



3 PROVEN MINDSET SHIFTS

*to Attract More Leads
and Close More Deals*

WELCOME



In today's competitive real estate market, success isn't just about understanding market trends or having a great marketing plan—it's about your mindset.

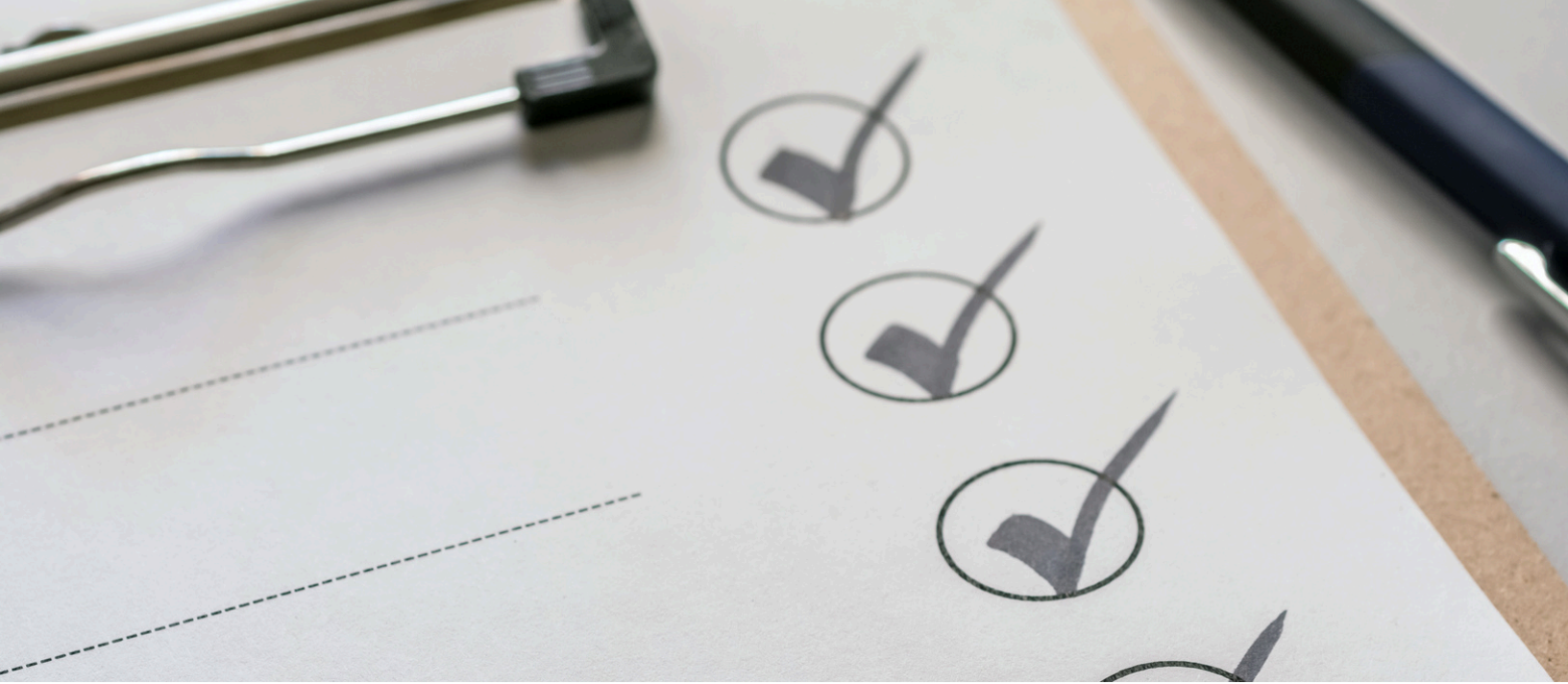
Leading experts like Dr. Joe Dispenza and Bob Proctor have shown that our subconscious beliefs, paradigms, and mental "programming" determine how effectively we can reach our goals.

In this short guide, you'll learn 3 proven mindset shifts that can help you:

- ✓ Break through plateaus and generate high-quality leads,
- ✓ Close more deals consistently, and
- ✓ Build a thriving real estate business without burning out.

Rich Fournier





3 STEPS

01
Reprogram
Your
Subconscious

02
SHIFT
YOUR
PARADIGM

03
ALIGN
INTENTION
WITH ACTION

Mindset Shift #1

REPROGRAM
YOUR
SUBCONSCIOUS

YOUR PERSONALITY CREATES YOUR PERSONAL REALITY

Dr. Joe Dispenza

WHY IT MATTERS

Bob Proctor emphasizes that our “paradigm” (or mental blueprint) governs our habitual behaviour. If your paradigm is set to “playing small,” even the best lead-generation strategies won’t get you far.

HOW TO APPLY IT

IDENTIFY LIMITING PARADIGMS

Complete the questions below:

What’s my default reaction when I see a challenging listing?

How do I feel when prospecting?

If your gut reaction is doubt or fear, **you may have a paradigm that needs changing.**

SET STRETCH GOALS

Create business targets that push you beyond your comfort zone (e.g., “I will close 3 new deals this month” even if you’ve never done more than 1).

Stretch goals disrupt old paradigms by forcing new behaviours.

