

Welcome to 30-day Accelerate

*** Write your name in the chat box so we know you are here...**

BROUGHT TO YOU BY



AND SUPPORTED BY



Today's agenda

**Part 1: 10am –
11am**

- What is 30-Day Accelerate?
- Macro trends and what to do about them
- Welcome from Kul Singh, realestate.com.au

Today's agenda

**Part 2: 11am –
11.30am**

- Forming good habits
- The evolution of Time Management and how to manage your time better
- The leaderboard and how to win the challenge

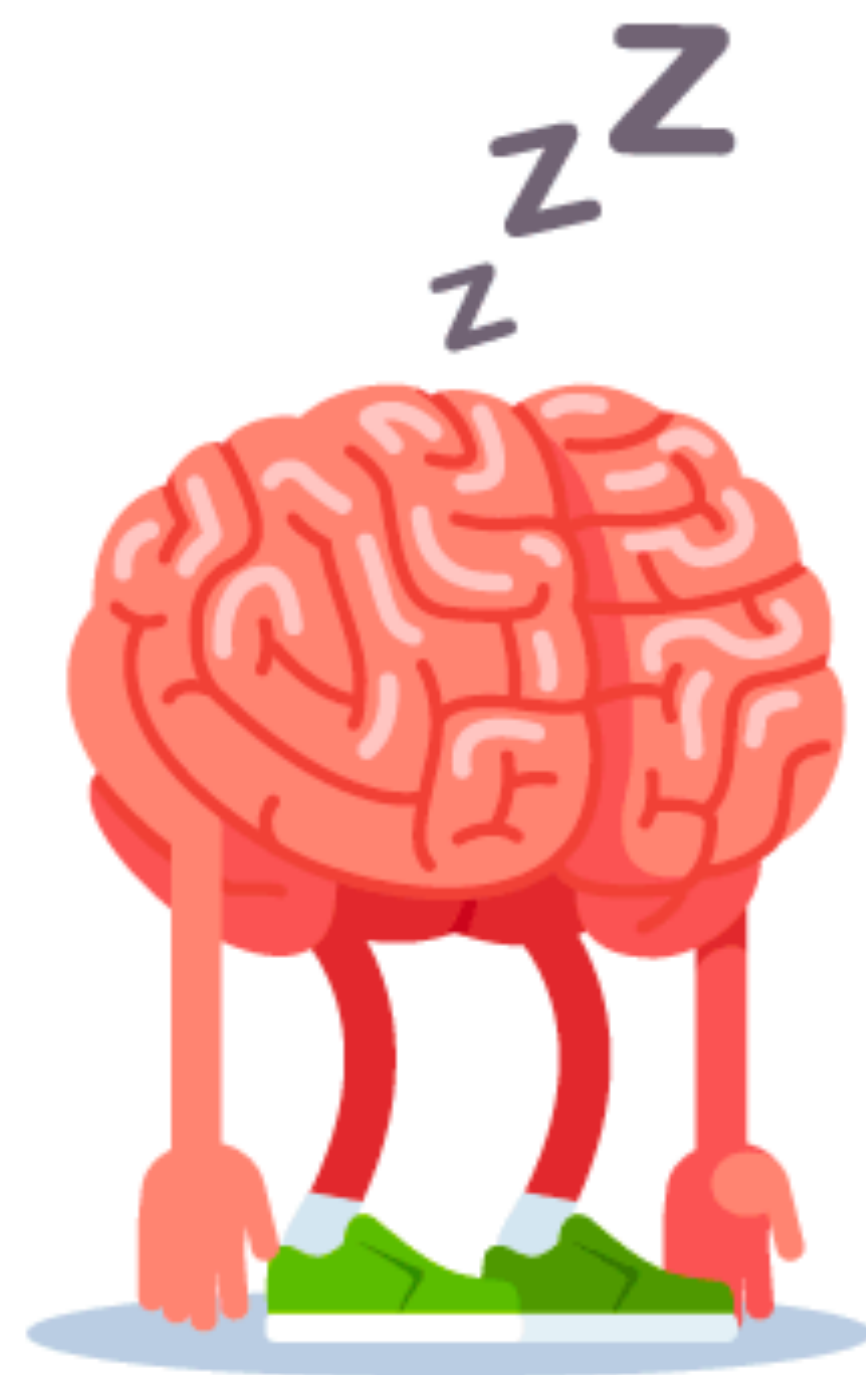
Thank you to our accelerate sponsors



ADVANTAGE

SUPPORTING SPONSORS





What is 30-Day Accelerate?

- 30-Day Challenge
- You could win \$5k... BUT...
- Do the daily activities and it will add way more than that to your business
- It's you against you
- Based on some of the concepts of the greats – James Clear, Garry Keller and Perry Marshall

Let's talk trends

- It would be scary thinking about selling a house right now
- It would be scary thinking about moving
- It would be scary to rent one too
- Lot's of talk about relocations
- There is an overwhelming amount of audio right now
- Your role is really important right now – and you've got to be a better communicator than ever

Stuff we never used to talk about

Our language has changed a lot in the last six months

- Flattening the curve
- Mitigation versus suppression
- Herd immunity
- Economic devastation versus saving lives
- Contact tracing
- Wearing a mask



The economic circle

Multiple parts of the circle have been broken

A contraction in supply leads to a contraction in demand which leads to a further contraction in supply

Suppliers

Manufacturers

Businesses

Consumers

Banks

Mortgages

Landlords

Movie theatres

Theatres completely closed

Actors, producers,
directors, lighting
experts set scouts

People directly associated with
producing movies are impacted

Pre production, post
production, marketing
etc

People indirectly associated are
impacted, eg computer graphics,
PR teams etc

Equipment companies

Further up the chain - no
cashflows to update equipment
eg software hardware etc

Hardware and
software companies

As demand for products slows,
hardware and software companies
can't invest into R&D and layoffs begin

NB some market share will go to online entertainment -
some will disappear



Strider Ellass
@StriderEllass



The Domestic Box office (movie theaters) brought in a whopping \$5,179 for the week of Mar 20-26. Down 100% from \$204,193,406 the same week a year ago... These numbers are just incredible.

