



THINK SMALL



The Art of Letting Go of “Big”
in Favor of *SMARTER SMALL*



The NEW WORLD does offer SMALLER

Less characters – Think Twitter

Less words to communicate – Think Text

Less characters in word - Think BRB, LOL

Tiny Screens - Think iWatch

ATTENTION SPANS – *Are you listening now?*

Education – you guys want 5-minute bursts... not 2-hour classes

Doctors are starting “micro-practices” – They make less money but live better lives

Hospital Stays – an Amputation... or Pacemaker install is outpatient.

Housing lots are smaller - Computers are smaller - Tiny houses / Van Living

Work from home means less places some people even GO to

Minimalism is IN and for good reason.

SMALLER is BETTER.

Smaller is also HEALTHIER

We have too many choices for our brains to function well.
There are 87,000+ drink combinations you could choose at Starbucks.
Over 1000 cable channels.
2.5M+ apps you could put on your iPhone
Want a white Bedroom? You have at least 87 options of White to choose from...

With 35,000 daily decisions on average our brains are TIRED. By eliminating some choices, we are HAPPIER, have more ENERGY and are HEALTHIER. A FEW choices are good. Too many are bad. And we have TOO MANY in our businesses, especially as entrepreneurs. It's exhausting.

When you give kids too many choices, what happens? Hence Moms saying This. Or that.

SMART people cut DOWN on choices. Fewer clothing options. I choose from 3 places 95% of the time. Cabi, Costco, and JJill. Fewer eating options. What if you chose 3 restaurants and only rotated those 90% of the time. BTW- You'd develop relationships with owner/staff too...

Smaller is also HEALTHIER

Barry Schwartz, psychology professor at Swarthmore College and author of [“The Paradox of Choice: Why More is Less”](#) says that having increased options benefits people to a certain point, but as the number of choices keeps growing, negative aspects begin to appear.

As the number of choices grows even further, we become less satisfied with the options we’re given, and the negatives escalate until we become overloaded.

It’s at this point that our freedoms have paralyzed us.

We end up making poor decisions; we’re more likely to be dissatisfied with the decisions we do make, or we become overwhelmed and make no decision at all.

Fascinating part of this article about the 2 kinds of decision makers: The Satisficer or the Maximizer. Satisficers pick good enough and move on. Maximizers set out to choose the absolute best and basically drive themselves batty trying to be perfectly happy. When, as Harvard psychologist Daniel Gilbert, author of [“Stumbling on Happiness”](#) writes – Human beings are lousy at predicting what will make them happy or how long happy will last.

IT STARTS WITH WHAT YOU'RE THINKING

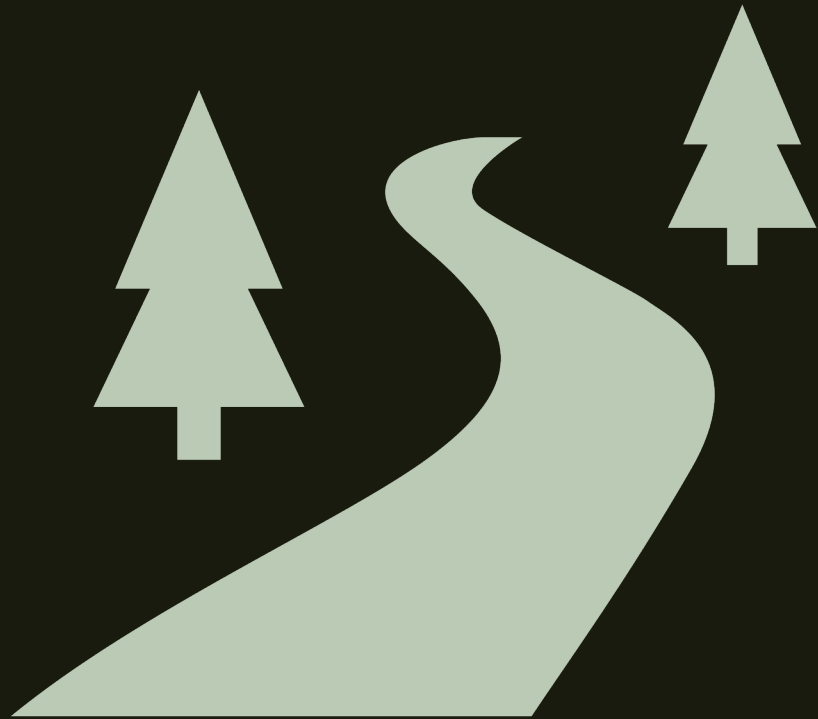
Everything does
THIS like everything else really is a MINDSET

