

ACTIVE WATCH-ALONG WORKBOOK

The Major Key to Your Better Future Is You

JIM ROHN | REAL ESTATE AGENT STUDY GUIDE

This is not a summary. It is a workbook designed to make you watch, listen, write, and apply.

NAME	
DATE STARTED	
DATE COMPLETED	

VIDEO

<https://www.youtube.com/watch?v=ZwpAsl6SaCM>

Approximate runtime: 2 hours, 23 minutes

THE QUESTION TO CARRY THROUGH THE ENTIRE SEMINAR

Who do I need to become to build the business and life I say I want?

BEFORE YOU PRESS PLAY

How to Use This Study Guide

The goal is to turn a great speech into a personal operating system. Complete the workbook while the video is playing. Pause whenever you need more time to write.

COMPLETION STANDARD

- ☐ Fill every listening blank from the video. Do not use a summary or answer key.
- ☐ Write at least one personal note in every module.
- ☐ Complete every orange “Apply to Real Estate” box.
- ☐ Pause the video when a question requires more thought.
- ☐ Finish with a specific 30-day behavior change, not just an insight.

Three Rules

1. Do not treat this like entertainment. Rohn repeatedly tells the audience to make success a study.
2. Do not write what sounds impressive. Write what is true about you and your business.
3. Do not finish with motivation. Finish with a decision and an action.

REFLECT Before watching: What result do you most want from your real estate career over the next 12 months?

REFLECT If that result does not happen, what do you currently believe will be the main reason?

REFLECT Who do you suspect you may need to become in order to make that result more likely?

MODULE 1

Becoming Before Getting

Rohn begins by changing the question from “What can I get?” to “Who can I become?”

0:00–7:00

WATCH FOR: personal development, success, becoming, and the seminar’s central theme

LISTEN + COMPLETE: You can have more than you’ve got because you can _____ more than you are.

LISTEN + COMPLETE: Unless you change how you are, you’ll always _____ what you’ve got.

Rohn says income does not far exceed _____.

According to Rohn, success is something you _____, not something you _____.

The major question to ask on the job is not “What am I getting?” It is: “What am I _____?”

LISTEN + COMPLETE: The _____ key to your better future is _____.

REFLECT What are you becoming in your current real estate career—not just what are you earning?

APPLY TO REAL ESTATE List three qualities your future level of production will require you to develop.

MODULE 2

Value Makes the Difference

The marketplace cannot give you more hours. You can become more valuable inside the hours you already have.

7:00–13:00

WATCH FOR: why similar people earn different amounts and how value changes economic results

The key word Rohn gives for explaining different economic results is: _____.

LISTEN + COMPLETE: You can't get more _____, but you can create more _____.

Rohn's first lesson of economics: We primarily get paid for _____.

What are five "above-average" human qualities Rohn tells the audience to develop? Capture as many as you hear.

LISTEN + COMPLETE: Learn to work _____ on yourself than you do on your _____.

REFLECT Where are you currently asking the marketplace for above-average income while still delivering average skill, effort, preparation, or follow-up?

APPLY TO REAL ESTATE What are the three highest-value skills you could improve over the next 90 days?

MODULE 3

For Things to Change for You, You Have to Change

Rohn stops waiting for the decade, economy, or circumstances to rescue him.

13:00–18:00

WATCH FOR: Earl Shoaff's blunt advice, changing conditions, and "opportunity mixed with difficulty"

LISTEN + COMPLETE: For things to change for you, you've got to _____ .

Before learning this lesson, Rohn says his philosophy was essentially: "I sure hope _____ will change."

Rohn describes the last thousands of years as: "_____ mixed with _____."

LISTEN + COMPLETE: The only way it gets better for you is when _____ get _____ .

REFLECT What condition have you been waiting to improve before you fully commit to your business?

APPLY TO REAL ESTATE Translate the question "When will the market get easier?" into a question that puts useful responsibility back on you.

MODULE 4

The Four Seasons

You cannot eliminate winter. You can become someone who handles winter better.

18:00–26:45

WATCH FOR: winter, spring, summer, fall, and the four major lessons in life

Complete Rohn's two setup phrases:

1. Life and business is like the changing _____.
2. You cannot change the _____, but you can change _____.

WINTER — Handle Difficulty

LISTEN + COMPLETE: Don't wish it was _____. Wish you were _____.

LISTEN + COMPLETE: Don't wish for less _____. Wish for more _____.

LISTEN + COMPLETE: Don't wish for less challenge. Wish for more _____.

APPLY TO REAL ESTATE What is your current "winter" in real estate? What skill or wisdom would make you better able to handle it?

SPRING — Take Advantage of Opportunity

Rohn says you must learn to "take _____" of the spring.

Complete the line: Get good at "planting in the _____ or begging in the _____."

APPLY TO REAL ESTATE What opportunity is available to you right now that you have not fully planted into?

SUMMER — Protect What You Start

Two short phrases from this section:

"All good will be _____."

"All values must be _____."