1:53 PM · Mar 31, 2020 · [Twitter Web App](#)

1.9K Retweets **5.8K** Likes



The economic dial

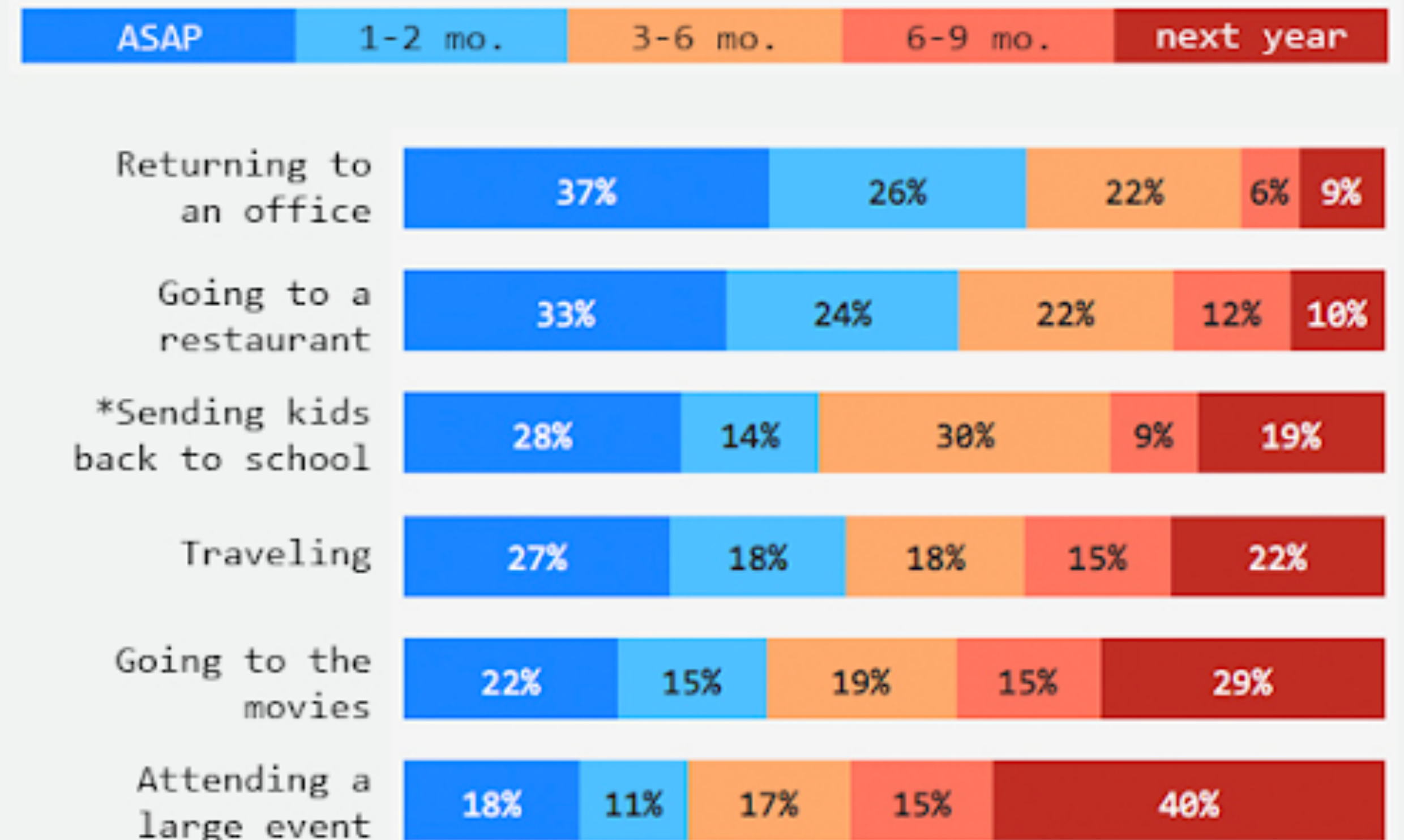
“restarting the economy is not just as simple as flicking a switch!”

- Economies are made up of **millions and billions of personal decisions** – **this adds up to ‘consumer confidence’**
- When will you feel safe at work? Or that your kids are safe at school?
- When will you feel comfortable flying again?
- How will you react when someone coughs beside you?
- Will you want your next waiter to wear gloves and a mask?
- What year will you buy your next concert ticket?
- Is there anything that you regularly did pre-COVID that you think you will never do/buy again? (Ex: overnight work trips)
- If a test indicates that you have had the virus, will you feel 100% confident that you can go back to living your life?
- If a test indicates that you have not had the virus, but you only have a 0.5% chance of dying, what chances do you feel comfortable taking? What do you still avoid?

How comfortable are you with...

Until a vaccine or herd immunity is achieved, we find ourselves in a complicated world.

When would you feel comfortable doing the following?



Data: Survey of ~1.8k readers of The Hustle
* Based on 1k responses

the HUSTLE



when will we get a vaccine for covid 19



All

Shopping

News

Images

Maps

More

Settings

Tools

About 1,640,000,000 results (0.55 seconds)

COVID-19 alert

Common question

When will the coronavirus disease vaccine be available?

Scientists from around the world are working on developing a vaccine for COVID-19. The World Health Organization believes this may be available within 18 months.

[www.health.gov.au](https://www.health.gov.au/news/health-alerts/how-to-protect-yourself-and-others-from-coronavirus-covid-19) › news › health-alerts › how-to-pro... ▼

[How to protect yourself and others from coronavirus \(COVID-19\)](https://www.health.gov.au/news/health-alerts/how-to-protect-yourself-and-others-from-coronavirus-covid-19)

For informational purposes only. Consult your local medical authority for health advice.

2022

Australia may take '18 months' to bounce back to pre-COVID levels

A leading economist has warned it will take at least 18 months before the Australian economy begins to resemble its pre-pandemic self. Chief Economist...

