

## Projecting Confidence to Close More Deals

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### Projecting Confidence to Close More Deals

You may be the most capable real estate professional in your area. Perhaps you know the local market inside out. You may be a master negotiator with a penchant for matching the perfect home with the perfect buyers. However, if you don't actually *convey* strength and competence when you make that initial impression, you may end up losing business to someone who does—even if you're the better candidate!

The *good* news is that powerful self-esteem is perfectly attainable. The following tips may help you gain more business, close more deals, and lead a happier, more confident life.

**Strong Body Language:** In October of 2012, Dr. Amy Cuddy made waves across the Internet with her TED.com talk exploring the link between body language and self-confidence (click [here](#) to view this remarkable video). Her research reveals the relationship between body language and the chemical reactions in our brains that produce self-esteem.

When we carry ourselves in a confident manner (e.g., using wide gestures and open body language), our bodies release hormones that create a sense of empowerment. In other words, we can become more confident by *acting* more confident. Instead of "faking it until you make it," Dr. Cuddy advises us to "fake it until you *become* it."

**Positive Self-Talk:** Remember Stuart Smalley, a Saturday Night Live character from the mid-90's famous for his daily affirmations? Stuart took it a bit too far, but research backs up the efficacy of positive self-talk.

Changing the way you think about yourself can help make lasting physical changes to your neural networks. It may sound strange, but thinking is just another behavior—a physical phenomenon that arises from a series of chemical reactions between neurons. As Ralph Waldo Emerson said nearly two centuries ago, "A man is what he thinks about all day long."

**Doing What You Fear:** Psychological research has repeatedly revealed that the best means of overcoming a phobia of any kind is gradual, repeated exposure to the phobic stimuli. In other words, if you're afraid of something, walk toward it—but do so in baby steps. Whether it's public speaking or calling up past clients to ask for referrals, the more you do it, the easier it becomes.

Your chosen profession is one of the most challenging—and rewarding—in the world! Real Estate agents have to be sensitive to their clients' needs, yet aggressive enough to market themselves to their communities and negotiate on their clients' behalves. When you approach the psychological aspect of

real estate sales with the same tenacity you apply to every other facet of your business, you open yourself to a world of success.

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