

# REI NETWORK RK

## *Stop Focusing on the Outcome & Start Focusing on Today*

Hosted by: Gavin Timms

Hey, guys, how you doing? Gavin Timms here with REI Network. If you are watching on YouTube, go ahead and like and subscribe to the channel. If you're watching on the new podcast, make sure you subscribe to that as well. What I want to talk about today, I'm going to get straight into it here because I've just done a Facebook live on this and it went down really well. And I thought, you know, I wanted to share it onto more platforms and talk about this. Which is stop thinking or focusing on the outcome and start focusing on today.

Stop focusing on the outcome and start focusing on today. What I mean by that is, is that I work with a lot of people one to one. I work with a lot of people that are in the course as well. And I see different things that happen on a day to day basis. And a lot of people get it wrong coming in. It's that the first thing that you do is set goals. You need to set goals because it's important. Where you heading? What are you trying to achieve? And that's the first thing that most people will teach you to do. And that is really, really important. And after you set that goal, you need to break it back down into smaller goals.

Creating small wins and small things to focus on today. But where that goes wrong is when people get into the courses, whatever courses that you go in, is that you start getting overwhelmed because you're intaking too much information without taking massive action. Which is not always your fault. Because you get in, it's great material, it's great training. We go into module one, onto module two and three and four, and you get all this information, which is great information for you that's going to really help you. But because you've onboarded and took on too much, you're not going to be able to take any action because you're going to get overwhelmed and say, wow, I don't know where to start now.

Because you've gone beyond the point of actually focusing on the one thing. Talk about the one thing, you should look at a book. Okay. Called *The One Thing*. It's really, really good at, I'd highly recommend it. And it's all about folks in on the one thing to actually get things done, prioritizing your tasks and getting them things done. So what I try and do with our one to one client, and this is important, is that we do talk about goals. But then we actually bring it back down and actually focus on one to two things.

Normally them one to two things, when I'm working one to one, is focus on talking to sellers, and making offers. And once you've been doing that consistently after 30 days, we're going to start following up. And that is what I want them to focus on when I come in and help them with is that strategy is the marketing plan, is the market inside. So they don't have to focus on all of that, but they can actually focus on high dollar an hour activities. Now some of you guys that are buying courses, the courses look really good as well, but you need to build that plan for yourself. You need to make sure that you're breaking them things down on step one.

So if we're in module one, pause the video. Act on it before you go on to the next step. What that's going to do is you're creating small wins on a day to day basis. That's going to get you to your end goal eventually. And that is the best way to do it. So we have the goal in reach. That could be X amount a month. It could be to leave your job. All these things are in the distance, and that's why we need to, that's kind of our why. When things get tough and we want to give in. We have to go to the why.

Why am I actually trying to do this again? And sometimes it's going to make you uncomfortable. You're going to have to go deep. You're going to go to places that you don't want to think about. And maybe it's I want to spend more time with the kids. I'm on the road 70 hours a week. I'm here nine till five. I hate my career. I don't have a career. You've all got your own stories and your own whys, but you need to focus on that why. And that is part of your goal to reach what you're trying to do. And then from there, we're going to break into small, medium- and long-term goals.

And then we go down even further to the implementation to start taking massive action. As we learn, we implement. Today, we focus on what we can control. A lot of people, one of the most common questions that I get is do you think that we're going to have a crash like 2008? Do you think this will happen? When will it happen? Everyone's saying it's going to happen and they've been saying this, you know, for years. And what I suggest that you do is just focus on what you can control. And right now, that isn't the marketplace. The ways that I invest and a lot of you listening in invest in, you probably doing owner finance or you're doing wholesaler and virtual wholesaling lease options. Some of you are doing fix and flips.

And the way that I personally do my business with wholesaling and lease options, is they're the safest ways, in my opinion, to invest. So there are things that I can lose is marketing dollars and time. They're the only things that I can actually lose because I'm not flipping properties or I'm not taking on loads of rehabs, I'm not taking on loads of rentals. And there are other things that can hurt you more in the market if I'm taking subject twos depending on how you do

them. And losing a lot of money, and things going. That's where people lost millions depend on how they were invested in that.