VIDEO: WATCH NOW

1:41 Search

The Coronavirus Outbreak

LIVE Latest Updates

Maps and

After Plummeting, the Virus Soars Back in the Midwest

States like Missouri, Illinois and Wisconsin are riding a frustrating seesaw during the pandemic, with new coronavirus cases rising again after apparent progress.

A new budget disaster: twin deficits of more than \$130b on the cards

For our free coronavirus pandemic coverage, [learn more here](#).

By Shane White

Airbnb to make a quarter of its global workforce redundant

Staff losing jobs receive email within hours of co-founder outlining plans in blogpost

Coronavirus - latest updates

See all our coronavirus coverage

It is facing the two largest budget deficits in more than \$130 billion this year and next, with warnings it will take years to recover from the coronavirus pandemic

Deloitte Access Economics forecasts the nation's unemployment rate will be 12.5% by the end of 2020, larger than the global financial crisis.

7:55

HOW BAD IS IT?

We'll find out today when Frydenberg updates the nation on the numbers. But the prediction by Deloitte Access Economics is there will be budget deficits of \$143 billion this financial year, \$132 billion next financial year, \$52 billion in 2021-22 and \$33 billion in 2022-23. Ouch... And there's concern that parts of the economy - like the arts, retail trade, air travel, accommodation and cafes - will take years to recover. That's just a view of what's just a view of without the more twists in

1:32



THE AUSTRALIAN

Sunday August 2nd, 2020



HOME

NATION

WORLD

BUSINESS

INQUIRE

LIVE COVERAGE

Vic cases to surge past 650 as Stage 4 looms

12:44PM By RICHARD FERGUSON, ADESHOLA ORE, RACHEL BAXENDALE

Nervous NSW has urged face masks for

The Reserve Bank thinks the recovery will look V-shaped. There are reasons to doubt it

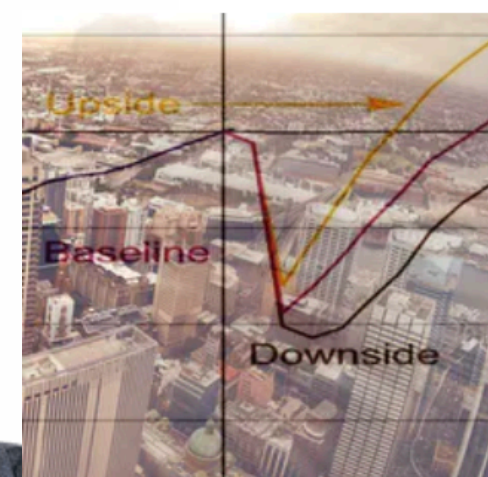
Peter Martin, Crawford School of Public Policy, Australian National University

The global financial crisis taught us recoveries needn't be V-shaped.

RBA to the rescue as debt emergency looms

Two recent bits of data suggest that 'fiscal cliff' doesn't come close to describing what's coming.

