

The Biggest Secret to Your Success

By Rich Levin

A Buyer's Market

In this tough economic time, it is natural for a Real Estate Agent's attitude to waver. For many Agents this is the first really tough market they have experienced in their career. That leads them to uncertainty and loss of focus. Should you make more calls, do more marketing, hold more open houses, get on Twitter or buy that product? What if none of those things work? Tentative and negative thoughts arise. Fear and pessimistic feelings follow.

Thoughts create feelings. Feelings create attitude. Control your thoughts and you control your attitude. Intercept disempowering thoughts and you can prevent the disempowering feelings that follow. Prevent those feelings and you control your attitude. At present, do you control your attitude or does your attitude control you?

Your Thoughts are the Key

Your attitude is the sum of your thoughts and feelings at any given moment. As Louise L. Hay, Author of "You Can Heal Your Life" says, "*What we think about ourselves becomes the truth for us. Put another way, our subconscious mind accepts whatever we choose to believe. Then it reflects our beliefs in our lives. Many of us have foolish ideas about who we are. When we are very little, we learn how to feel about ourselves and about life by the reactions of the adults around us. When we grow up we have a tendency to re-recreate the emotional environment of our early home life.*"

Our subconscious mind accepts whatever we choose to believe. You manage your attitude and your life by choosing the thoughts you hold in your mind. Choose empowering thoughts and you control the life you live. Allow disempowering thoughts to fester uninterrupted; and you lose control.

Thoughts Lead to Feelings

Thoughts lead to feelings. Control the thought and the feeling follows. You hear good news; good thoughts and good feelings follow. You hear bad news and bad feelings follow. Feelings follow thoughts, so control your thoughts and you will control your feelings.

Physiology, Focus, and Meaning

Anthony Robbins, the famous motivator refers to your "state." The central theme of his teaching is how to control your mental and emotional state. To control your state (your attitude) in addition to your thoughts he adds another very important dimension, physiology, what you do with your body.

Robbins says, "*The source of all emotion is a pattern of physiology, how you use your physical body, focus, whatever you focus on, and meaning, words we put to an experience. Change any of these, physiology, focus or meaning and your state changes.*"

Most people do not even realize that they have the ability, the power to control their attitude. Most people live with an attitude that disturbs them and make no effort to change it because they do not realize that it is possible to change it. And... it is possible to create your attitude.

The Secret

A popular DVD/book called "The Secret" focuses on the Law of Attraction. The narrator says, "*By the images we hold in our mind we get and become what we think about most. What we think about we bring about.*" That is exactly what controls our attitude. What we think about leads to the attitude we bring about.

It's important to acknowledge that we cannot control the thoughts that pop into our minds. We can however control whether we hold onto a thought, let it go, or replace it. We do not have to be controlled by the thoughts that pop into our mind as long as we do control the thoughts we choose to hold there.

The Habits and Practices

All this adds up to the way you create your attitude of success. The obvious goal is to fill your mind with empowering thoughts. Create the habit of catching negative, disempowering thoughts and replace them with positive ones. Here's how.

Goals

Human beings are goal-oriented. Success by definition is the accomplishment of a goal. As a Real Estate Agent or Broker you have chosen a career that has natural measurable goals; income, production, number of sales, number of listings, award levels and more. Well chosen goals create thoughts and focus that generate a positive attitude. Poorly chosen goals and particularly the absence of goals lead to and result in a negative attitude.

Success requires goals that motivate you. Goals that are consistent with what you want from your business and why you want it. Choose your goals. Repeat and reinforce them in your mind until they have permanence. If they do not motivate you amend them until they capture your focus and rouse your excitement, in other words until you have a positive emotional response to your goals.

Daily

Imagine the accomplishment of your goals every day. Then bury them deep into your psyche with daily affirmations. Fill your mind with the thoughts you consciously choose. If daily prayer motivates you, then fill your mind with that. Other affirmations may be universal, "*I am completely capable.*" "*Money flows to me quickly and easily.*" "*I like myself unconditionally.*" "*I am loved and lovable.*" "*I deserve tremendous success.*" Others may be specific; "*I am earning two hundred thousand dollars this year.*" "*I am the number one Agent in my company.*" "*Seller's are eager to hire me.*"

As you repeat each affirmation take a moment to imagine its impact on your life. Believe it is already yours. Hold the image long enough to actually feel that it is already accomplished. That adds the meaning that creates the feeling. Experience that feeling. Results will come naturally. You don't need to know how. Replace doubt with faith and enjoy the results.

By the way, I occasionally read an article critical of positive thinking. I agree that occasional positive thoughts have little effectiveness. But the process described here of daily attention to meaningful goals, thoughts reinforced with meaning and physiology is the recipe for success. This is positive thinking on steroids. It is guaranteed to build permanent mental and emotional strength that leads directly to your success.

Physiology Again

As I mentioned earlier, Tony Robbins adds physiology as a main factor. As you focus daily on your goals and affirmations stand tall. If you feel like raising your arms toward the sky and letting the power of your faith flow through to you, raise them and smile. Feel the glory of your success. Pump your fist. Stamp your feet; whatever moves you to feel more strongly.

Physiology is an essential key to shifting your attitude. If you find your mind getting negative, change your physiology. Jump to your feet. Stand tall and proud. Clap your hands, pump your fist and begin thinking of your success. In this strong physical state, imagine your successful future and I promise that powerful positive feelings will follow. You create that attitude that leads to your success simply out of your desire to feel better.

Physiology also includes exercise, diet, and sleep. When I see my thoughts go negative; when I wake up and question my abilities or at some point in the day I find my mind losing belief in myself, the first questions I ask are, “Did I get enough sleep? Have I been exercising regularly? Did I miss some meals or eat too much junk food in the last day or two?” Most often one of those is the reason for my moment of negativity. I commit to address the problem. That opens the door to shift my attitude to positive. Then I put a smile on my face. Imagine my next success. Pump my fist and my attitude shifts. People ask me if I really feel as good as I appear all the time. The answer is yes. And success follows. These skills become habits, your habits of success.

In Summary

I realize that the most prescribed drugs in the United States are anti-depressants. I appreciate clinical depression as the debilitating disorder it is. At the same time most of us are pretty normal when it comes to depression. It is perfectly normal to suffer from mild non-clinical depression. Many of my coaching Clients who were in that state are now living happier and more successful lives simply by employing the strategies above.

Reread the strategies. Look at your goals, set new specific ones. Repeat your daily affirmations or create new ones and make them a habit. Add physiology to your affirmations and change your physiology when your thoughts begin to sour. Look at your diet, exercise, and sleep habits. Make one small improvement. See its positive effect. Then make another.

Attitude shifts take no time at all. They happen in an instant. But they do require the efforts described here for that instant to occur.

Imagine your phone rings and you get great news, you land a huge piece of business. You win the lottery, or get good health news. What is your attitude like then? You can shift your attitude without the good news. Get out of your chair, stand tall and proud, clap your hands, pump your fist and celebrate your life. Celebration attracts good feelings. Good feelings lead you to smart decisions and action. Success surely follows.

Rich Levin is a Master Coach and Real Estate Productivity Expert whose focus is teaching Agents to control and grow their measurable results as they achieve personal fulfillment. Take control of your business. Register for your personal [2010 Strategy Session](#) with Rich. Also, Rich conducts free, live, daily 15 minute webinars that starts your day with focus and energy. Register at [1st Fifteen Webinars](#). Rich is President of Rich Levin's Success Corps Inc. Contact him at 585-244-2700 or rich@richlevin.com.