

COACHING COMMUNIQUE™
Number 12:

**Three Ways to Jump-Start Your Real Estate Business in
This Challenging Economy
by Devoting ½ Hour a Day to Doing Something**

1. Send an email to clients with a tip, relevant info. (e.g., current mortgage rates, state of the local market, list of new services in town, dates of upcoming community events), etc.
2. Call three past clients or customers just to say hi and see how they're doing.
3. Create a written profile of your ideal client and customer. Update these weekly and visualize attracting them to you. You might want to include descriptive phrases such as "easy to work with," "great source of referrals," or "ready to buy now."

Planning for 2009

It's not too early to start thinking about your personal and business goals for 2009. As one of my colleagues says, "Most people spend more time planning their vacations than their lives." I'm offering a special discounted coaching package of three 45-60 minute sessions between now and the end of the year that will enable you to set the stage for a terrific 2009. Please contact me at (505) 988-5533 or JerriU @ aol.com for details. I'd love to speak with you.

Warmly,

Jerri Udelson

Master Certified Coach

COACHING COMMUNIQUE™

Number 11:

Musings for Fall

Grade Your Website With A Terrific Free Tool

I recently came across an extremely useful tool that will grade your website and help you improve your SEO (search engine optimization) standings. Websitegrader.com "measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective." The link is: www.websitegrader.com/tabid/6956/Default.aspx#ReportTop

Since grading my own website, www.entrepreneurialcoaching.com, I've dropped certain meta-keywords and edited down my meta-description (ask your web designer to explain!) to improve my standings in Google and other search engines. Grade your own site and see if your standings improve as well.

Balance Your Business and Your Life

Now that summer is almost over, and the (hopefully) busier fall market is approaching, how do you manage to keep up with your business and have a life too?

Here are a few tips:

1. Carefully evaluate the people with whom you're working. If you have more buyers than you can effectively handle, refer some to other agents in your office. Only work with those highly qualified buyers with whom you have the greatest likelihood of actually finding something within the next six to eight weeks. In this way, you will be most effective and use your time most productively.
2. Make sure your listings are well priced. Overpriced listings will drain your time and energy and reduce your opportunity to obtain and market other properties that will have a higher likelihood of selling within a reasonable amount of time.
3. Learn to delegate. If you have an assistant, ask him/her what other tasks they could be doing for you. Then let them do them! Hire temporary help as needed. Team up with another agent in your office and back each other up one afternoon or one day a week so you can take some time off.
4. Take excellent care of yourself. Actually sit down and eat lunch. Make sure you get some exercise each day. Find a way to de-stress...whether it's by meditating, doing yoga, power-walking, deep breathing, taking baths, having a massage, etc. All are great ways of taking time off from business and focusing on you.
5. Perhaps the most important point: GET ENOUGH SLEEP. Too often we don't realize that our body requires a certain amount of sleep. If we fail to heed it we pay the price in lack of energy, increased mistakes, irritability, decreased focus, etc. Make a point of going to bed one hour earlier each night for a week, and see if you notice a difference.

On a Personal Note

I will be in Boston from September 23 to 28 to see clients and attend a coaching conference at Harvard. I am booking a limited number of coaching sessions on Wednesday and Thursday, September 24 and 25 in Cambridge and Boston. If you would like an in-person session, please call me at (505) 988-5533 or e-mail me at JerriU@aol.com. I'd love to meet with you.

Warmly,

Jerri Udelson

Master Certified Coach

OCTOBER 3, 2007

COACHING COMMUNIQUE™

Number 10:

WEAK TIES

I recently came across a fascinating article about social networking in the fall edition of the *New York Times Real Estate Magazine*. Although the article was about the added social benefits of living in a dormlike condo building in San Diego, what I found most interesting was a reference to a sociological concept developed by Stanford professor Mark Granovetter called “weak ties.” In brief, this concept states that weak ties, that is connections among people who “hover just at the edge of your social group” and are not friends, relatives or co-workers, enable one to reach audiences that are not accessible via strong ties.

More specifically, people were more able to get jobs through these casual acquaintances than through close friends.

What does this mean for you, the entrepreneur/sales associate? By cultivating contacts outside of your usual sphere of influence, you will be able to attract new opportunities, be they clients, customers, friends or even a romantic partner. Since your friends and family have many of the same contacts as you do, “the real jackpot of information lies in a shadow of networks” deemed your “weak ties.”