Think Small – Seth Godin Says:

- Small is the new big because big has gone from a huge advantage to a liability. *(It takes a LOT of Energy and Resources to go big and stay big in the new world. ANYONE can “go big” but staying big is HARD. THAT is a liability, not an advantage)*
- Authentic stories spread and last... but lies get exposed faster than ever. *(Authenticity works BEST with a SMALL group who know you)*
- The ability to **change fast** is the single best asset for any person or organization. *(Small means you can change FASTER when you need to change – and Real Estate changes)*
- Aretha was right: Respect is the secret to success. *(You can achieve respect in a SMALL group easier than in a LARGE one)*
- It's easier than ever to become remarkable. *(With a SMALL GROUP) - There's no excuse for sticking with mediocrity (for the masses.)*

Think Smaller Around Your:

- IDEAL CLIENT – Who do you want on your journey with you, specifically?
- HOURS/DAYS WORKED – how much do you REALLY want to work? What would you do with the time otherwise in service to your Life Intentions?
- ACTIONS YOU TAKE each week – What are the very few important ones?
- DATABASE of VIPs – How few can you have and meet your goals?
- AREA you service – What area could you REALLY become an expert in?
- PRICE RANGE you service – Could you really refer all under... AND over it?
- Acceptance of COMMISSIONS below your minimum set – Are you willing?
- NUMBER OF LEADS NEEDED A YEAR – What is the minimum?
- NUMBER OF CONTACTS NEEDED to create those LEADS - What is the minimum?
- SOCIAL MEDIA / MARKETING efforts - What do you REALLY NEED to do? What are you doing “just because”?
- AD/LEAD “SPEND” – What is your return? What if you spent that money on VIP’s?



**IDEAL CLIENT –WHO DO YOU
WANT ON YOUR JOURNEY WITH
YOU, SPECIFICALLY?**

**ARE YOU WILLING TO EVEN LOOK
AND SEE WHAT AN IDEAL CLIENT
FOR YOU WOULD BE?**

Too many of you are so afraid of “losing something” you won’t even entertain the THOUGHT of an “ideal client” never considering what you...and your clients would GAIN by working with those YOUR unique LI and SOI would best support...

