

# Welcome to your **Barrier Worksheet**

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Psychologists tell us that there are actions you can take to improve the chances of business plan success.

One of those actions is to identify and remove the barriers. Why? Simply put, unanticipated barriers can mean death to your plan.

To avoid being stopped by a barrier, there are steps you can take. This **Barrier Worksheet** helps you identify and propose solutions so that the barrier loses its power instead of you losing yours!

Here's how it works:

- Think about each of your big Goals for 2020, write a short list.
- With that list of Goals in hand, review the next page of this workbook and consider if any of the listed barriers are likely to keep you from reaching any or all of goals or at least might make it difficult to do so.
- Pages 3-7 relate to a specific Barrier that you can associate to the appropriate Goal and begin planning how to overcome that Barrier.
- Repeat as necessary with each Goal. *BTW – a Goal could have more than one Barrier, complete as many pages as needed to be as prepared as possible!*



## Barrier Worksheet

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Insert the goal and answer the following questions. If there is a barrier identified, go to the next pages for suggestions on how to remove the barrier.

**Goal:** \_\_\_\_\_

**How important is this goal to your vision?** If not important, drop the goal from the plan.

If the goal is important, identify (if any) the barrier.

**What is creating the barrier for this goal?**

- \_\_\_\_\_ Time/priority management
- \_\_\_\_\_ Lacking some/all skills necessary
- \_\_\_\_\_ Not enough capital (money)
- \_\_\_\_\_ Lack of confidence/Fear of the activities
- \_\_\_\_\_ Feeling overwhelmed

## **Likely Barrier: Time/Priority Management**

**Goal:** \_\_\_\_\_

How important is this goal to your vision?

How can you change your schedule to accommodate these activities? *(Look below for suggestions)*

Still can't see how to make it work? Ask yourself:

How important is this goal to your vision?

What happens if I don't hit this goal?

Should I dump this goal (it's not very important to the vision)?

### **Suggestions:**

- Track your time for 1 day to discover your wasted time
- Morning person? Go to bed an hour earlier and get up an hour earlier
- Discover how to say "no" to time waster requests from others

**Likely Barrier:**  
**Lacking some/all skills necessary**

**Goal:** \_\_\_\_\_

Which skills do you need to accomplish this goal?

*Examples might include, you set a goal to be more active on social media but really have no clue where to start because you're not a big social media user! Classes in Facebook or Instagram could help, perhaps specifically on Advertising or Video, etc.*

Prioritize the top 3 areas of improvement?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Investigate where and how to improve these skills:

- Are there classes available via your company/franchise?
- Are there classes available in your area?
- Are there online classes available?
- Is there someone in your company who can guide you?

## Likely Barrier: Lack of Capital/Money

**Goal:** \_\_\_\_\_

Choices:

1. **Scale the project down** – Review the project that needs money to work and ask yourself this question, “Can I scale it down?” Here’s an example:

*If the money is needed for a geographic farm, consider if you can take a subset of the neighborhood to focus on. Instead of needing 500 mailed marketing pieces to go out monthly, would 250 be feasible for the budget?*

2. **Work the project** – There’s an old expression in real estate, “You can buy your way in or you can work your way in.” Without a marketing budget (or enough of a marketing budget) you may change the implementation of a strategy to include your labor. For example:

*Instead of mailing marketing pieces to a farm, deliver it to each house.*

3. **Change your strategies** – There are typically many ways to accomplish a goal. Can the strategy to this goal include less expensive methods for completion? What are some ideas?
4. **Partner Up** - Could you partner with another agent or ancillary partner to complete the project?

## **Likely Barrier: Lack of Confidence/Fear of the Activities**

**Goal:** \_\_\_\_\_

**Lack of confidence** is very common with most real estate agents. These feelings are driven from:

- **Lack of skill** – feeling skilled helps raise your confidence.
- **Being outside your comfort zone** – this profession frequently calls for an agent to do unfamiliar activities.
- **Unclear vision** – commitment and desire of your vision will very often help build confidence

### **Ways to build confidence:**

**Build your skills** – Complete the Barrier sheet, “**Lacking some/all skills necessary**” to discover which skills to concentrate and how to find resources.

**Comfort Zone** – Review the “**Crush Your Comfort Zone**” guide for strategies to complete activities that may seem foreign to you now. Remember, you only have to do the activities a few times for it to become easy.

**Unclear vision** – Revisit your vision and add detail. Commit to thinking in detail about this vision many times a day. This exercise will bring fuel to your plan.

## Likely Barrier: Feeling Overwhelmed

**Goal:** \_\_\_\_\_

All agents at some point get, “In the weeds”, meaning we are focusing so hard on the details we lose site of the goal.

And it’s no wonder given the amount of detail in our industry. How do we prevent this from overtaking your business? Here are some strategies:

**Dump the “To-Do” list** – opt for only 3 things that need to be accomplished that day. Don’t panic...you can have a Pipeline list.

**Create a Strategic Map** – This map will outline the process step-by-step and will provide a path to follow.

**Chunk it down** – using your Strategic Map, chunk down the process. Focus solely on the next step.

**Meditating** – Although many agents I know struggle with the thought of meditation (don’t have the time, can’t get my brain to settle down, etc.,) it is a well documented methodology for the overwhelmed brain.