly surprised, just as dawn was breaking, to find that there wasn't a single car, taxi, bus, delivery truck or soul in sight from one end of the avenue to the other. I realized it was Sunday morning and thought, that, maybe, you were supposed to stay-in in Paris on Sunday. Whatever?

I started up the walk toward the Arc but decided, since I was alone, to walk the street parade-like down the center fancying myself a conquering force or liberating army, a world leader, crowned ruler or such like many that have paraded this street decades and centuries past and to see how far I could get. I made it all the way to the Arc without interruption and, once at the Arc, I toured it alone as well. I came back with the family later and toured both the avenue and Arc again among hundreds, thousands, of other visitors. Both experiences were good, but mine was special.

Once, on a visit to Rome, I arose pre dawn and thought to walk the Vatican. A clerk manned the check-in counter of the hotel where we stayed and was surprised to see a guest up so early; particularly one showered, groomed, well dressed with an academic-like leather book bag (not a man purse) slung across one should as though on his way out for coffee and an afternoon read spiced with a little girl-watching. This was Rome, after all, and the Fashionista abound. I told him where I was going and inquired if I could get a cab to take me there.

He replied, emphatically, that it was not possible for me to go there now. I said I was not intending to get in, but that I would just hang

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around and walkabout until it opened. He said, again, that I could not go there because it was located in a bad part of the city that is not safe for visitors not grouped with a tour or visiting among the daytime crowd. He said many homeless people live on the streets around the Vatican and that the area is full of trouble making addicts, thieves and thugs that are up all night and that I would not be safe. I said get me a cab, please.

When the cab neared the Vatican, still in the dark, the driver stopped under a street light at the head of a long street that dimmed to dark as you looked down it. It was rowed with typical looking European townhouses all fenced-in up to the walk. He said to me that the street would open to Vatican City about twenty minutes down. I said take me there. He said, "Oh no, this is where I stop," and he would not go further. This was ominous.

I took pause, a long pause in the cab, looked-hard down the street and thought, "Hmm, maybe I should go back," then said, "How much," and got out shaking (because it was cold). He left me standing there in the dark, alone.

At this point my early morning grooming, nice clothes, polished shoes and man purse (I mean book bag) seemed out of place and made me, possibly, a mark. Nevertheless, I headed down the street with radar set to max determined to facedown all comers but never encountered a soul right up to the gate, so to speak, of the Vatican.

It was only minutes before the soft light of dawn glowed overhead. I was thankful for that. There was

nobody there. The entire court was empty and I couldn't find a single homeless person to talk with, one of my early morning pastimes, but soon enough was pleased to see a vendor here and there rolling in to set-up shop for the day. There was no coffee, though, or donuts or croissants to be had; that was my only disappointment.

As the warm glow of day broadened I saw small clusters of nuns make their way to the huge iron doors that open to the interior of St. Peter's Basilica; the doors appeared to be, maybe, twenty-five feet tall and twenty feet wide.

Once they got to them the nuns seemed to disappear. The doors appeared to be closed so I strolled up to see how they did this. It turned out that the doors were cracked open just a bit, just enough for the nuns to slip in.

Standing close, I thought that my clothes, grooming, shoes and, particularly, my bag made me look as though I belonged and was on an early morning mission of some kind just like the nuns. Not a one of them gave me a look as they passed by. I probably looked Italian.

There were no guards or ushers present because there were no people around so I thought, what the heck, and slipped in myself just behind a few quick stepping nuns.

This was definitely the largest home I had ever entered – the Pope lives there, you know – and I didn't even have to knock.

The feeling one gets upon entering the cathedral this way is hard to describe, but it's akin to the awe and surprise you experience upon seeing a large falling star coupled with the

feeling you get when a four year old granddaughter says I love you. It just warms you all over and brings water to the eyes; and you, here in St. Peter's Basilica, though it is a building made of brick, iron and stone, want to say I love you back.

Then, similar to the experience I had on the Avenue des Champs-Elysees and at the Arc de Triomphe on my first early morning visit, I had the Vatican all to myself for the next two hours.

I don't know where the nuns disappeared to, but I never again encountered a nun or a priest, a guard, maintenance man, cleaning crew, tourist or other of any kind or nature as I walked about and made the place my own. I thought, "How is this possible?" as I stood arm's length before Michelangelo's Pieta, but it was so, so I went with it and had a fantastic experience exploring every nook and cranny above and below.

The Pope's throne, itself, was not fenced, gated or guarded in any way. I thought, even, to sit upon it and imagine I was the head of the 1.2 billion member Catholic Church, but let that one go.

Again, I came back with the family later and toured the Vatican with them among hundreds, thousands, of other visitors. Both experiences were good, but mine was special.

