

# Real Estate Marketing Strategies

## *Learn How To Create What You Want*

The movie “The Secret” is sweeping the nation. If you have not seen this movie, it is a must for real estate agents who want to be successful. Why do we recommend it? We want you to know what most successful real estate agents have known all along and we want you to discover the true “secret” to success. As you learn *The Secret* you will come to know how you can have, be or do anything you want. You will come to know who you really are. You will come to know the true magnificence that awaits you in life. The Great Secret of Life is the Law of Attraction.

Everything that’s coming into your life you are attracting into your life. And it’s attracted to you by virtue of the images you’re holding in your mind. It’s what you’re thinking. Whatever is going on in your mind you are attracting to you. How can the Law of Attraction change your mindset?

Here are 5 ideas:

### **1. Know what you don’t want.**

The law of attraction says—like attracts like, and so as you think a thought, you are also attracting like thoughts to you. Unfortunately, most people spend their time thinking about what they don’t want, not what they do want. If your life isn’t as you wish it to be, then that is your clue to change your thoughts. Knowing what you don’t want in your life is your first step to getting what you do want.

**Action idea:** Studies have told us that we think 60,000 thoughts a day. What percent of those are you thinking about what you don’t want as opposed to what you do want? To help you become aware of this wear a rubber band on your wrist and every time you think a negative thought pop the rubber band (yes it will hurt) and replace that thought with a positive thought. If you don’t want that thought to materialize in your life you must replace it with what you do want.

### **2. Know what you do want. Get a clear picture of this.**

Through this most powerful law, your thoughts become the things in your life. Your thoughts become things! Say this over to yourself and let it seep into your consciousness and your awareness. Your thoughts become things! If you think about the analogy of being the most powerful transmission tower in the universe, you will see the perfect correlation that your mind thinks thoughts and the pictures are broadcast back as your life experience. You not only create your life with your thoughts, but your thoughts powerfully add to the creation of the world. If you thought that you were insignificant and had no power in this world, think again. Your mind is actually shaping the world around you.



**Action idea:** Keep your focus on what you want. Remember, keep your rubber band on and keep your thoughts on what you want. Take some time and determine what you do want and make sure you're keeping your thoughts on what you want. A good tool for this is to make a goal or vision board. Select pictures of what you want to have in your life. Put them on a board that you can see every day and this has a way of bringing whatever it is you want in your life quicker.

### 3. Visualize yourself as if you have everything you want "right now".



The only way anything has ever been invented or created is because one person saw a picture in his mind. When you're visualizing, when you've got that picture playing out in your mind, always and only dwell upon the end result. Creative visualization is the technique of using your imagination to create what you want in your life. There is nothing at all new, strange, or unusual about creative visualization. You are already using it every day, every minute in fact. Imagination is the ability to create an idea, a mental picture, or a feeling sense of something. In creative visualization you use your imagination to create a clear image, idea, or feeling or picture regularly, giving it positive energy until it becomes objective reality...in other words, until you actually achieve what you have been imagining.

**Action idea:** Even though we are visualizing all day long, it is a good idea to practice visualization every day. Get as relaxed as you can, take some deep breaths, feel your breath going in and out of your body. Close your eyes and see yourself doing, or having whatever you desire. Add as many details about your picture that you have in your mind that you can. The more vivid your picture, the better. Try to get a feeling in yourself that this is possible; experience it as if it were already happening. In short, imagine it exactly the way you'd like it to be, as if it were already so.

### 4. Use affirmations to get whatever it is you want.

Affirmations are one of the most important elements of creative visualization. To affirm means "to make firm." An affirmation is a strong, positive statement that something is already so. It is a way of "making firm" that which you are imaging. Most of us are aware of the fact that we have a nearly continuous inner "dialogue" going on in our minds. The mind is busy "talking" to itself, keeping up an endless commentary about life, the world, our feelings, our problems, and other people. The words and ideas that run through our minds are very important. Most of the time we aren't consciously aware of this stream of thoughts, and yet what we are "telling ourselves" in our minds is the basis on which we form our experience of reality. It is these thought forms that ultimately attract and create everything that happens to us.

**Action idea:** Things to remember about affirmations: Always phrase them in the present tense, and in the most positive way you can. The shorter and simpler it is the more effective, and make sure that it feels right for you. Some examples: Every day in every way I'm getting better and better.

Everything I need is coming to me easily and effortlessly. I am the master of my life. I love and appreciate myself just as I am. Every day I am growing more financially prosperous. I am now enjoying everything I do.

## 5. Three Necessary Elements to be Successful

There are three elements within you that determine how successfully creative visualization will work for you in any given situation:

1. **Desire.** You must have a true desire to have or create that which you have chosen to visualize. Ask yourself, “Do I truly, in my heart, desire this goal to be realized?”
2. **Belief.** The more you believe in your chosen goal or what you want in your life and the possibility of attaining it, the more certain you will be to do so. Ask yourself, “Do I believe that this goal or whatever you want can exist?” and “Do I believe that it is possible for me to realize or attain it?”
3. **Acceptance.** You must be willing to accept and have that which you are seeking. Sometimes we pursue something without actually wanting to attain it. We are more comfortable with the process of pursuing. Ask yourself, “Am I really completely willing to have this?”



The sum total of these three elements is what I call your intention. When you have strong intention to create something—that is, you deeply desire it, you completely believe that you can do it, and you are totally willing to have it—it is very likely to manifest in your life in one way or another.

To become the successful person you want to be you must realize that you are the master of your life, and the Universe is answering your every command. Don't become mesmerized by the pictures that have appeared if they are not what you want. Take responsibility for them, make light of them if you can, and let them go. Then think new thoughts of what you want, feel them, and be grateful that it is done.

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