

MILLION DOLLAR ORIGINATOR™ *system*

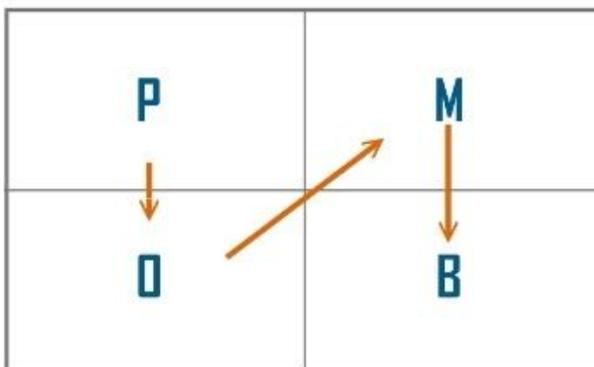
How to Get 2-5x More Applications in 90 Days or Less Without Cold-Calling or Chasing People

The Mortgage Originator's 80/20 Guide to Working Less and Making More

Transform your business. . .

- ★ From unpredictable to highly competitive
- ★ From roller-coaster production to steady income
- ★ From disconnected to in-demand
- ★ From average to industry leader

MILLION DOLLAR ORIGINATOR MINDSET™



Transform from employee, limited mind-set to unlimited business-owner million-dollar mindset



The Million Dollar Originator Mindset™ will reveal where your current business is and what you can do to increase your income with less frustration and wasted time.



The problem that most originators face is not that they don't have enough leads.

- *It's not that they don't make enough money.*
- *It is not that they don't have enough realtor referral partners.*
- *It is not that they are working for the wrong organization with the wrong products.*
- *It is not that they don't know how to create Facebook ad funnels to find their own quality home buyer leads.*
- *It's not even that they pay too much for Zillow leads... (although that is a problem we solve)*

Do you know what the #1 problem that most mortgage originators face?

It's that they don't know which of the 4 MLO mindsets they live by ...

...and because of that, they don't know the REAL reasons they max out their earning potential and can never seem to take the lid off.

Novelist Flannery O'Connor wrote, "To know oneself is, above all, to know what one lacks. It is to measure oneself against Truth, and not the other way around."

Need help? Have questions? Schedule a free ½ hour strategy call at:
[***www.MillionDollarOriginator.com/call***](http://www.MillionDollarOriginator.com/call)

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Most originators struggle to reach higher levels of success simply because they don't know what they don't know about themselves and until you know yourself and what is truly holding you back, you won't be able to make the right changes that will bring your deeply desired results.

Through our work, we found that most mortgage originators live in the "P" and the "O" quadrants and therefore are limited to the income potential that is on the left side of the quadrant.

Approximately 80-95% of all mortgage originators are on the left side of the box and the problem is, they share only 20% of the available profits in their region.

On the flipside- about 5-20% of originators in any given region make 80-95% of the potential mortgage loan income that is available.

The numbers vary depending on the region and some other factors, but the reality is, if you are on the left side, you are not earning to your true potential.

We created this brief video explaining the ***4 Mortgage Originator Mindsets*** so you could figure out which mindset occupies most of your thinking process.

You can view it here - <http://www.milliondollaroriginator.com/8020-mindset-for-mortgage-originators/>

The "P" is for PROCESSOR

If you are a "P" this means that you think and operate most like a processor.

You don't have to be a processor to behave like one.

Processors have the thought processes of an employee and end up with a "punch the clock" outlook.

A "P" typically accepts the leads and workload that are given to them and are not really goal-oriented toward growing their sources of quality leads.

They tend to spend too much time re-writing the same emails and dealing with low-hanging fruit most of the time.

They work just as hard as the "O" and the "M" but they only earn only 20-50% of what the "O" and "M" earn.

This explains why most mortgage originators earn between \$67K and \$72K per year, while other top earning originators bring in \$150K - \$250K or more with the same amount of effort and hours in the work week.

Same amount of effort and time, same level of intelligence - but only making a fraction of what top earners bring in!

Hardly seems fair or right.

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I'll explain more on this later and how to actually uncover hidden 80/20 levers in your daily habits, systems and automation so you can move to the right of the curve and earn what you are truly worth.

The "O" is for ORIGINATOR

The "O" thinks like a true originator and nearly 80% of MLOs spend their time in the "P" and "O" boxes on the left of the quadrant.

The "O" stands for Originator and this simply means they are more consistently proactive with the habits that are required to bring in more quality leads and more applications.

They focus on "originating" and they know they have trained themselves to get out and beat the streets to create more referral partners and maximize the relationships they have.

They may or may not be natural networkers, but they do build their network and influence and are good at building referral partnerships whether they enjoy the process or not.

"O" also stands for "old-school" because, while they can earn more than 6 figures per year, they waste up to 10 hours per week because of old-school habits that they just don't need anymore.

