



Elite Club Committee Article **Elite Club #45 May 2019**

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After doing some searching and a little thought of what I was going to write about, I decided that I was going to combine some topics that coach gave to me.

First of all, I don't enjoy telling my story or talking about myself since I seriously don't think I'm very interesting or have much of a story to tell at all. But that aside, I have to, since this is for you and our club and Lisa always wants us to dig deep and get out of our comfort zone. And this for me is wildly out of my comfort zone.....

I guess that leads me into my first little question she asked of how I was able to get into the top 5%. I have to say I got there due to some pretty crazy life changes that I won't get into in this article, but it was right around the time I started coaching about 3.5 years ago. I made a decision then, that coaching was going to be my way to achieve new success and grow. What did I have to lose other than growth and/or conquering fear?! NOTHING! So, I got in the first coaching program I could. And for those that are in coaching now, you have it freaking easy street, we used to have 15 assignments every week. It was BRUTAL, but I digress and need to stay on track. I made a decision then that I was going to be in the top 5% in the country. First of all, I'm very competitive by nature and secondly, I HATED sitting towards the back of the room at the presidents club event and no longer wanted that way of life (Moving on up like the Jefferson's). But, due to my life event, I also wanted something different and better. So from that time forward I made a concerted effort in my business to follow the coaching plan and do my projectbook, calls, hand written notes, calls and implement the feedforward I received from Coach. Mind you, growing up I was in sports all year round and got to college from being fast AF, not for my grades.

Then last year, I decided that I would set a very lofty goal that I will share with you. It may sound stupid, but I really don't care what you think. I set the goal that I wanted to be the in house name of title and escrow. You're probably thinking what does that mean and how do you measure that?! Well, what it means to me is that I want to be the person everyone thinks of in my accounts for all things title and escrow. How I measure this is by my numbers and always staying top of mind. I have to consistently get out of my own way and stay in front of my clients. The other way is to ALWAYS be authentic. Always be yourself and true to yourself. Everyone else is already taken. You be you, unless of course you can be batman or superman than always be them for a day. Whoops as you can tell my personality is showing through in this article and that was another thing Coach asked me to touch on. So let's, shall we?

How do you always have quick wit, and rebuttals? Well, it's easy... I assess the situations, I practice my public speaking, and always think of not allowing our industry to get us down. (SMILE) We are NOT performing surgery, we are helping people and providing solutions to their businesses. So again, I'm authentic and use my personality to create lifelong

relationships and my wit just seems to squeeze through. I'm not sure how to teach wit, but you can certainly learn body language and queues from the people you speak with. Also, when you are in front of a group, is that practice? I say it counts as on the job practice, you are performing all the time, you are ON! We are not only in sales, but we are performing and able to keep the most steady acting career of our lives.

So go out there, set your goals bigger and better than before. If your goals don't make you want to puke or sh*t yourself, they aren't big enough. Be consistent in your message and brand, be authentic and true to you. Oh and get out of your own way! YOU are your worst enemy.

Have the best month yet and always stay positive.