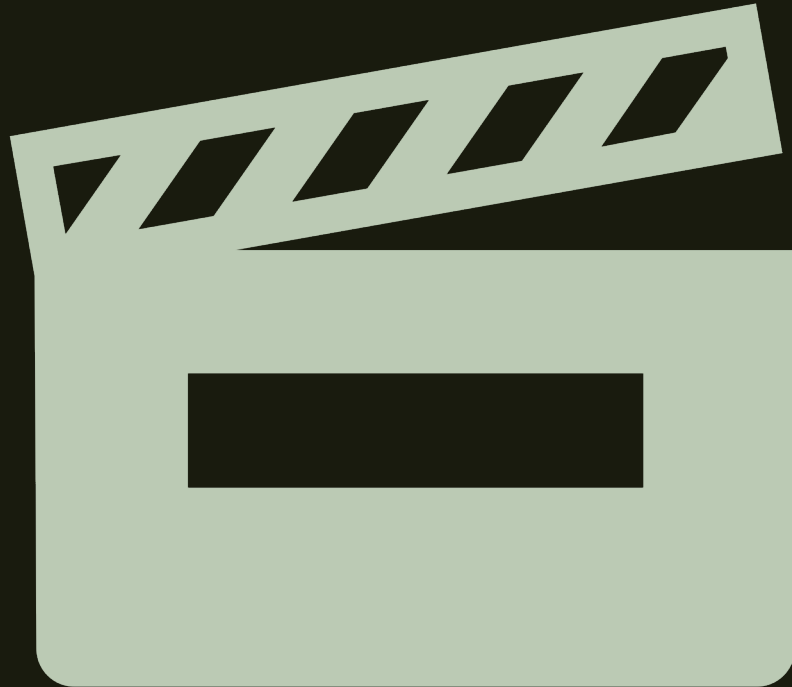


HOURS/DAYS WORKED – HOW MUCH DO YOU REALLY WANT TO WORK?

WHAT WOULD YOU DO WITH THE TIME
OTHERWISE IN SERVICE TO YOUR UNIQUE LIFE
INTENTIONS?

ARE YOU WILLING TO WORK A FEW GREAT
HOURS DOING WHAT YOU SAY YOU WILL DO...
***AND DO SOMETHING ELSE THE REST OF
YOUR TIME?***

You work a ton of unplanned hours. Why not plan less HARD WORK and plan MORE of what you really WANT to do? Get hard work done fast! Tip: *You will generate more biz out doing the REST of your life...*



ACTIONS YOU TAKE EACH WEEK

THINKING SMALLER - WHAT ARE
THE VERY FEW IMPORTANT ONES?

WHY DO YOU DO THE REST OF THE
STUFF? INSTEAD OF THE STUFF
YOU REALLY WANT TO BE DOING?

Having the courage to go be in service to your Life Intentions is a PASSIONATE act. People LONG to work with passionate people. Give yourself permission to go do THAT..

DATABASE OF VIPS

HOW FEW CAN YOU HAVE AND
MEET YOUR GOALS?

WHAT IF IT WAS *LESS* THAN
YOUR TOTAL TRANSACTION
GOAL?? IS IT POSSIBLE?



Imagine a business where 25 people that either did a transaction a year with you & referred 3 others... or referred 4 people through the year? Sit with that a minute... What would you do each day? How FUN would that be?

AREA YOU SERVICE

WHAT AREA COULD YOU REALLY
BECOME AN EXPERT IN?

WHAT IF: YOU KNEW EVERY HOME.
THE HISTORY OF IT. THE LAYOUT.
25% OF THE OWNERS WERE ALSO
YOUR VIPS

HOW SMALL *COULD* IT BE IF THEY
WERE... AND YOU REALLY KNEW ALL
THAT?

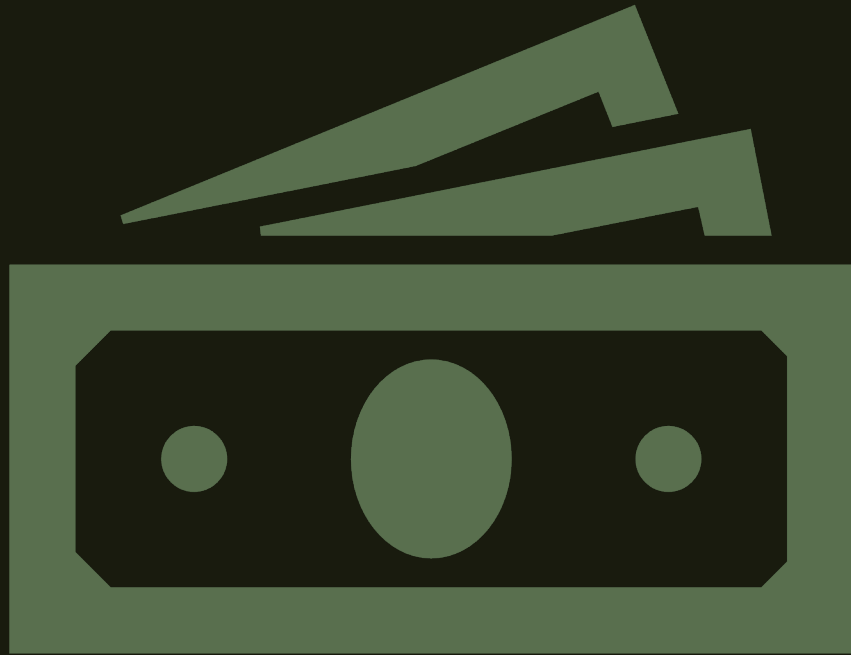


PRICE RANGE YOU SERVICE

COULD YOU *REALLY* REFER ALL
UNDER...
AND OVER IT?