What actions can you take this month to develop your weak ties? It might be contacting former acquaintances to see if they have any leads for you in your business. Or it might be attending a networking event that you have overlooked for the past several years. Or...

This fall, why not try out the principle and see what happens? Perhaps some of your new business will come from friends-of-friends-of-colleagues instead of the usual suspects.

Good luck!

Warmly,

Jerri Udelson

Master Certified Coach

P.S. My new website is up and running. Please check it out! www.JerriUdelson.com

And, of course, I always appreciate referrals. I can be reached at (505) 988-5533 or Jerri@JerriUdelson.com. Thanks.

Jerri Udelson, MCC, principal of Entrepreneurial Coaching and Consulting Services, has been a business/life coach for the past 18 years. She specializes in working with business owners and self-employed professionals who want to create successful businesses and also have great lives; and people in career transition who seek to re-invent themselves and/or create a more satisfying and meaningful retirement. Her coaching includes helping clients stay focused on their own priorities, become and stay organized, and produce results quickly and easily. Jerri is a Master Certified Coach and the founder of International Coaching Week. She recently moved to Santa Fe from the Boston area.

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COACHING COMMUNIQUE™

Number 9:

**CREATING YOUR BEST YEAR EVER:
Two Powerful Exercises**

Happy New Year! Wishing you a joyous, prosperous, and peaceful 2007! Traditionally, this is the time many of us make long lists of New Year's resolutions. Often, however, only a fraction of these promises to ourselves is ever actually implemented and carried through.

Instead of making the usual resolutions—which are often lists of obligatory “shoulds” and re-treaded plans that we really don't feel like starting, much less keeping (such as “lose weight,” “clean out my closets,” “give up caffeine,” etc.) – how about creating a goal that you will actually enjoy working on? Here are a few exercises to help you create new and meaningful goals for 2007.

Exercise 1

FIRST: pick a goal that's something you really want to have in the New Year. Choose something that is fun and easy that will bring joy to you.

Write it down here: _____

Now, choose several simple action steps that you can take to help you accomplish your goal. Make sure to make them easy. (If necessary, break the steps into small do-able actions.)

LIST THE STEPS HERE:

DEADLINE

1. _____

2. _____

3. _____

4. _____

Now, go back and create deadlines for accomplishing each of the above steps.

Finally, list these steps and deadlines in your datebook, PDA, or on your computer. Having completed this exercise, you are well on your way to achieving your goal. Congratulations!

Exercise 2

Now, think about this new year.

What's one change you can make today that will have a major impact upon the quality of your life in 2007? It can be something that you will remove from your life (e.g. the habits of procrastination or worrying, watching too much television, "recreational" shopping, etc.) or something that you will add (for example, scheduling monthly massages, buying a pet, taking quarterly weekend trips, etc.). Choose something that will make a big difference to you.

Again, write it down: _____

How will you ensure that you stay on track? Who will you ask for support? What system will you put into place to make sure that you implement the change?

And finally,

If you're stuck or if you'd like some more support in creating your goals for 2007, I am offering a complimentary half-hour of coaching for you, your friends, family and colleagues. Please give me a call at (505) 988-5533 or e-mail me at JerriU@aol.com to set up a time.

HAPPY NEW YEAR!

Warmly,

Jerri Udelson

Master Certified Coach

Jerri Udelson, MCC, principal of Entrepreneurial Coaching and Consulting Services, has been a business/life coach for the past 18 years. She specializes in working with business owners and self-employed professionals who want to create successful businesses and also have great lives; and people in career transition who seek to re-invent themselves and/or create a more satisfying and meaningful retirement. Her coaching includes helping clients stay focused on their own priorities, become and stay organized, and produce results quickly and easily. Jerri is a Master Certified Coach and the founder of International Coaching Week. She recently moved to Santa Fe from the Boston area.

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JULY 15, 2005

COACHING COMMUNIQUE™

Number 8:

The Summer Issue

Hello! Happy Summer!

A few years ago I read about a woman who made a list of 40 things that she wanted to do that summer. I have no idea what they were, but the fact that she came up with 40 was very impressive to me.

As a business and personal coach, I encourage my clients to take time to think about what matters most to them, and then to take action to achieve their goals. Why not schedule an hour this week to sit down and think about how you want your summer to go? Otherwise, you may find that the time has just slipped away, and you haven't had as much fun, as much relaxation, or as much business as you wanted this summer.

Speaking of business....

