



May 11,2006

Ray Stuchly
Leadership Management Institute
126 Southcote Rd.
Riverside, Illinois 60546

Dear Ray:

Thanks for the opportunity to discuss the "difference" you and your systems have made in my life the past 15 years. That's right I said 15 years. Where has the time gone?

In 1985 I made my way from a small farm town in N. central Ill to seek fame and fortune in the Suburban real estate market. What a surprise when I was offered a desk and a phone and encouraged to "make it Happen". I assumed they were talking about money but wasn't sure.

For the next 5 years I tried like hell to make it happen. The results were not great. I was busy, real busy but not a lot of money. That's the worst kind of busy to be. I remember Ray calling me and calling and calling and...well you know. Finally we made an appointment that I was able to keep. I was busy after all!

Patently Ray explained the program and clearly identified the benefits and was able to relate these to me specifically and to my industry. My first thought, "I'm too busy to do this!" Well Ray insisted and I purchased the program.

Every week I would get a call from Ray and I would pretend to have done the lesson. After a couple weeks I finally did a lesson then another and another. Suddenly almost magically I was finding the time to listen to the tape, read my lesson and do the plan/homework. The more time I spent "doing the plan the more time I had on my hands.

The more time I had the more clear I got about "making it happen" and actually came up with a definition and a set of parameters or action steps. The action steps lead to understanding the objections I would have to overcome to get to my financial goals. Of course with some additional time on my hands I was able to think through to find the solutions to these problems.

Then the lightening bolt hit. What if I applied this strategy to my suspects, contacts and prospects? What if I worked to understand their goals and help them to define the problems or obstacles? Together we could then team up to resolve the issues. I could use my real estate expertise and they would add their company's needs and financial parameters. It started to work.



The strategy I had used for my own career to become a better broker and "make it happen" was the answer to every business requirement real estate related or not. I decided I needed to create a plan specific to the real estate business that the end users would easily identify and understand.

Starting in 1991 I doubled my income every year for 5 straight years was offered a partnership at the company for which I worked and get this; offered the sales managers position to help the company grow. None of these were on my goals list. Making money, being well respected in the industry those were on my list. The partnership and position were bonuses if you will for the path I was walking.

How many incredible inventions or breakthroughs have been found as a by product of another plan or process? Most is my answer, but the key is to be working a plan. You can only work a plan if it is written and if it is studied regularly and updated. These days I review my plan every week just like I did 15 years ago. Now I spend 15 minutes back then I spent an hour, after all I had all the free time!

Today I own a commercial real estate company. I have 12 salespeople and 2 support staff. We are a niche company targeting Chicago based entrepreneurial companies requiring industrial office or retail space with a minimum of 5000 square feet in the I80, 55, 88 and 90 Corridors. Is that precise enough for you? It's no accident that those 25 words or less have been well thought out.

Every person in this organization is required to create a Mission Statement and write annual business plans. . Shortly the support staff will be involved in the Effective Personal Productivity Process.

I have not related much about my personal goals, but all of my goals are updated quarterly. I am as diligent in applying the process to all areas of my life and have numerous successes and more balance in my life because I do.

Sincerely,

Daniel P. Cawley
President
Cawley Chicago Commercial Real Estate