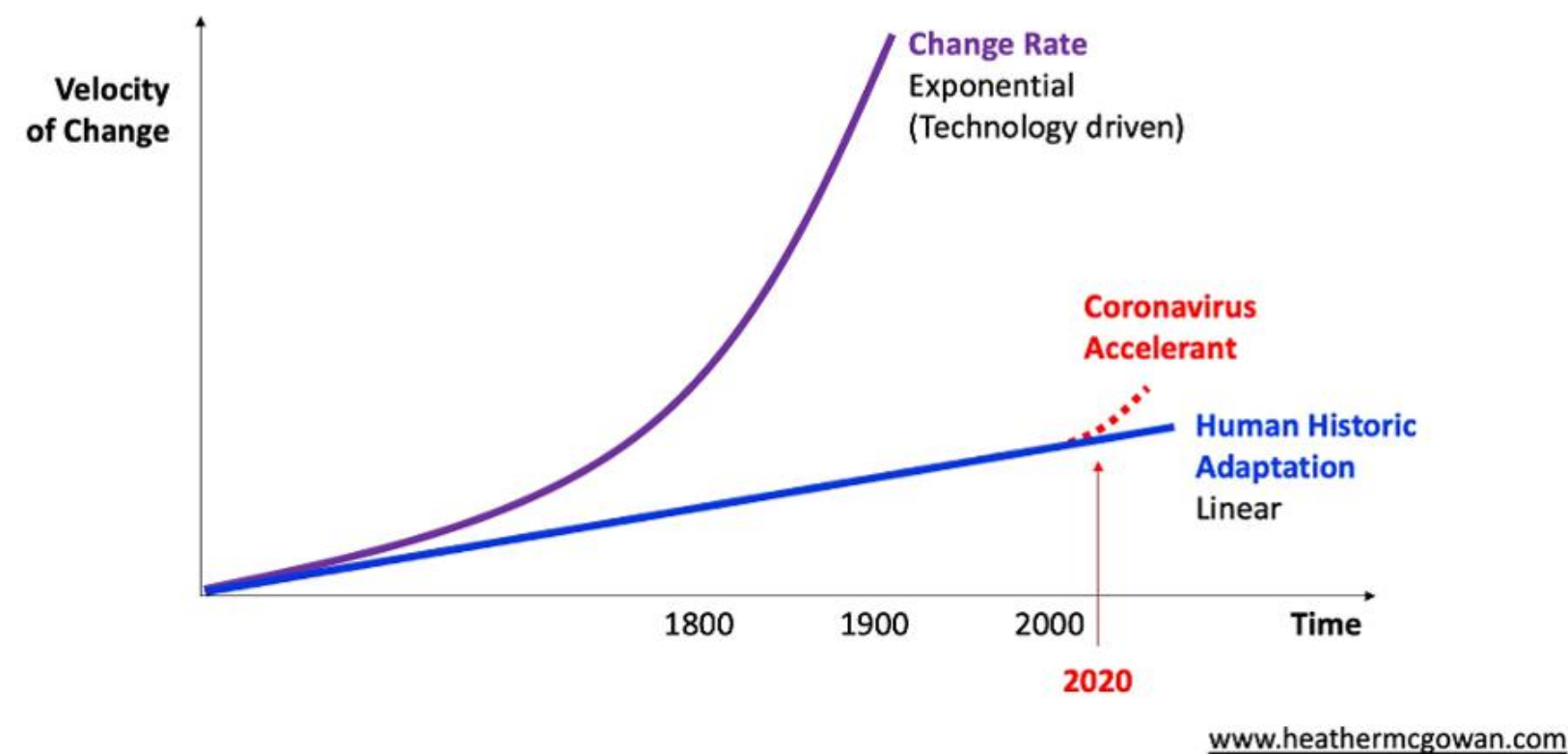
ALAN KOHLER



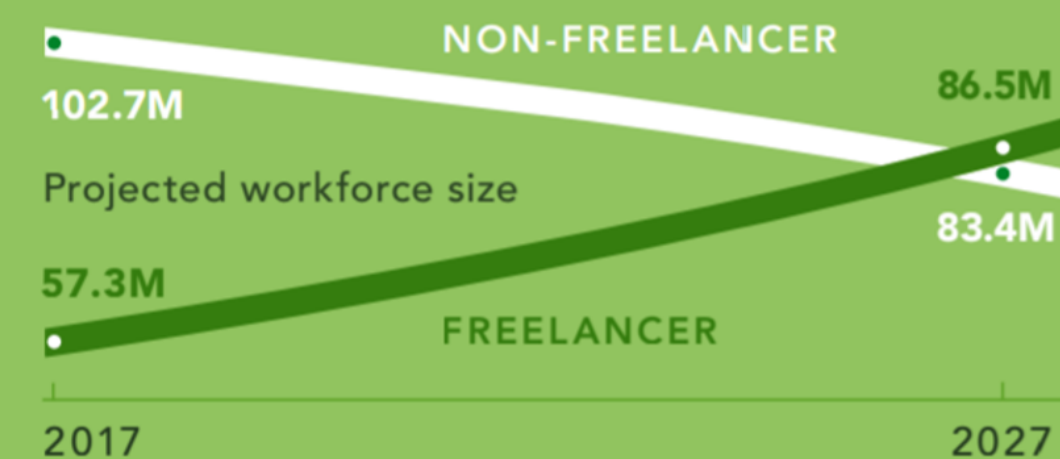
Digital is no longer an option

COVID-19 has accelerated things that were happening already

CORONAVIRUS ACCELERANT: Speeds Our Digital (Human) Transformation



The majority of workers will freelance by 2027

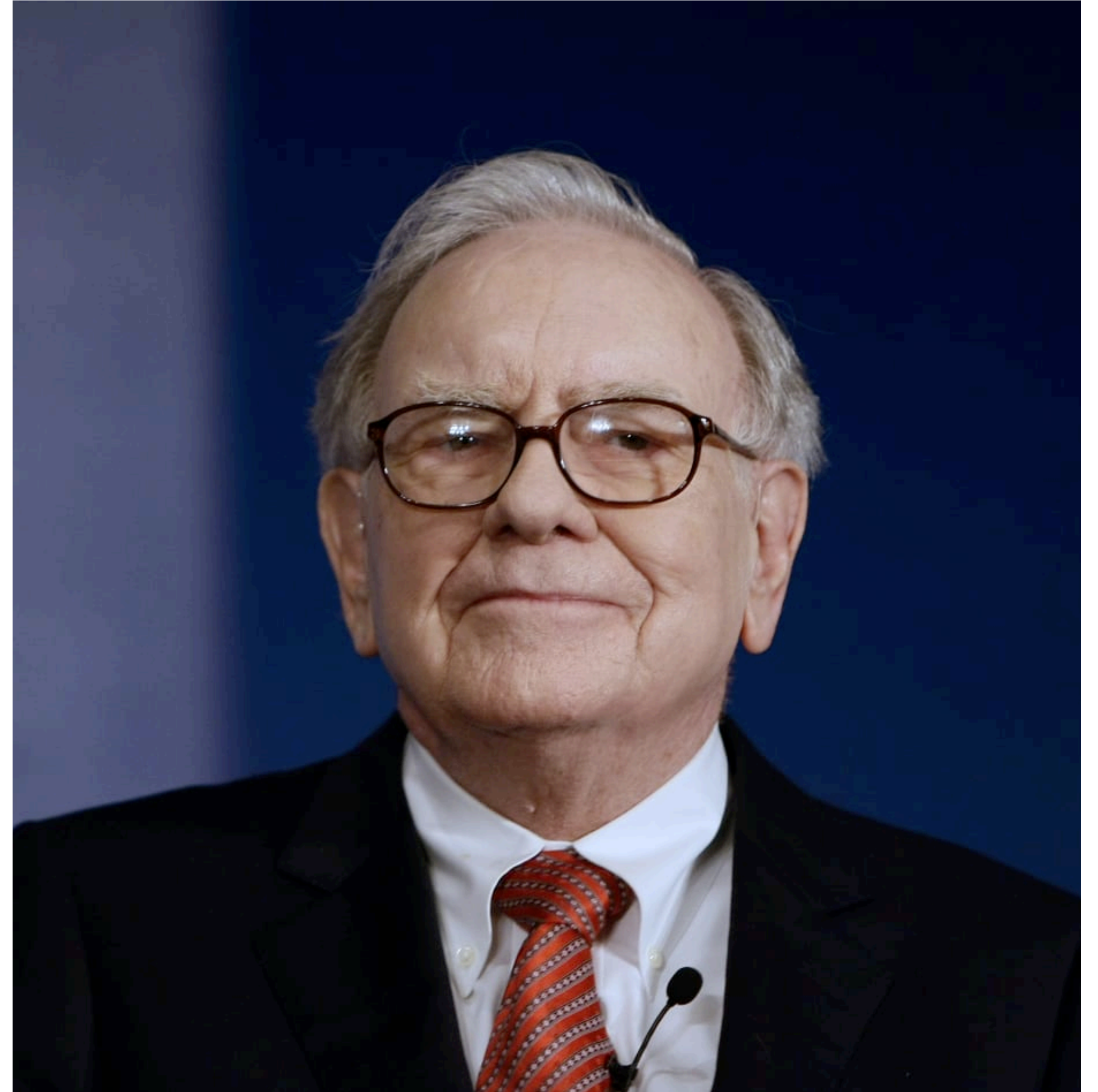


Who led the digital transformation of your company?