It's now two weeks into the second half of the year. Are you on track to achieve your goals for 2005? If so, great! If not, here's an easy-to-implement three-step business plan based on work by Coach Bernice Ross:

1. List the three top areas that produced the most income for you during the past twelve months. (These could be working with a certain buyer niche, referrals from one particular source, calls to your sphere of influence, etc.) Identify one step that you can take to expand each area and implement it.
2. List two activities that produced the least amount of income for you during the past year. (These could be certain ads, participating in your leads group, etc.) Discontinue them and place the money and effort saved into expanding the activities that you've identified above.
3. Pick at least one new area where you can expand your business now. It might be joining the board of a certain non-profit, making periodic visits to former customers and clients, or even taking up golf. Commit to taking action in this new area now.

If you feel that your business is on the right track, and that you want to focus more on your personal life, here are a few questions to point you in the right direction:

1. What's one change that you can make that will have a major impact upon the quality of your life this summer? It might be taking Fridays off from work, giving up caffeine, taking sailing lessons, etc.
2. What's something that you can remove from your life that will make a big difference? It could be watching too much television, buying stuff you really don't need, putting up with difficult clients, etc. (Put another way, list several things to say "no" to.)
3. What are three new experiences you'd like to have this summer?

Please let me know the results! If you're stuck or you'd like some coaching to help you get started, please contact me. I am offering a summer coaching special with reduced rates for new and former clients during July and August. Please contact me at (505) 988-5533 for details.

Have a great summer! I will be picking hydrangeas, herbs and tomatoes in my garden, walking on the beach, and keeping in touch with my clients. Please do call or e-mail me and let me know what you're up to!

Warmly,

Jerri Udelson

Master Certified Coach

MAY 9,2005

COACHING COMMUNIQUE™

**Number 7:
Balancing Your Business and Your Life**

Now that we're in the midst of the spring market, how do you manage to keep up with your business and have a life too? This is a question I've heard lately from several of my coaching clients.

Here are a few answers we've come up with:

1. Carefully evaluate the people with whom you're working. If you have more buyers than you can effectively handle, refer some to other agents in your office. Only work with those highly qualified buyers with whom you have the greatest likelihood of actually finding something within the next six to eight weeks. In this way, you will be most effective and use your time most productively.
2. Make sure your listings are well-priced. Overpriced listings have a way of draining your time and energy and reduce your opportunity to obtain and market other properties that will have a higher likelihood of selling within a reasonable amount of time.
3. Learn to delegate. If you have an assistant, ask him/her what other tasks they could be doing for you. Then let them do them! Hire temporary help if needed. Team up with another agent in your office and back each other up one afternoon or one day a week so you can take some time off.
4. Take excellent care of yourself. Actually sit down and eat lunch. Make sure you get some exercise each day. Find a way to de-stress...whether it's by meditating, doing yoga, power-walking, deep breathing, taking baths, having a massage, etc. All are great ways of taking time off from business and focusing on yourself.
5. Perhaps the most important point: GET ENOUGH SLEEP. Here's a quote from the Jordan's Furniture website (of all places!): "People must acknowledge that sleep is a biological imperative and make it a priority—sleep is not a negotiable need." Too often we fail to realize that our bodies require a certain amount of sleep. If we fail to heed them we pay the price in lack of energy, increased mistakes, irritability, decreased focus, etc. Make a point of going to bed one hour earlier each night for a week, and see if you notice a difference.

As always, I'd love to hear your feedback, especially your challenges and successes. Please write me at JerriU@aol.com or call me at (508) 990-1999. Happy Spring!

Warmly,

Jerri Udelson
Master Certified Coach

COACHING COMMUNIQUE™

Number 6:

**A Gift of Time for the Holidays
GIFT GIVING**

1. Ask the people on your list what they truly want this year. It will simplify your shopping and make the recipients happier. If children can write a wish list for Santa, why can't you and your family and friends?
2. Shop on-line and by catalog. E-mailing and faxing orders will prevent errors, and gifts can be wrapped and shipped by the vendors. This really beats standing in line at stores, at the post office, and at UPS, and is less expensive than sending items overnight at the last minute.
3. Choose one great mall or shopping district and plan a weekday morning shopping trip starting at 9 or 10 am. It's worth taking half a day off to get everything done ahead of time. This way you can avoid the crowds and last minute impulse buying.
4. Give gift cards and gift certificates. You can purchase gift cards on-line from most stores, and have them sent directly to the recipients. These are great for teachers, mail carriers, household helpers, etc. Even movie chains such as AMC and Lowe's and many restaurants offer gift cards on-line.
5. Hire a personal shopper to take care of all of your gift buying and wrapping. There are some free-lance personal shoppers who will handle your entire list for an hourly fee; some stores have personal shoppers on staff who provide this service at no charge.