APPLY TO REAL ESTATE What good business habit, lead source, farm, relationship, or system have you started but failed to protect consistently?

FALL — Reap Without Complaint

Rohn calls accepting full responsibility one of the highest forms of human _____.

Reap without _____ if you do well, and without _____ if you do not.

REFLECT Look at your current harvest. What part deserves celebration? What part deserves ownership rather than complaint?

MODULE 5

Put Yourself on the List

This is the emotional center of Rohn's responsibility argument.

26:45–35:57

WATCH FOR: the blame list, the mirror, two salespeople in the rain, and “starting tomorrow”

As Rohn lists reasons he was not doing well, write down at least six things he blamed.

LISTEN + COMPLETE: Big problem with your list: _____.

Rohn tears up the old list and writes one word on the new sheet: _____.

LISTEN + COMPLETE: It's not what _____. It's what you _____.

Summarize the two salespeople-in-the-rain example. What was identical? What was different?

Rohn's “starting tomorrow” question, in your own words:

REFLECT Write your current “reasons I'm not doing better” list. Do not censor it.

APPLY TO REAL ESTATE Now circle the items you cannot control. For everything else, write one action you can own.

MODULE 6

Discipline and Self-Motivation

Insight becomes useful only when you can make yourself do the necessary things.

35:57–41:37

WATCH FOR: enthusiasm versus discipline, little disciplines, and self-motivation

Rohn says enthusiasm alone will not do the job. The “new excitement” is called _____.

LISTEN + COMPLETE: Get excited over your ability to make yourself do the _____ things.

Rohn says to start with the _____ disciplines because they build the muscle for bigger challenges.

Why does Rohn call “self-motivation” the only kind of motivation that really exists?

REFLECT Which necessary real estate activity do you repeatedly avoid when you do not feel motivated?

APPLY TO REAL ESTATE Choose one small daily discipline that would materially improve your business if you kept it for 30 straight days.

MODULE 7

Make Success a Study

A professional does not “wing it.” A professional studies how the game works.

41:37–52:00

WATCH FOR: ideas, journals, study, curiosity, reading, and learning how life works

Rohn’s first practical step to life change: “Find out _____.”

When Rohn says “I don’t have any money,” Shoaff reframes the problem as a lack of an _____.

LISTEN + COMPLETE: Don’t use your head for a _____.

Rohn tells the audience to capture useful ideas in a _____ and revisit them through _____.

LISTEN + COMPLETE: If you wish to be successful, _____ success.

LISTEN + COMPLETE: Don’t leave it to chance. Make it a _____.

What four childlike qualities does Rohn highlight?

Rohn says successful people are good _____. One book might save you _____ years.

LISTEN + COMPLETE: Don’t be a follower. Be a _____.

APPLY TO REAL ESTATE What part of real estate are you currently trying to “wing” instead of deliberately study?

APPLY TO REAL ESTATE What will you study for the next 30 days, and how will you capture what you learn?

MODULE 8

The Law of Use

Ability that is not exercised tends to atrophy.

52:00–58:00

WATCH FOR: the law of use, the parable of the talents, and forfeiting unused capacity

Complete the law: “Whatever you don’t _____, you _____.”

Rohn expands the law beyond physical ability. List four human qualities he says can be lost through disuse.

What is the lesson of the servant who buries his talent rather than using it?

APPLY TO REAL ESTATE What professional ability are you currently allowing to weaken because you are not using it enough?

MODULE 9

Sowing and Reaping

The commission is a harvest. Most of the work that produced it happened earlier.

58:00–1:10:40

WATCH FOR: sowing, reaping, the mirror, multiplication, hail, opportunity, and the cost of not planting

Complete the law: “Whatever you _____, you shall _____.”

Rohn reverses the law to make it personal: “Whatever you _____ is what you’ve _____.”

If you do not like the crop, where does Rohn tell you to look?

Why is the farmer-and-hail example important? What does it add to the responsibility message?

LISTEN + COMPLETE: Can is not the question. _____ is the question.

What happens if you do not sow at all?

REFLECT What harvest are you expecting from your business that your current level of sowing does not justify?

APPLY TO REAL ESTATE List the “seeds” you must plant every week for the next 90 days (calls, follow-up, open houses, content, appointments, etc.).

MODULE 10

Reasons, Goals, and Designing a Life

Goals become powerful when they are connected to reasons that actually matter.

1:14:00–1:48:25

WATCH FOR: reasons, dreams, short-range goals, economic goals, planning, writing goals, asking

LISTEN + COMPLETE: It's easy to let life deteriorate into making a _____ instead of designing a _____.

Shoaff tells Rohn that if he had enough _____, he could do incredible things.

LISTEN + COMPLETE: Reasons come _____. Answers come _____.

What happens in the Girl Scout cookie story? Why does it matter?

Write one line from the Budget Finance story or the Robert Dew story that struck you, and explain why.

LONG-RANGE GOALS — DREAMS

Write the four kinds of questions Rohn uses to stimulate long-range dreams (Where? What? Be? See?).