- A) CEO
- B) CTO
- C) COVID-19

When the tide goes out...

- Some businesses are predestined to fail, but look good because the economy looks good
- A downturn is an opportunity to revisit inefficiencies
- An opportunity to try new things without fear of failing



Lean into solutions that create positive change



Dave Pell ✓
@davepell



My son ordered something from Best Buy. I drove him to the front of the store. We pressed a “we’re here” button. An employee put the item in our trunk. We drove home.

It’s how it always should have been.

Some of the models used during quarantine will outlast the pandemic.

12:53 PM · Apr 11, 2020 · [Tweetbot for Mac](#)

255 Retweets **1.8K** Likes



Naval
@naval



Schools aren’t about learning.

Offices aren’t about working.

Churches aren’t about praying.

Restaurants aren’t about eating.

Obvious now?

10:30 AM · Apr 11, 2020 · [Twitter for iPhone](#)



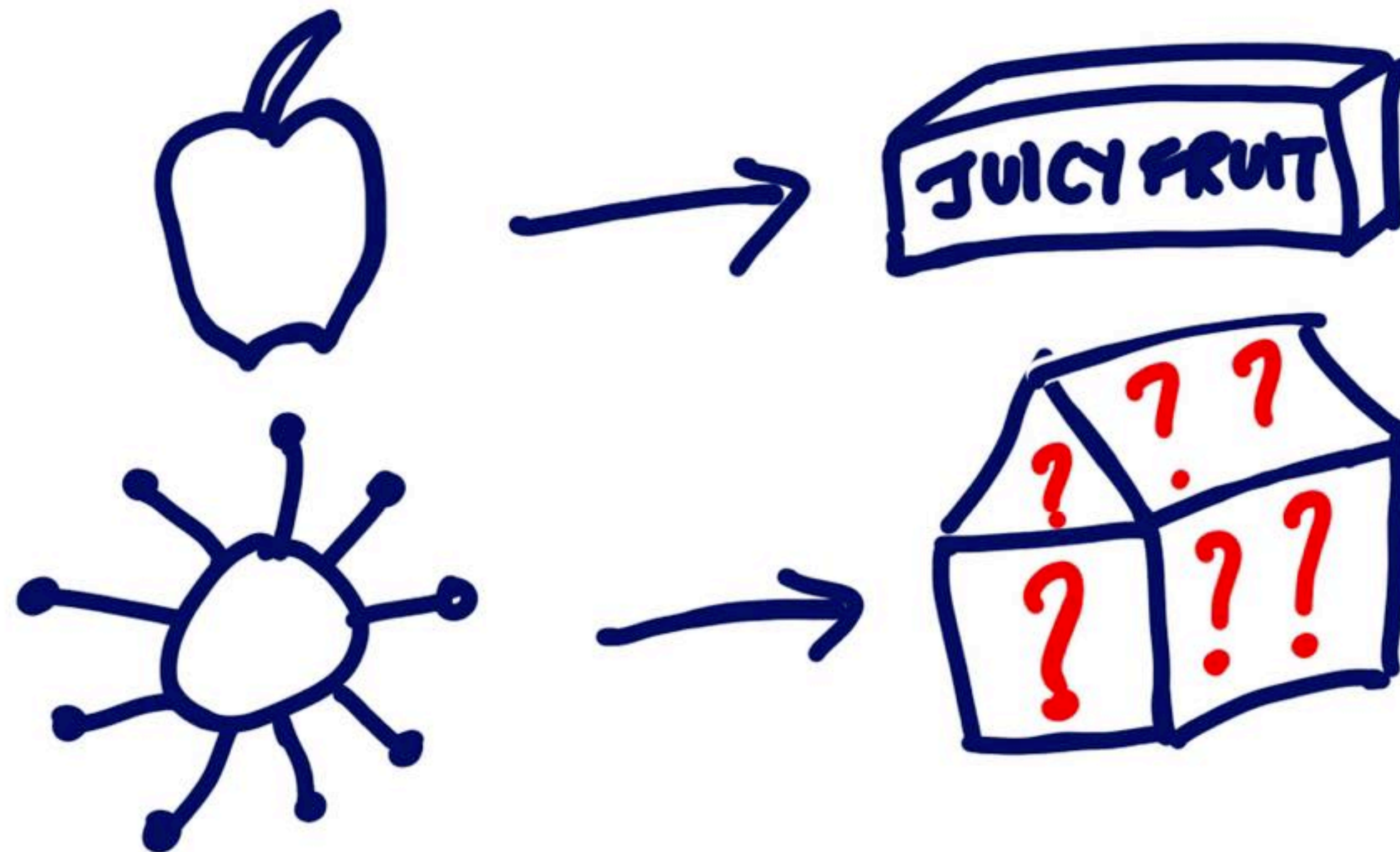
5.7K Retweets **22K** Likes

Great businesses come from recessions

Disney



What are the unintended effects?