ENTERTAINING

A few hints:

1. Hire a caterer or order everything you need from a great specialty food store and bakery. See if you can get it all delivered.
2. Hire people to serve your holiday dinner or to assist at your party and to clean up afterward.
3. Reduce the scale and scope of your entertaining to more intimate and simpler events (such as brunch, cocktails, etc.).
4. Plan a family vacation from December 24 to January 2 and avoid all of the above!

GIVE YOURSELF AT LEAST ONE GIFT (This one's not optional!)

1. In reviewing the past year, what's one change you can make that will have a major impact upon the quality of your life in 2005? It might be taking more time off, giving up caffeine, taking yoga classes, etc.
2. What's something that you can remove from your life that will make a big difference in the quality of your life? It could be the habit of procrastinating, watching too much television or endlessly surfing the web, continuing a "toxic" relationship, etc.
3. What's something that you can add that will make a big difference to you? For example, scheduling weekly or monthly massages, buying a pet, taking quarterly weekend retreats, etc. Why not make a list of 50 things to do that are just plain fun (such as going dancing, walking in the woods, etc.) and do at least one each weekend?
4. If you're stuck or you'd like some support in creating your personal and business goals for 2005, please give me a call at (505) 988-5533. I'd love to speak with you. HAPPY HOLIDAYS!!!!

Warmly,

Jerri Udelson

Master Certified Coach

AUGUST 16, 2004

COACHING COMMUNIQUE™

Number 5:

**STAYING ON TRACK—ARE YOU HEADING IN THE RIGHT DIRECTION,
BUILDING MOMENTUM OR LOSING STEAM?**

Believe it or not, there are exactly three more weeks until Labor Day. I hope you've taken time for yourself this summer to relax and re-energize. If you are taking an end-of-summer vacation—great. It's a wonderful time to spend with family and friends, with a good book, or on a trip to a great place.

Before we know it September will be here, and we will be back to business as usual. These last three weeks of summer are a great time for reflection as well as for vacation. Now is the perfect time to re-evaluate both your business and personal goals and to see how far you are from where you want to be. Now is the time to create an effective business and marketing plan for the rest of the year.

I suggest you take a few hours off within the next three weeks to plan for the fall. Make a 1.5 to 2 hour appointment with yourself in your planner and go to a quiet place (such as a library or empty conference room) to work on developing your business and marketing plan.

HERE ARE A FEW QUESTIONS TO HELP GET YOU THINKING AND MOVING AHEAD:

Looking back over the first seven months of the year, what have you done successfully to increase your business this year? *(For example, cultivating new referral sources, partnering with someone else on listing presentations, working with more highly qualified and serious buyers, creating new marketing strategies, etc.)*

Which of these activities do you want to continue and/or expand upon?

What have you thought of doing, but haven't actually gotten around to doing yet? (For example, sending out more mailings, updating your data-base, producing a newsletter, contacting past clients and customers, having a client party, etc.)

Which of these new actions do you want to take in the next few months?

When will you do them?

Thinking about the rest of the year, what are three ways you can expand your sphere of influence? *(For example, by taking a cooking course or language lessons; by joining the board of a non-profit; by calling past clients and customers and asking for referrals, etc.)*

1.

2.

3.

What are three ways you can stay in touch with your clients and customers? *(For example, leaving voice mails saying “Hi. I was just thinking about you and wanted to say bello...” Or “I was just walking by your condo and noticed your beautiful garden...” or whatever. Other ideas are getting caught up on client gifts, sending note cards on the anniversary of their closing, stopping by with a bottle of wine, etc.)*

1.

2.

3.

How will you build time into your schedule so this actually happens?

Something as simple as making calls to five past clients once a week, or taking former customers to lunch every other Thursday can produce powerful results.

List three action steps distilled from the above. Take action now—in August and September to get ready for the rest of the year.

1.

2.

3.

I'd love feedback with your insights and results you'd like to share. As always, feel free to give me a call at (505) 988-5533 if you'd like more personalized support and coaching.

Warmly,

Jerri Udelson

Master Certified Coach