

Procrastination, Fear, Comfort Zones.....Merry Christmas!!!

I am in the position, through speaking to those people who enquire about buying into my system for sourcing below market value property, of hearing more reasons than you can imagine why some people are just plain scared to get out of their comfort zones and do what they really want to do in life.

The fear of moving out of their comfort zone is, I find, the single largest obstacle that prevents people from achieving their aspirations – not just financially, but also from a liberation point of view too. Let's be fair...it's not a bad life living in the UK...even if we sometimes grumble. So do we really want to change our lot?

Can we be bothered?

'I mean, the boss isn't that bad really is he/she? And we can manage without a holiday next year – it's really not that important is it? The car should be ok (fingers crossed) this winter...and isn't money the root of all evil anyway?'

I am always prepared to speak to people by phone before they commit to buy my system – in fact I openly invite it – it makes sense all round. It allows people to know that I actually exist, and I also know that it goes a long way to helping them to decide if they should 'throw their hat in the ring' with me or not.

It also allows me to find out how people think.....

But, by no means does everyone I speak to come on board – on the contrary. I can always tell very early on the ones who are cut out for this business.

They have researched well, are realistic about business generally, and usually tell me of what is motivating them to get away from their current reality. They usually ring me just once for a 10/15 minute phone chat before placing their order.

Ironically, as the essence of buying below market value properties is in finding motivated, some might say, desperate sellers, the people who buy my system tend to be highly motivated too! Highly motivated to change their lot – for the better, I assume!

Others however can phone me up to half a dozen times (I've spoken to some people more in the last 3 months than I have to my wife) – and then they don't buy!

Yes I know.....and this is with a product and service that gives you all your money back within the first 90 days - if you aren't happy!

Talk about caution! These people probably keep their seatbelts on going through a car wash 'just in case'.

I was asked just this week, by someone pondering over a purchase, if I would make up the difference on the sale of a house should the profit turn out to be, say, a couple of thousand pounds less than projected. In other words, if he only made 18k instead of a projected 20k - would I make up the difference of 2k personally for him! In other words, he pays me £300 for my guidance...'only' makes 18k...and wants me to subsidise his (notional) loss of 2k!!

Hopefully, I don't have to go into too much detail of what my (very polite but firm) response was...remember...I charge £300 for my system and support!

Oh, and I'm still waiting on his order!

It actually makes me sad to witness this, because I can sense that the procrastinators are just as 'fired up' inside as the 'doers'. They simply appear to talk themselves out of moving forward with their lives.

So what's the difference?

I can only conclude that they are simply scared.

Scared of buying big expensive things - like houses. Scared of borrowing huge amounts of money. Scared of trusting their houses to tenants. Scared of having to maintain houses. They choose to see the 'downside' - never the upside.

In other words, it seems like the initial attraction of creating wealth in property (or whatever wealth creating vehicle they may consider - then dismiss) is not as powerful as the fear of having to make themselves uncomfortable - albeit temporarily - in order to achieve this.

The 'doers' are probably motivated by fear too - the fear of what their current reality, and that is usually, but not always, a 9 til 5 job which is stressful, demanding and unrewarding - will do to them long-term if they stay in it.

This, and the knowledge that most British citizens will probably retire in some degree of poverty, seems to be enough to make them realise the following.....

'if they make themselves uncomfortable, temporarily, now - they can set themselves up for a future life of control and increased wealth'

Most people can do most things - if they set their mind to it 100%.

I mean, the above statement is not going to apply to Johnny Vegas winning gold in next years' Olympic 100metre final in China, or Gordon

Ramsay managing to not swear for a whole 5 minutes...but, I think you know what I mean here.....

This statement, as far as I am concerned applies to sourcing a below market value property.

I am sure that if I was to say to someone on January 1st 2008 that if they didn't go out and source just one tiny BMV deal by 31st December 2008 then they would die on that day....do you think that they would achieve that?

Of course they would!

It therefore then follows that if you can source 1 property - you can source 101 - over time! If you can do it just once.

You've proved to yourself (and others) that you have what it takes to make money in this business!

No excuses anymore!

It's that straightforward!

And you know what? It gets easier after the first time!

These words don't just apply to property and sourcing BMV properties. I am sure you know they apply to anything....anything that is important to you and you want or achieve, but on the face of it may seem to require some temporary uncomfortable circumstances in your life.

If what I've said here about procrastination, fear and comfort zones touches a nerve with yourself, then hopefully you may now take that fear and use it positively *outside* your comfort zone instead of negatively - as you previously did *inside* your comfort zone.

Make it the fear of the 'results of underperformance' in your life that forces you to take some action now!

It's now that time of the year when many people are reviewing what they want to be doing and achieving in their lives next year, following the forthcoming Christmas celebrations.

Why not make 2008 the year that you took control and stopped procrastinating - and made yourself a little uncomfortable temporarily?

Who knows? We may even see Johnny Vegas on the winners' podium in Beijing next Summer!

Good luck, and a Merry Christmas and a Happy New Year to all Singing Pig members and guests....and, of course, to the admin team.

Greg Jackson