*WHAT WOULD HAPPEN IF YOU
DID?*





SMALLER ACCEPTANCE OF COMMISSIONS BELOW YOUR MINIMUM SET

ARE YOU WILLING TO GET CLEAR ON PROFIT
AND THEN SET ONE?

HOW WOULD YOU CALCULATE IT?

ARE YOU WILLING TO LIMIT YOUR PRO BONO
WORK?

What did you SPEND last year in Expenses? What were your total deductions... NOT in relationship to what you earned... but in relationship to how many transactions CLOSED?

**THINKING SMALLER –
WHAT IS THE NUMBER OF
LEADS NEEDED A YEAR?**

WHAT IS YOUR MINIMUM?

**WHY IS MORE THAN THAT
WORSE FOR YOU... VS BETTER
FOR YOU?**

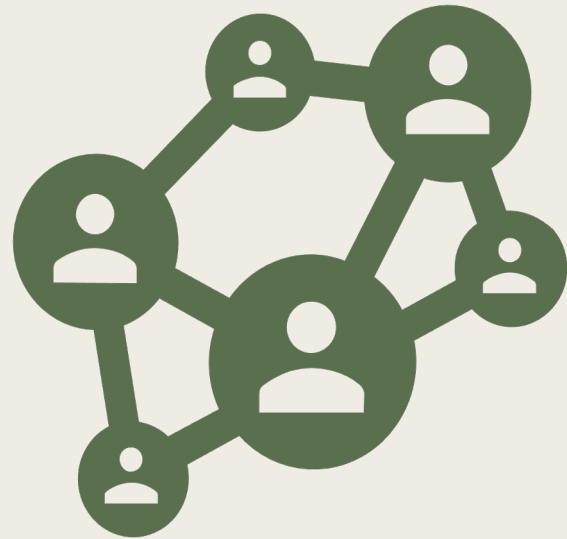


NUMBER OF CONTACTS NEEDED TO CREATE THOSE LEADS

WHAT IS THE SMALLEST AMOUNT POSSIBLE IN A PERFECT WORLD?

Are you willing to create a perfect world?





SOCIAL MEDIA / MARKETING

WHAT DO YOU REALLY NEED TO DO?

ARE YOU DOING IT, OR PAYING TO HAVE IT
DONE “JUST BECAUSE” IT’S SOMETHING
YOU ARE “SUPPOSED TO DO”?

HOW AUTHENTIC IS IT?

WHAT WOULD BE BETTER?

How SMALL of a “Presence” can you have and still be visible to your ideal client, ideal area, ideal price range? To your VIPS only? NOTE: Smaller is easier to maintain 100% and its CONSISTENCY that earns RESPECT.

AD/LEAD “SPEND” – Could it be smaller or redistributed?



WHAT IS YOUR
RETURN?



WHAT IF YOU SPENT
THAT MONEY ON VIP'S?



WHAT COULD THAT
RETURN BE INSTEAD?

