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**Mistake #5**  
There is no written **business plan**.

Mission Statement  
Values, purposes  
Projected Sales  
Ways to increase business  
And more...



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**Mistake #6**  
Failing to live and breathe by a **budget**.



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**Mistake #7**  
Failing to **recruit** on a regular basis.

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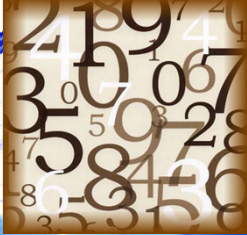
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**Mistake #8**  
Having no knowledge of  
the **numbers**.



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**Mistake #9**  
Failing to **communicate** to your staff  
and agents on a **regular** basis.



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**Mistake #10**  
Neglecting the need to **evaluate** job  
**performance** on a regular basis.

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How Can You Do This Effectively?

- Ask them to evaluate their own job performance
- Begin with something positive about their work
- End with something positive
- Set goals with the agent
- Set a new appointment for the next job evaluation before they leave

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**Mistake #11**  
The lack of a written **marketing** plan.

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**Mistake #12**  
Difficulty in being a good **listener**.



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**Mistake #13**  
There is no **board** of **directors**.



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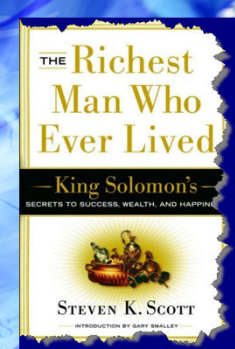
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**Proverbs 20:18**  
*Every Purpose is established by counsel...*

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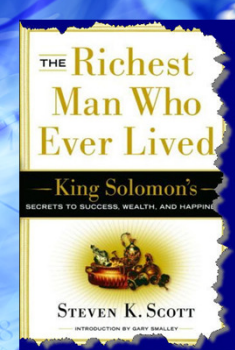
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**Proverbs 11:14**  
*Where no counsel is, the people fall: but in the multitude of counselors there is safety.*

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**Mistake #14**  
Avoiding the use of a **mentoring** system.

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**Mistake #15**  
Remaining behind the curve with technology – (Intranet)



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**Mistake #16**  
Failing to set **minimum** standards for your agents.



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**Mistake #17**  
Understanding **who**  
your agents are and who you  
**recruit.**




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tests for career and self-discovery

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**Mistake #18**  
You do not take enough **time**  
off.




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**Mistake #19**  
Failing to **delegate** work to others.

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**Mistake #20**  
Failing to look for additional **opportunities**.



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**Mistake #21**  
Leading by **pleasing**.



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### Re-Cap of Main Points

1. Surround yourself with "GOOD" people
2. Run your office like a "BUSINESS"
3. Develop a "BUSINESS PLAN"
4. "RECRUIT"
5. "COMMUNICATE"

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### Re-Cap of Main Points

6. "EVALUATE" job performance regularly
7. Be a good "LISTENER"
8. Set "MINIMUM" standards
9. Take "TIME OFF"
10. Look for additional "OPPORTUNITIES"

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A cartoon illustration of a man in a suit and glasses standing at a podium, pointing to a screen that says 'MONEY' with a house icon. He is addressing a group of people seated at desks. To the right of the cartoon is a large, stylized signature that reads 'Thank You!' followed by 'John Mayfield'.

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