

## **Now you have your license, what are you going to do with it?**

**C**ongratulations! You just worked and studied hard, passed your state exam and received your shiny new license in the mail. After the euphoria wears off and reality sets in you now realize that the license itself won't earn you any money. No, a piece of paper can't pick up the phone, make appointments, engage in marketing, networking, etc.

Uh-oh. What do you do now? I hope you are reading this before the above scenario plays out for you. The answer is that you should have thought of this earlier. Every new licensee, regardless of the field for which they are getting licensed, needs to have a career plan. Did he say a career plan? Yes, a career plan is what you need. A career plan is a well written, well thought out, well documented plan complete with goals and action steps. Your license is a ticket to many opportunities. Unfortunately most of the opportunities won't come and sweep you off your feet. You have to go find them.

Each of the careers that Gold Coast trains for have literally dozens of different possibilities when it comes to career paths. The key ingredient to most is that they require self direction and self motivation. Self motivation starts with goals. What is it that you are working for? Write it down. If you can't see it, you won't achieve it. Now that you have the end in mind, what is it going to take to get there? If your goal is financial such as "I want to make \$100,000 in the next twelve months" then the next step will be to break that down into the number of deals that you will have to do. Write it down. How many showings, presentations, etc. will it take to get a deal? Write it down. How many calls, letters, emails, leads, flyers, etc. will it take to get an appointment? Write it down.

By writing each of these down you have formulated a very simple action plan to achieve your goal. Sounds great, but now that I know what I am going to have to do, what else do I need? Your career plan should also include longer term goals. How much do you want to make next year? Where do you want to be in five years? What is your exit strategy from this business? Will you be able to sell your business? Are you going to want to retire? How are you going to fund your retirement? Chances are that by going through this exercise you will find that you may need additional training and/or licensing to move through the ranks and expand your earning potential. What types of training and classes will I need? Write it down. Who do I need to meet to help me accomplish my goals? Write it down.

You have now developed an education plan. I personally spend well over \$10,000 per year to continue my education. Most of it revolves around real estate, financial planning, running my business, and marketing. Most successful professionals that you meet will tell you that they spend in this same range, if not more!. You will meet many unsuccessful licensees who try to convince you that you don't need to spend on your education, that your pre-license class was enough. Thank them for this information as they will be your future competition. By following your plan you may soon find yourself head and shoulders above them.

So what is the big difference between working your own business or as an independent contractor versus an employee? There are time and tax benefits, but the big difference is in your behavior and attitude. As an independent contractor, you are your own business.

Treat it this way from the beginning. In other words your career planning is not just about a job, it is about planning your business. If you have never prepared a business plan, educate yourself on the process. Your career is your business. Treat it as such and it will reward you very well!

John Greer  
Director  
Gold Coast Schools