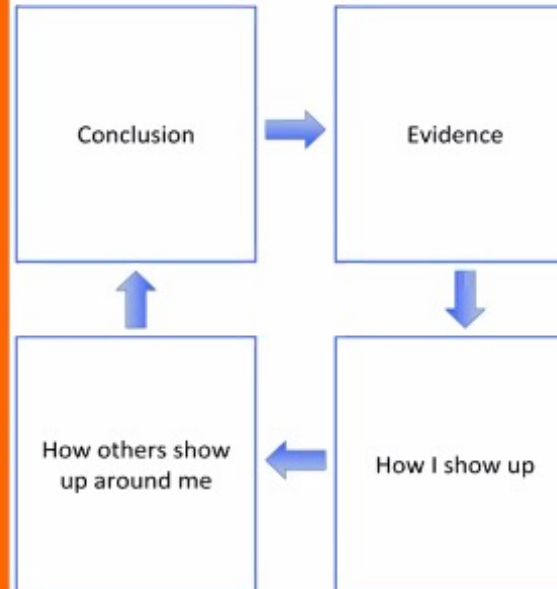
What do you Believe you can Achieve with SMALL?

The Creative Process

So what are we creating?
Are we imagining the worst?
Or the best? What are we conceiving?
If we look at the order of the process,
perception is the step before conception.
What are we perceiving?
What evidence are we gathering?

What do you notice about our Conclusions
and our ability to perceive? And believe?
What we imagine will create what we see,
and what we believe we can achieve.

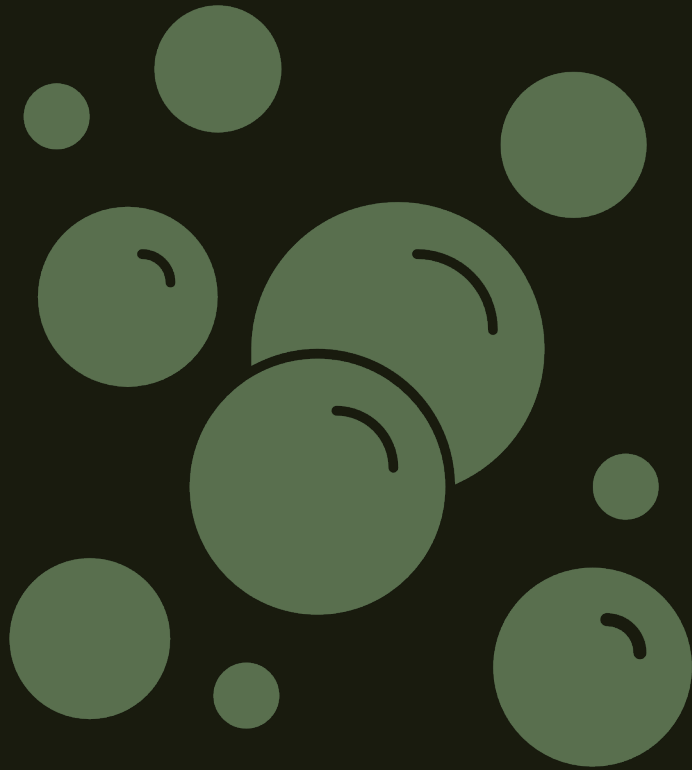
The 4 Boxes



© The Academy for Coaching Excellence

Coach Stephanie did a great call on Monday about the Creative Process... What we **PERCEIVE** – What our Conclusions **ALLOW** us to see... It's like a Hypothesis – What we are **PRE-DISPOSED** to see.

This Leads to what we **CONCEIVE**. Our Evidence - What we **SEE** - is 100% related to and based on what we are looking for. This leads to what we **BELIEVE** and determines what we **ACHIEVE**.



ARE YOU WILLING
TO ENTERTAIN A
BELIEF THAT
SMALLER IS
BETTER?



“You thought, as a *child, that a mage is one that can do anything.
~ So did we all.

The truth is that as real power grows - as knowledge widens -
ever the way WE follow grows
narrower...

Until at last WE choose nothing
but do only and wholly what we
must do.”

~Ursula K. Le Guin,

A Wizard of Earthsea

IN CLOSING:

Considering the negative side effects — stress, anxiety, and decreased satisfaction — are you willing to THINK SMALLER and give yourself FEWER CHOICES... for BETTER RESULTS and INCREASED HAPPINESS?

THE RELIEF you will get from making a FEW decisions and sticking to them will = MORE IMPACT and HAPPINESS.

Are you willing?