Unfortunately, their habits that create consistent leads and income are maxed out at their own potential of time and energy...

...they are their own bottleneck...

So many MLOs we work with get stuck in the habits of doing things the hard, uphill way.

The hard-working originators on the left side of the quadrant spend way too much time doing \$10-\$25 per hour tasks and therefore never have the time and energy to focus more on the \$100 to \$1,000 per hour tasks.

That's right - in every work day, you are doing some tasks that are worth \$10, some that are worth \$100, and some that are worth \$1,000.

The Million Dollar Originator was developed over 45 plus years of experience in banking, mortgage operation performance enhancement, digital marketing, automation and system building for clients of ours across the country including banks, brokers, credit unions and individual MLOs that we have coached and helped become top regional and national earners.

The consistent truths we saw in every situation were exactly like we are showing you in the Million Dollar Originator Mindset Quadrant™.

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Most originators are stuck in the “P” and the “O” square, and only dabble in the “M” square (but they don't have to be).

Occasionally they read or hear about top national performers and they daydream about what it must be like to be in the right side of the quadrant, even though most originators don't even know this quadrant exists and it predicts their habits, their lifestyle, their day-to-day operations, and their income potential.

It is more of an x-ray than a crystal ball because it reveals where you really are in an honest way.

The “M” is for MARKETER

The “B” is for BUSINESS OWNER

So how do you get to the “M” and the “B” quadrant?

Do you want to get there?

Do you want to know how?

We will show you how when you schedule your free ½ hour 80/20 strategy call.

We can help you save 2 to 5 years of frustration and pitfalls on your free strategy call.

Go here to schedule: <http://milliondollaroriginator.com/call>

What to expect on the call...

On the call we will help you map out your own 12-month strategy and we'll uncover the 3 biggest barriers that are keeping you at your current success level. At the end of the call, we will ask you if you would like to join one of our Private Consulting Group Programs where you can join other like-minded mortgage originators who are on the same success journey, or if you want, you can choose to implement the strategy on your own.

The better you get at “seeing” 80/20 levers in your business, habits, systems, and automation, the easier you will be able to move more of your routine from the left to the right of the quadrant, and increase your ability to earn more with less effort, wasted time, frustration and worry.

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MDO 80/20 ORIGINATOR CHART™

In every person's work day, there are tasks that vary in value from \$10 per hour tasks, on up to \$10,000 or more per hour tasks, depending on the industry.

Even with a salary of \$35,000 per year, an office administrator has tasks that bring in a return of \$1,000 or more per hour.

It is no different for mortgage originators.

The more you can focus your time on the 20% activities that bring in 80% of your revenue, the more you can move to the right side of the 80/20 value curve and either outsource, automate, or hire someone to do the lower value tasks.

The lower value tasks still need to get accomplished in most cases, but by working smarter and investing your time doing the tasks on the right side of the 80/20 curve first, you will experience more income with less effort and less time invested. This is what it means to work smarter, not harder!

Directions: Use this chart to map out all of your activities in a work week. Then focus on prioritizing the most valuable task first, i.e. those tasks that will bring your biggest return!

\$10 / hour	\$100 / hour	\$1,000 / hour	\$10,000 / hour	Action required
Cold-calling realtor prospects	Automating an ad funnel to attract realtor partners	Negotiating with top producing realtor partner in person	Secure an exclusive referral partnership from top producing realtor	Where do you need to refocus your weekly tasks? Identify where you are and re-prioritize to move from left to right on this chart
Typing text messages	Crafting text messages that get results / convert	Automating text messages that convert	Using a system that follows up with prospects and prequalifies via automated text series	Ex: Get an automated texting system and use message campaigns that work
Typing Emails	Creating quality email message templates that convert & split testing them	Automating delivery of high quality email messages to high quality prospect leads	Building automation that will qualify and sort leads to bring ready-to-buy clients to the surface	Ex: stop typing the same email over and over. Create templates and use a service that can split

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What to do next...

GET YOUR FREE MILLION DOLLAR ORIGINATOR 80/20 STRATEGY SESSION TODAY

>> VISIT: www.MillionDollarOriginator.com/call <<

LIMITED TIME ONLY - LIMITED SPOTS AVAILABLE

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Next Step?

FREE AUTOMATION
STRATEGY CALL
& BLUEPRINT

VISIT

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LIMITED SPOTS REMAINING

What others are saying. . .



"This is what separates the true winners from the rest of the pack"
– A.J. Frint – Sales Manager



Being a brand new loan originator, I hired Tim as a coach to help me get started. Tim offers great ideas and help to keep me focused on the work that matters. I am making new productive connections every day. His coaching help is more than worth the investment.

– Matt Walsh – Mortgage Originator – Jupiter, Florida



"This is pure gold!"
– Miles Miller – Mortgage Originator – Columbus, Ohio

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