

C hapter 22

Sue Woodard

Minnesota

Working in the Industry Since 1993

Niche – Referrals

Not only is Sue Woodard a successful originator in the mortgage industry, she is also a speaker who encourages others to become experts in the field as well. Over the years Sue has developed her business by taking action. In fact, her team often teases Sue about her “10 step action plans.” Sue explains, “We don’t have time to just *talk* about ideas, we have to make them happen or move on.”

Part of Sue’s process is to decide whether to “use it,” “bank it” or “dump it.” Banking an idea is for those items she can’t move forward on immediately, so it gets “banked” and re-evaluated in 30 days. Those ideas that Sue plans to use are broken down into clear steps with dates and timeframes. “It’s easy to get overwhelmed trying to make change. But when you break it into small steps and then *take action*, it really creates momentum and magic.”