*Sidebar / We didn't always travel to exotic places. Once I said to my wife that we knew very little about the Deep South; by that I meant southern California inland from San Diego. So we looked at a map and selected El Centro as our target and from there a number of radiant-outreach places to go in both California and Mexico. We stayed a week at a small motel, ate*

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*coffee shop every day and had the best time.*

**Thanks for hanging with me on this. I do have a point.**

I have commented within one or more of my writings that one of my favorite lessons in life is nothing more than a few lines gained from A Course in Miracles, paraphrased a bit:

*That, "We surround ourselves with the environment we want to protect the image of ourselves that we have made. The environment and the image of ourselves that we make, thusly, are mutually arisen: each exists-in and arises out-of the other as simultaneous experience."*

How likely is it possible that I could visit two of the most visited tourist attractions on earth (at the time of the writing Paris gets sixteen million visitors a year and Rome thirteen million) and have them each to myself alone among the tens of thousands of people that visit each daily?

This is not likely (except within the Twilight Zone) unless you factor in the self-manifesting potential of experience: that we surround ourselves with the environment we want to protect the image of ourselves that we have made and that this, according to A Course in Miracles, is a miraculous experience not of our doing.

I call this the *Mood and Tenor* of experience. It just seems to flow according to our mood and tenor about this or that, our wants and needs, and the less we fight this the more it happens.

What I wanted – what I really wanted -- when I left the room to

walk to the Avenue des Champs-Elysees in Paris or when I left the room to explore the Vatican in Rome at some very deep level of my being, the mood and tenor of my desire, was what I got; this may have been set in motion by wants, wishes, dreams or thoughts weeks, months or years before, but that is beside the point.

**Back to Business** / Accordingly, relationships that lead to listings are what we get (or not) (1) When we leave the house or office to visit with sellers about listing (2) When we begin the manufacture of relationships with people whom we have never met for the purpose of a program look over when they decide to sell again or (3) When we make a presentation to gain a listing, depending on the mood and tenor or our desire regarding these things past and present as well.

"Expect the Best" is a common saying known by all. As a saying, though, it is passé: obsolete, dead, outmoded. As a premise, though, upon which we build a future it is everything: life giving, environment creating. Positive expectation becomes the thing itself.

Most people are just too cluttered to relax into success. They fill every day with a dozen things to do and think a thousand displacing thoughts about tomorrow, the coming weekend, month and year moment to moment.

Their minds are filled with ideas yet hatched, products and marketing programs yet developed, solutions yet to be discovered and/or maybe bills unpaid and payments due. They spend most of their working hours in a vast purgatory of "what

if" thoughts anxiously waiting for a million dollar break, but this type of thinking only succeeds at sucking them further into the Black Hole of mediocrity. Instead, they should just think less and do less; maybe, only one thing all-in all day without so much as a single other thing to do on their mind or schedule before day's end.

If by doing this, then, as though on vacation, they had no plan but to let experience unfold as it will as they do "the thing," they may find that it rises to match what it is they want more often than not. This is not superstitious thinking; it is focused creating with creation, hand in hand, so to speak.

Most every deep thinker of every philosophical, spiritual or academic orientation has believed this is how things happen. Who are we to fight it?

The positive thinking practitioner does not think of him or herself as a creator any more than a mathematician thinks of him or herself as the principle of mathematics. They merely sense and see a harmony of life that develops for each an experience according to one's mood and tenor; thusly, they give themselves permission to succeed and go about harvesting it day-to-day.

We need never worry about our thinking becoming the impetus of some harmful co-arising experience because we think some bad thought about this or that or he or she. Good, they know, is open ended and bad blocked. Never worry about this.

The positive thinking practitioner has a calm which transcends confusion because they have learned or

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intuited the principles of “Mood and Tenor” and “Less is More” and work accordingly. They do less and, thus, make more. They work with focused intelligence and not time and money.

**Want It** / If you want a thing, if you really want it, it will arise in your experience to protect the image of yourself that you have created that includes having it. That's some idea, isn't it?

**The Universe is “Looking Out for #1” and that, of course, is you. How this happens? Expect the best. Maybe, that’s about it.**

If you want multimillion dollar listings, then, on the days that you go into the field to fail more, quickly, as I have advised by calling on high-end sellers that have experienced an expired listing, why think of or plan to do anything else on the days that you do this?

Focus. Do less.

**Why even take your calendar or phone with you? I dare you to do that!**

When you leave the house or office (1) Take the list of leads you intend to call on and your navigator if you have one (2) Plan a long route that will put you in front of, maybe, twenty-five sellers before day's end (3) Drive to each (4) Get out of your car quickly, walk up to the door of each quickly, always move fast, and knock (5) Talk quickly, make your point, establish or achieve your intent or post your card if no one is home and leave (6) Break for lunch, coffee and donuts when hungry (7) Drive to the next, into the night if necessary, talk more and (8) See what develops.

Doing less to make more doesn't

mean working less, it means doing more of one thing with focus and vigor and less of other unneeded things to make more. What the one thing is, is up to you.

**Expect the Best.**



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