We can lose time and money. So instead of focus on what's going to happen, what I want you to do is just focus on what you can control today. And if you put your energy and your focus and your mindset in today, you're going to be moving forward. You're going to be moving forward fast. You're going to be taking massive action. And you're going to be asking, like you should be asking yourselves, well, what's next? Not, what if? We talk about that a lot in our coaching. The what if questions are going to hold you up. You need to say, I've done this. What's next? What's next is whatever's in that training or whatever your mentor or coach, whoever you're working with, your business partners, whatever you are discussing in your team is what's next.

And that's what I want you to really, really focus on. Because it's going to give you, it's going to be game changing. I'm telling you, like, if you get this down, you're going to be so much more productive. You're going to be progressing moving forward. I use these words a lot because it's so important. You have to be getting small wins. You have to be seeing results. It's only the human nature, right, for us to want to be moving forward and be getting somewhere. Not I'm just stuck. I'm overwhelmed. I don't know what to do. It's because you took in too much information and you can't act on it. All right.

So when I bring on, just so you know, if I bring on a one to one client, the first thing that we do is find out about them. Who are they? What do they do? Have they got experience? Are they brand new? What do they do? Well, what could they improve on? And I'm just gathering information from them. And then is going to be, well, what do you want it to look like? How do you see your career go in investing? Where do you want to sit in the business? Do you want to work in the business or on the business? Do you want to travel while doing this? Do you want to be in the truck driving around? What do you want to do? All these kind of things in our business. You need to figure out what you want.

And then you will back it off. And that's my first thing, is building them goals. What do you want as the client, and whoever's listening to this, focus on what you want the business to look like. And then we can build around it. We've gone are the days where we are creating jobs. We are creating businesses. There's a difference. Creating a job. You're leaving one job for another. Now you have to work super hard at this at investing. It is not easy. It is hard. You do have to put effort in. You do have to put time in. But all your time is spent to get the right systems in place to get you to your goal, to spend more time looking at properties or doing it virtual or working on the business, knowing that. All these things are like that.

Once we understand that plan and what they want. We now start to back it off and start looking at the marketing. OK. So if we understand that you don't want to be in the business or you do, you're going to have to fit these roles. And as we start to market and leads are coming in, we're going to have a V.A. do this. Or if you have a team well they are going to be doing these things. And we can start to build a plan now. Everyone that we work with has a different plan. No one's the same. Everyone's on their own journey. And once we have that plan built that you and me, whoever that you can be doing this as well yourself is coming up with, and then you start to build around that and understand that I'm only in this job role for a period of time until we get to warrant the next hire. That's when we will release that.

And this all comes down when we actually break this down and put this in place. Is that when we build and we have leads coming in, they can actually focus on making money because that's what everyone wants to do, right. They want to do this successfully. They want to make money. And that is what I want them to focus on, is talking to sellers, making offers and doing follow up as soon as we have that built out. And that's what you need to be hiring VAs for or people doing your marketing. So it is being done and you're not relying on doing it, because if you try and wear too many hats, you're going to be OK at everything. But you're not going to master any anything. Right.

We talk about being brilliant at the basics. The core fundamental things in this business are marketing, talking sellers, making offers and following up. If you get that every business that's going to be scaled has that foundation in place. So then you can scale. How big do you want to go from five to 10 deals? Do you want to go from zero to one to two deals and you're all on different budgets and things like that, but it all comes down to a plan that you can focus on so you're not getting overwhelmed so you can actually take massive action. It's very difficult. And I reason with you so hard to take massive action when you're overwhelmed because you don't know where to start.

And that's why coming up with a simple marketing plan that you guys can do home right now is write down where you what way you are right now. What is your current situation? And then write down, where do you want to be or what do you want things to look like? And then in the middle somewhere, you've got to find what you're going to do step by step to get there. And that is how then you can stay focused, stay true to yourself that you are developing, learning and taking action, getting results and moving forward to the end goal. All right.

So hopefully, guys, if you've liked what I'm talking about, hopefully you do, give me a like. Like I say, if you watch it on YouTube, like and subscribe. If you listen on the podcast, make sure you subscribe to that as well. And I have a free few downloads for you. Go to [REINetwork.com/downloads](https://REINetwork.com/downloads). And if you're interested

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[REINetwork.com/coaching](https://REINetwork.com/coaching) and go check out the page. You can apply. We can get  
on the phone.

All right, guys. Remember, start focus on the outcome. Focus on the things that  
you can control today. And if you do that and you keep moving forward, you will  
get to your results. All right. I appreciate you. Thanks.