Summary

- **The downstream effects** are unparalleled and it's unclear how they will layer on top of one another – ie certain industries will be hit harder than they are now – keep your eyes and your mind open!
- **Great businesses come from recessions** because they force us to figure out what is needed as opposed to 'nice to have'
- There is uncertainty for all of us but **leadership position in your market to deliver confidence to consumers (when you know...)**
- **You can lean into innovation** that creates positive change – “run into the chaos”
- Growth mindset make things happen, even in a crisis – **and that is why you are all here right now**

Kul Singh

Welcome to Accelerate from realestate.com.au

BROUGHT TO YOU BY



AND SUPPORTED BY



30 Day Accelerate

Extreme Change = Extreme Opportunity
(write your name in the chatbox)

BROUGHT TO YOU BY



AND SUPPORTED BY





**Forming good
habits**

**Time
management
3.0**

**How to win
(points)**

“

**THE FUTURE IS
CREATED BY
WHAT YOU DO
TODAY**

”

eliteagent.com/subscribe

ELITE AGENT

Small changes compound over time

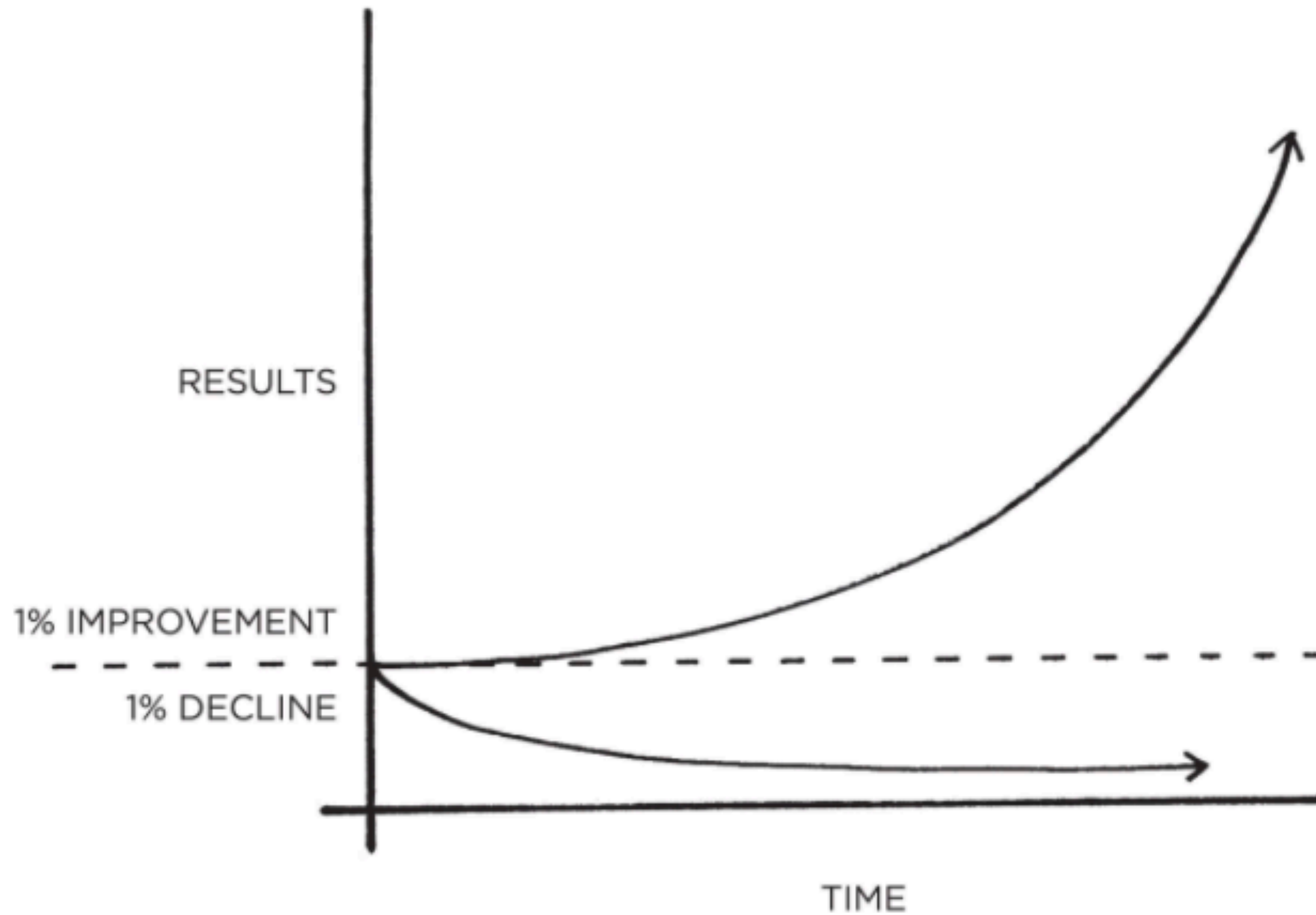


FIGURE 1: The effects of small habits compound over time. For example, if you can get just 1 percent better each day, you'll end up with results that are nearly 37 times better after one year.

With the **same habits**,
you'll end up with the
same results, but with
better habits anything
is possible

Traditional Real Estate Productivity Model

Dollar Productive

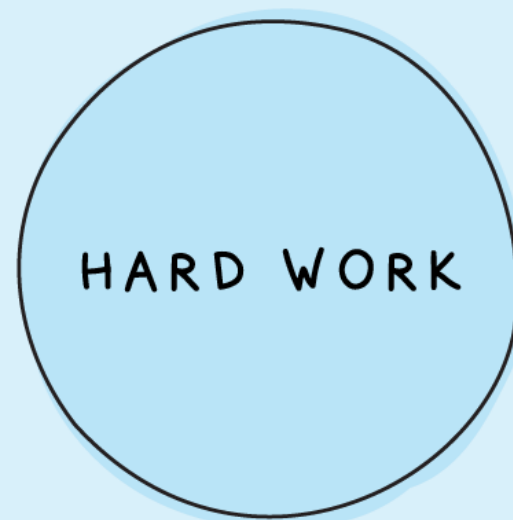
**Prospecting
Meeting clients
Offers
Marketing**

