



## EPISODE 4

# Self Talk

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**KRISTIN WALTER:** Welcome to the Real Classroom Show. I'm your host, Kristin Walter, and this is the place where we talk about all things profitable in the real estate professional world for agents, brokers, and everyone in between.

Now if you don't know about the Real Classroom, it's a place where real estate agents and broker/owners go to learn about how to increase profits while saving time and stress. We are a community of people committed to serving and empowering others with our unique gifts, and we all strive to have a work-life balance, if there is such a thing.

## LIES WE TELL OURSELVES

### LIE #1: IM TOO YOUNG TO START

One of the lies that I told myself about not being able to start my own brokerage was that I was too young. Now this lie can come in other forms for other people. I've heard people say, "I'm too young, I'm too old, I'm too inexperienced. I have too much experience. I'm too introverted. I'm too extroverted, I look a certain way. I don't look a certain way." Blah, blah, blah. Or, "I can't succeed because I'm a woman." To all of these things, I would say to you that you are enough because it comes down to being enough, doesn't it? It comes down to being enough and you are enough. I'm going to hit you with the statistics first.

So the first statistic again comes from the National Association of Realtors Member Profile. And if we look at the demographic of realtors, we look in 2018, the typical realtor was a 54-year old white female who attended college and was a homeowner. 63% of all realtors were female. So if you're telling yourself something about being a woman, I need you to put that aside. We're in the 21st century. Again, we've got so many women leaders coming to the top and maybe you don't see someone like you at the top, but that means we need you more. We need you to take a look at the women leaders in this world and aspire to be like them, but aspire to forge your own path. So stop telling yourself that you're not enough because you *are* enough. I think in this world of Facebook and Instagram and all the pretty pictures and stuff, all we see are the airbrushed images of people looking perfect all the

time. We know that that isn't true. You are enough and we do need you to become your own brokerage or to become your own independent person if that's what you want to do. The other lie that I told myself was that I wasn't smart enough. I wasn't talkative enough, I wasn't pretty enough. I wasn't intelligent enough. It was always enough, enough, enough, enough. And it was because I was comparing myself to other people. So I'm going to go old school on you for just a minute. There's a really old poem that was found in a church many, many years ago. I have it printed out and I have it hanging in my bedroom and I read it every morning. But it's called the Desiderata, and I probably always mess up the name of it. But in the second stanza of the poem it says, "If you compare yourself with others, you may become vain and bitter for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans." It says it right there, if this is one of the lies that you're telling yourself that you're not enough or you're not this or you're not, that, just stop comparing yourself to other people and just do you.

### INFLUENCE: MARIE FORLEO

Now I'm going to go new school on you for a minute. One of the people that I follow and I love and I read all her books and she's definitely one of the people that I aspire to be is Marie Forleo. And she just wrote a book called 'Everything is Figureoutable.' She says that comparing yourself to other people is toxic and she calls it taking a shot of "Compare-i-Schlager". I can't really go into it more than that, but basically just stop taking those shots of comparison on yourself because you are enough. You are powerful enough to start your own independent brokerage and this is a lie that you're telling yourself because there are other people that have done it, people like you. People with this thing that you say is holding you back, is actually going to surge you forward once you claim that power.

### LIE #2: NO ONE WANTS ME AS A LEADER

The other lie that I had told myself for a long time was that no one wanted me as a leader, that I always needed to just be a good follower. Now, this was a stupid lie because I had been a leader in college. I had been a leader when I was a classroom teacher. I had been a leader in other areas of my life, but for some reason I was allowing these brokers at these big firms to tell me that I belonged in a certain place. And it was definitely very subtle messages that I was getting and it was always from the people in power at the firm. And when I would try to break into a new role, and so I would offer to volunteer to teach or I would offer to volunteer to train. And then when I had asked for bigger, better, more, and when I had asked for ownership, I was told that I wasn't wanted. I wasn't needed as a leader and I wasn't wanted as a leader. And it was a lie that I believed and that I internalized for a really long time.

And so my message to you is, yes, we need you as a leader. Whether that's a leader in the current firm that you're in or whether that's a leader out on your own, we need you as a leader. The world is struggling to find good leaders right now. Believe it or not, we don't have enough. If we had enough great leaders, I think we'd be in a greater place in general. So stop telling yourself that no one wants you as a leader because we do want you as a leader.

### LIE #3: I HAVE NOTHING UNIQUE TO CONTRIBUTE

The last thing that I told myself when it came to identifying myself as a broker owner is that I have nothing unique to contribute. I was actually telling myself that I have nothing unique to contribute. There's nothing different about me or about my skill-set or about my experiences that the world doesn't already have. And I would just say that's a bunch of nonsense. I think that comes from a lack mentality. And I think that if you look in the world, there's plenty of space for new ideas, individuality for everyone who is unique. You just have to find your own groove. You have to find what that unique thing is that you can contribute to the world. And maybe it's just you. Maybe you are a unique individual and the talents and the experiences and the education, everything that you possess is completely unique from me. And so if you came into my market and you said to me, "Hey, I want to open up my own real estate agency." I would say, "Awesome. We need diversity. We need more people like you to go ahead and start your own thing."

### FLIP THE SCRIPT!

So please don't let any of these lies stop you from moving on to the next level. And I call them self-identification lies. And the first one that we talked about is, I'm too what? "I'm too old, I'm too young, I'm too inexperienced, I'm too over experienced, I'm too introverted, I'm too extroverted." Or, "I can't succeed because I'm a woman, a man, a whatever." Or, "I'm not smart enough, talkative enough, extroverted enough, intelligent enough, pretty enough." All those things, throw them out the window! Tell yourself that you are enough. Tell yourself that, "because I am young, I can succeed. Because I am experienced, I can succeed." Flip the script. The next lie, "No one wants me as a leader." Flip it. Everyone needs me as a leader. The world needs good leaders right now. Our world is struggling to find good leaders right now. And then the last self-identification lie that you're telling yourself that's stopping you from your own success is that, "I have nothing unique to contribute." I need you to flip the script and change it, that you do have many unique things to contribute. You just have to find what that is. Find your groove and go and get it. So change it to say, "I am unique, I have unique contributions. I'm in my groove and I'm ready to show the world my unique talents."

## CLOSING

As always, I'm truly grateful that you're listening and I trust that you got a profitable action item as well as a shot of courage from today's episode. If you want to continue this adventure with me, please stay tuned for the next episode where I talk about something a little bit big and it's how we talk to ourselves, the way that we're talking to ourselves, and the things that we say that might be holding us up from taking the leap. I'm excited to meet you here next week. Are you interested in going on the fast track and keeping in better touch? Head on over to [realclasses.com/downloads](https://realclasses.com/downloads) to download a free budget planning worksheet that will get you on your way to starting your own brokerage or scaling the one you already have. The website will have updates from time to time as we roll out new and profitable classes to help you blaze forward in your business.

*Friends, that's a wrap.*