

Cindy Ertman's Time Is Money Guide



Sometimes we feel we are powerless to control our days and our destiny—especially when it comes to our careers and our businesses. The days turn into an endless flurry of emails, voicemails, text messages, meetings and phone calls, and we find ourselves in a maze of non-productive activities that drain our energy and our valuable time.

It's time to take control of your day and make your time count! It's time to focus the first part of each business day on income-producing activities by using my simple *Time Is Money Guide* to “up-level” your game, increase your financial prosperity and propel your relationships forward.

This simple, effective exercise helps to ensure that you allocate time each day to hone your focus and align your actions towards income-producing activities to deliver the financial results you desire! It's time to get intentional about your success!

Step 1:

- Each day make a list of 5 income-producing activities that you will commit to fulfilling each and every day using the attached goal sheet. This will bring your business and financial goals to the forefront of your busy day.
- This list should include 5 clear activities that will generate new business and revenue. Call 5 past clients. Call 5 potential new referral partners. Call 5 potential sales prospects and ask for a meeting.

Step 2:

- Focus on writing your 5 income-producing activities each day, and you will get yourself into the mindset of setting daily goals for growing your career and your business. This, in turn, will move you closer to the life you desire filled with prosperity, abundance and happiness.

When you focus on 5 income-producing activities x 5 days per week x 52 weeks = 1,300 income-producing activities.

Ready to take your business to the next level? Be a part of Mortgage Mastermind Elite!

A new Mastermind group is starting September 2016. Space is limited to 20 high-performing mortgage professionals.

Cindy Ertman's 6-month Mortgage Mastermind Elite Program includes:

- 2 private one-on-one 1-hour coaching sessions with Cindy
- 2 two-day Mastermind retreats with Cindy and other experts (travel and hotel expenses not included)
- 2 group calls per month that are recorded and shared
- Tips, tools and strategies shared monthly to establish you as a valued market leader
- Breakout Mastermind teams for peer support and accountability
- Private Facebook group and interaction with Cindy and your Mastermind team
- Free access to Cindy's online productivity training, "From Chaos to Clarity: How to Reclaim Your Life and Accelerate Your Results."

Email Cindy at Cindy@TheDefiningDifference.com to schedule your 20-minute Mastermind Elite Readiness Call to see if you are eligible.

Hurry: Deadline to register is August 1st!

5 Income-Producing Activities Goal Sheet

MONDAY

1.

2.

3.

4.

5.

TUESDAY

1.

2.

3.

4.

5.

WEDNESDAY

1.

2.

3.

4.

5.

THURSDAY

1.

2.

3.

4.

5.

FRIDAY

1.

2.

3.

4.

5.

Cindy Ertman's Time Is Money Guide



About Cindy Ertman

Cindy Ertman is a great leader, author, coach, speaker and success strategist with an unwavering commitment to make a difference in the lives of others.

As Executive Vice President and National Sales Manager, Cindy has helped build one of the top mortgage companies in the country, RPM Mortgage. She has been acknowledged as one of the *Top 100 Most Influential Mortgage Executives in America* by *Mortgage Executive Magazine*—three years in a row. She also is a long-time expert faculty member for Vantage Production.

In 2014, Cindy launched The Defining Difference, a success-based coaching and training company committed to training people on Choice Mastery and how the power of intentional choice can create a defining difference to move them from a life of status quo to living life by design.

Cindy is also a talk-show host, founding member of the Association of Transformational Leaders, and a graduate of Jack Canfield's "Train the Trainer" program. In addition, Cindy serves on an educational advisory council in her local community and is committed to supporting education related initiatives and projects.