Not Dollar Productive

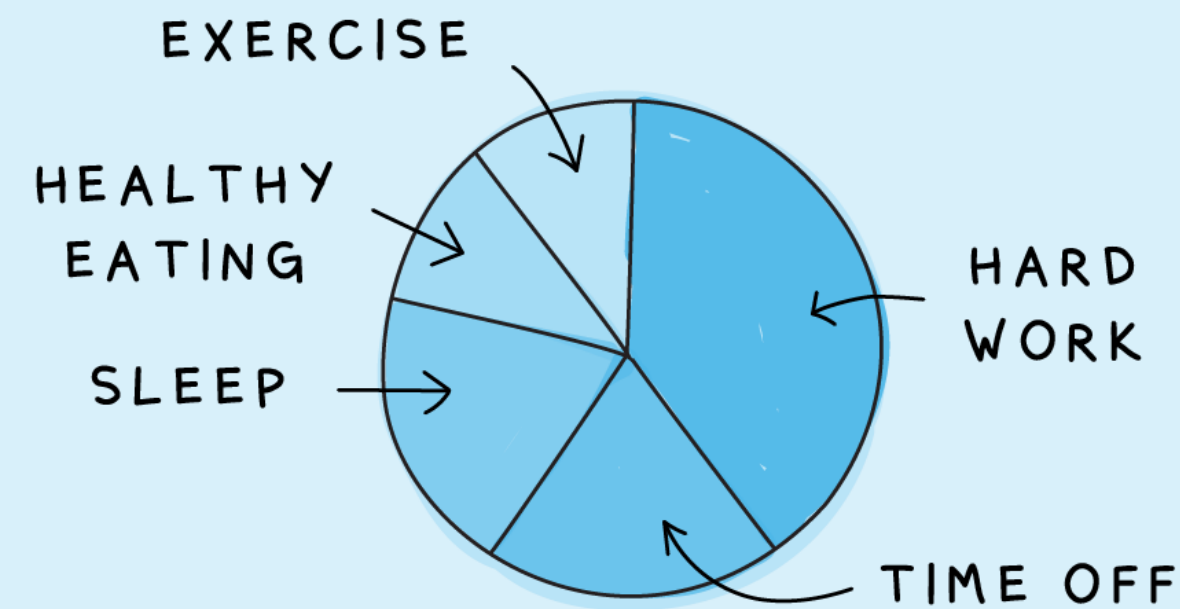
Everything else

Actually, that's not right...

WHAT I THOUGHT WOULD
MAKE ME PRODUCTIVE



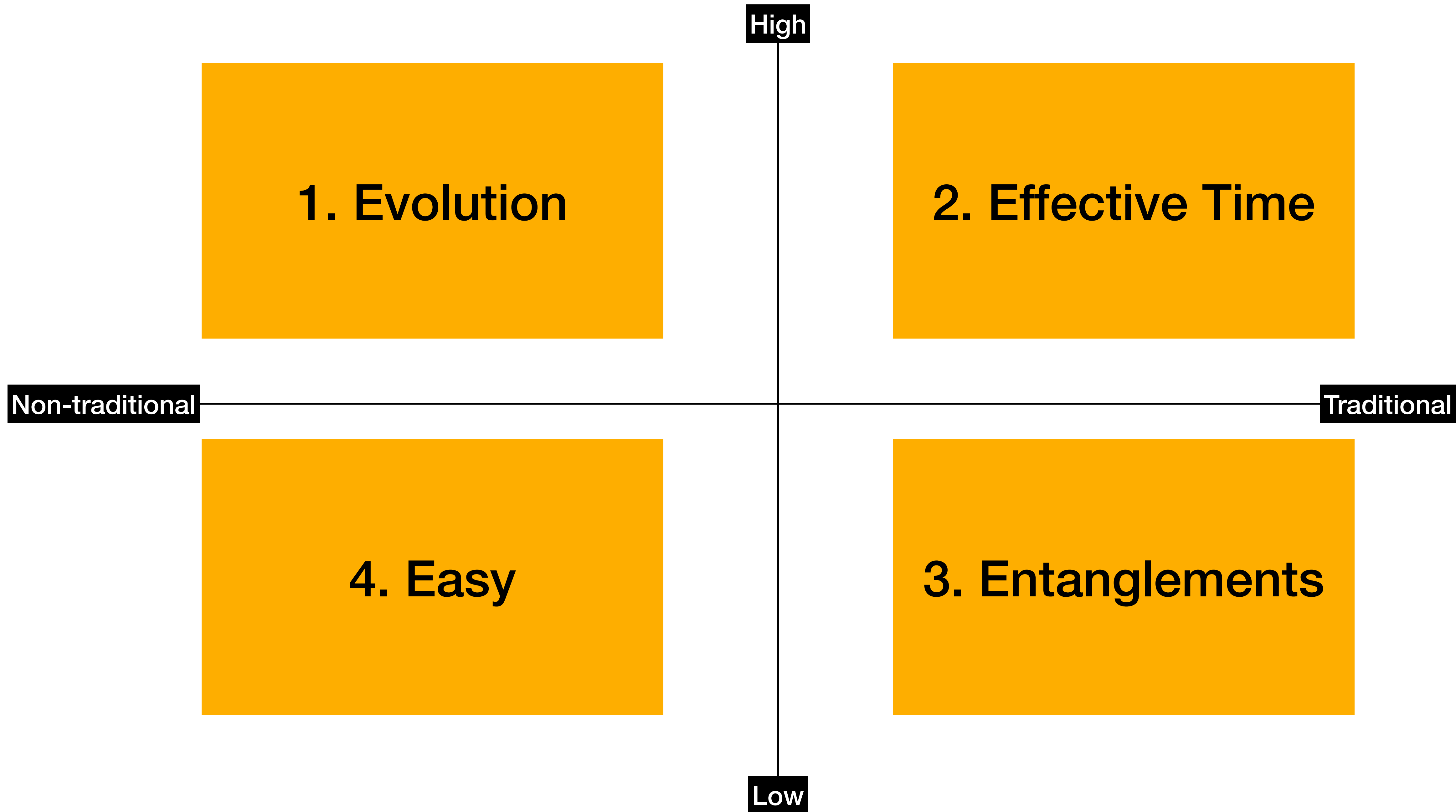
WHAT ACTUALLY DOES



@LIZ AND MOLLIE

- © working hard on the things that matter
- © 80/20
- © Look again at what really is dollar productive

An **unimportant** task
done well **does not**
make it important



EVOLUTION

Stretch + relax
ACTION + REFLECTION

20 MINS

INTD

③ EASY

family
hobbies
fitness
cooking

HIGH

① EFFECTIVE

Talking to right client
Sales meeting
strategy
marketing campaigns
vendor reports
contract

TRAD

② ENTANGLEMENTS

- email
- social media
- consumer to create
- hitting refresh

automate, systemise
delegate

Low

Daily habits

Improving your daily habits

For the next 30 days...