Using the space below, create two new stretch goals for yourself:

ACCOUNTABILITY

Align with a coach or accountability partner who can spot when you’re slipping back into old paradigms. Regular check-ins (weekly or bi-weekly) will reinforce your new, higher standard.

Mindset Shift #2

SHIFT
YOUR
PARADIGM

PARADIGMS ARE THE MULTITUDE OF HABITS THAT GUIDE EVERY MOVE YOU MAKE

Bob Proctor

WHY IT MATTERS

According to Dr. Joe Dispenza, your subconscious mind drives up to 95% of your daily actions. If it's filled with limiting beliefs—such as “I can't close big deals” or “There's not enough business out there”—your results will reflect those beliefs.

HOW TO APPLY IT

DAILY VISUALIZATION

- ✔ Spend 5 minutes each morning visualizing your next big win—signing a new listing, closing a major deal, or attracting multiple high-quality leads.
- ✔ Engage all your senses in this visualization: What do you see, hear, and feel? This primes your brain to seek out those opportunities.

AFFIRMATIONS

- ✔ Create a list of powerful statements (e.g., “I am a top-producing agent” or “My opportunities are limitless”).
- ✔ Repeat them daily to reinforce positive mental programming.

List five powerful statements or affirmations that you can use daily, below:



MINDFUL MEDITATION

Consider short guided meditations (Dr. Joe Dispenza has several) to calm your mind and shift your mental state into possibility rather than limitation. Meditation helps create the “mental space” you need to rewrite subconscious scripts.

Mindset Shift #3

ALIGN
INTENTION
WITH ACTION

“YOU CAN'T JUST THINK YOUR WAY TO SUCCESS—YOU MUST ACT ON IT”

Unknown

WHY IT MATTERS

Dr. Joe Dispenza's research shows that thoughts create a biochemical response in the brain, but action cements new neural pathways into lasting habits.

Similarly, Bob Proctor teaches the Law of Attraction doesn't work without aligned action.

HOW TO APPLY IT

SET CLEAR INTENTIONS

Define exactly what you want. This could look like the following: "I intend to secure 2 new listings this week" or "I intend to nurture 10 quality leads by Friday." Clarity tells your subconscious mind what to focus on.

Outline your clear intention(s) below:

TAKE DAILY ACTION

Devote at least 1 hour each day to your highest-impact activities: prospecting, following up with leads, or creating marketing materials.

Consistency is key—repetition shapes new neural wiring.

TRACK AND REFLECT

Keep a simple journal or spreadsheet of actions taken, leads generated, and deals closed.

Reflect weekly: “What worked? What didn’t? How can I improve?”

This process strengthens your new mindset and ensures you remain solution-focused.

PRO TIP:

PRINT THE ACTIVITY TRACKER ON THE NEXT PAGE AND FILL OUT EACH DAY TO PROVIDE YOURSELF WITH ACCOUNTABILITY AND AN OPPORTUNITY FOR REFLECTION.

ACTIVITY TRACKER

INSTRUCTIONS

Designate four activities that you will focus on for the week (eg; calls, door knocks, or follow-ups) and enter them in the boxes below. Identify your target numbers for each activity per day (for example; this could be higher on the weekend when most prospects are home). As you progress through the week, accurately input the number of times you complete each action in a day.

MONTH: _____

WEEK: _____

	Mo	Tu	We	Th	Fr	Sa	Su
Activity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Target #:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

	Mo	Tu	We	Th	Fr	Sa	Su
Activity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Target #:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

	Mo	Tu	We	Th	Fr	Sa	Su
Activity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Target #:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

	Mo	Tu	We	Th	Fr	Sa	Su
Activity:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Target #:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Transforming your mindset is the gateway to transforming your business.

By **reprogramming your subconscious, shifting paradigms, and aligning your intention with action**, you'll do more than just generate leads—you'll set the stage for exponential growth in your real estate career.

NEXT STEP:

BECOME AN UNSTOPPABLE AGENT

If you're ready for a deeper dive into applying these principles, check out my **Unstoppable Agent Bootcamp**.

In just 8 weeks, you'll:

- ✓ Master proven lead-generation strategies,
- ✓ Rewire limiting beliefs into powerful paradigms,
- ✓ And learn how to magnetize success through aligned action.

Let's build the future you've always envisioned!



TESTIMONIALS



“Every time we spend time with Rich, we are more productive. He believed in us so much. He makes us feel like we can do whatever we set our mind to.”



"One and a half months in, and Rich has remained true to his promise of commitment. His support and guidance are always right in tune; continuing to reaffirm that I've made the right move by choosing him to be my coach."



Rich Fournier is a performance and life coach who specializes in transforming real estate agents into unstoppable forces in their marketplace.

Drawing on the powerful teachings of Dr. Joe Dispenza and Bob Proctor, as well as over 15 years of real estate experience, Rich helps his clients break free from limitations, embrace new paradigms, and create results that once seemed impossible.



CONNECT WITH RICH!



WANT TO BECOME UNSTOPPABLE?



Enjoy this guide? Feel free to share it with another agent who could benefit—and don't hesitate to reach out if you have any questions or want to learn more about the Unstoppable Agent Bootcamp.