REFLECT What do you want your life and business to look like 3–5 years from now?

SHORT-RANGE GOALS — CONFIDENCE BUILDERS

Why does Rohn call short-range goals “confidence builders”?

APPLY TO REAL ESTATE Write three 30–90 day real estate goals small enough to measure but important enough to build confidence.

THREE CATEGORIES OF GOALS

1. _____
2. Things
3. _____ development

REFLECT What personal-development goal would make your economic goal easier to achieve?

LISTEN + COMPLETE: Many people work hard on their job, but they don't work hard on their _____.

LISTEN + COMPLETE: The future does not get better by _____. It gets better by _____.

Rohn says your goals are affecting you. What does he mean by that?

ASK

Rohn says asking is the beginning of _____.

The bigger problem may not be receiving. It may be failure to _____.

Rohn's two ways to ask: Ask with _____ and ask with _____.

APPLY TO REAL ESTATE What are you currently asking too vaguely or too timidly for in your career? Rewrite it specifically.

MODULE 11

Diseases of Attitude

Good plans are vulnerable to bad thinking habits.

1:48:25–2:15:03

WATCH FOR: indifference, indecision, doubt, worry, over-caution, pessimism, mental inputs, and complaining

Rohn's opening reminder: "Negative is _____." The job is to learn to _____ the negative.

Complete the contrast: "Enterprise is better than _____."

Rohn warns that a week of _____ could cost a year of repair.

ATTITUDE	LISTEN FOR	MY NOTE
Indifference	What image does Rohn use about drifting and the mountain?	
Indecision	Why does he call indecision mental paralysis?	
Doubt	What does Rohn say about self-worth and progress?	
Worry	What is the difference between difficulty and worry?	
Over-caution	What is the "bill for not trying"?	
Pessimism	How can the way we think things are affect us more than the way they are?	
Complaining	How is repeated complaining different from problem-solving?	

LISTEN + COMPLETE: If you think trying is risky, wait till they hand you the bill for _____

.

LISTEN + COMPLETE: Every day stand guard at the door of your _____ .

REFLECT Which “disease of attitude” is most dangerous to your real estate business right now? What does it look like behaviorally?

APPLY TO REAL ESTATE What do you need to stop feeding your mental factory? What do you need to feed it more often?

MODULE 12

The Day That Turns Your Life Around

Disgust, decision, desire, resolve—and then action.

2:15:03–2:22:56

WATCH FOR: the four emotions that can change a life and the final move from feeling to action

1. Disgust says: “_____.”

REFLECT What are you finally tired enough of to change?

2. The second emotion is _____.

LISTEN + COMPLETE: If it’s easy, do it easy. If it’s hard, do it hard. Just get it _____.

REFLECT What decision have you been postponing that would simplify the next step?

3. The third emotion is _____. Rohn says it comes from inside but can be triggered by outside experiences.

REFLECT What do you want badly enough that it could pull more discipline out of you?

4. Resolve says two powerful words: “_____.”

Rohn’s childlike definition of resolve: promising yourself you will never _____.

REFLECT What are you willing to stay with long enough to become good at?

The final trigger that converts all of this into a different life is: _____.

LISTEN + COMPLETE: Don't just be listeners. Be _____ .

APPLY TO REAL ESTATE What will you do within the next 24 hours because you watched this seminar?

MODULE FINAL

Integration: Who Do You Need to Become?

Do not finish by writing what you learned. Finish by writing what you will become and do.

PART 1

Your Personal Responsibility Audit

The external condition I have spent too much energy blaming is:

The part I can own is:

The skill I need to build is:

The behavior I need to stop is:

The behavior I need to start is:

PART 2

Your Value-Building Plan

Skill #1 I will deliberately develop:

Skill #2 I will deliberately develop:

Skill #3 I will deliberately develop:

PART 3

Your 30-Day Discipline

The one daily discipline I will keep:

The minimum standard (specific number/time):

How I will track completion:

What I will do when I do not feel motivated:

PART 4

Your Sowing Plan

The 90-day harvest I want:

The weekly seeds required to make that harvest possible:

PART 5

Your Reasons

Why does this business goal matter to me?

Who else benefits if I become the person capable of achieving it?

What will it cost me if I stay the same for another year?

PART 6

Your Identity Statement

Complete this only after you have finished the video and the workbook.

To build the business and life I want, I must become the kind of agent who...

MODULE 30-DAY

Personal Change Contract

Turn the seminar into one month of observable behavior.

For the next 30 days, I commit to:

I will do this on these days / at this time:

My minimum standard is:

I will track it using:

If I miss one day, my recovery rule is:

The reason this matters to me is:

SIGNATURE

DATE

MODULE CLOSING

The Question Rohn Leaves You With

LISTEN + COMPLETE: Starting tomorrow, what are you going to _____ that will make a difference?

REFLECT Write the answer in one sentence. Make it behavioral and specific.

THE MAJOR KEY TO YOUR BETTER FUTURE IS YOU.

Study it. Decide. Act.