- Start the day analog - '**Evolution Time**' (this is how to get clarity and those big creative ideas - so make sure you have a diary!)
- Write down one item of **gratitude**
- Write down your big **question** for the day (listen for the answer)
- **Social media 'diet'**
 - ✓ Newsfeed Eradicator
 - ✓ Intention
- **A personal challenge** - not real estate - those we will add on next week

Personal challenge examples

- Give up something toxic (TV show, unhealthy food, alcohol)
- Exercise - Pushups, Steps
- Reading - The Stoics
- Spring clean something each day
- Make your bed every morning
- Compliment someone each day
- Take a photo
- Don't complain
- Stretching

Weekly habits

Weekly habits

- Check in with your buddy (1000 points opt in)
- Taking time off

Points!

How do you earn leaderboard points?

It's all about being accountable

Check in each day on the website	30 points per item	150 points total each day (make sure you declare your personal habit)
Weekly Check in	500 points / buddy 100 points / time off	Buddy only applies if you opt in (1000 leaderboard points for opting in)
Review the live lessons	100 points per review	You can review the replays (but only one replay each week, not two)
Be on the live webinars	100 points per review	Put your name in the chatbox
Assignments	500 - 1000 points per assignment	Some carry bonus points

Super-powers!



 RESET

Where's my points?

- ◎ Your pre-challenge points have been moved into a **Self Managed Super-power Fund (SMSF)**
- ◎ Depending on your challenge status we've added some '**stimulus packages**' to your SMSF
- ◎ **FEATS** (First Elite Agent Transformers Scheme) – 500 points added
- ◎ **Buddy Builder Bonus** – 1000 points added with conditions (can only be used to bid on a super buddy)









Using your SMSF points you might be able to secure one of these guys as your super buddy (you'll have up until the end of Thursday to bid)

What else can I use my SMSF points for?

Lifelines throughout the challenge



To do today

- Opt in or out of the buddy program
- Set your personal challenge declaration
- Set your reminders (checkins start tomorrow)
- Get a diary if you don't have one
- Breathe... you've got this...! (But if you need help email ljh@eliteagent.com)



● Live Webinars: Block out time in your diary ▾

● Get the Leaderboard App - Now Available! ▾

● More Bonus Points now on offer! ▾

● Bonus Video: Presenting on Zoom with Allan Pease ▾

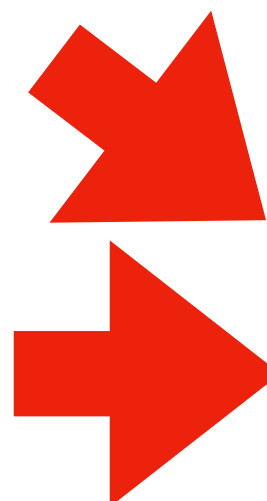
● Bonus Video: Presenting on Camera with Shelley Horton ▾

● Bonus Video: Digital Marketing Masterclass with Sam McIntyre ▾

○ **30-day Accelerate Challenge Starts 4 August**

● Day 1 - Welcome to Accelerate - Samantha McLean and Kul Singh ▾

Personal
declaration form
and buddy option
is in here under
Day 1





Accelerate 30 day habit declaration

For 30 days, every day, I will... *

Declare your habit for the next 30 days



Submit your habit commitment



Accelerate – Buddy program participation

Do you wish to participate in the buddy program *

☐ Yes

☐ No

Make your choice

The buddy charter

By joining the buddy program you agree to:

1. Catchup with your buddy for 30 minutes each week
2. Help each other with challenges and other Accelerate activities
3. Respect their time – don't mark them AWOL if they are simply having a bad day or are busy
4. There is a 500 point penalty for not following these rules...
5. Also – you can't say you caught up with your buddy and then mark them AWOL – that's a 1000 point deduction

We have your participation choice as... **Yes**

(if you don't see anything here and you think you've made your selection, hit refresh)

LJ HOOKER LOGIN

Username or Email Address

Password

☐

Remember Me

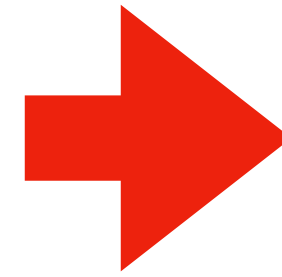
Log In

Need to reset your password? [Click here.](#)

LJ HOOKER 30-DAY ACCELERATE IS BROUGHT TO YOU BY

Daily Check in

- Once you have declared your habit your check-in screen will look like this



My commitment:

For 30 days, every day, I will meditate for 30 minutes each morning

Your Accelerate buddy details

Samantha McLean - samantha@eliteagent.com.au

Accelerate Daily Check in:

Tick any or all that apply

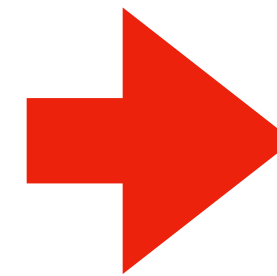
You can only submit this form once per day

- ☐ Have you dedicated time today to your new habit
- ☐ Wrote down one item of gratitude
- ☐ 20 Minutes of 'Evolution time'
- ☐ Wrote down and focused on my one question for Today
- ☐ Tracked my Accelerate activities

Submit Daily Check-in

Weekly Check in

- If you opted into the buddy program your check in form will look like this



Accelerate Weekly Check in

Tick this box when you've:

☐ Taken time off this week - without work or a computer

Submit Weekly Evolution time Check-in

Accelerate Buddy Check in

Tick ONE (1) box when you've

☐ Checked in with your buddy this week
☐ (or tick this box if your buddy isn't responding)

Ticking both boxes will result in 1,000 points being DEDUCTED from your score

Submit Weekly Buddy Check-in

GOOD LUCK

