

## Thinking outside the box

It all started back when I was 6, this striking pair of Nike shoes was on my mind but after searching through my tiny pockets, I came up with about 27 cents. I wanted these shoes very badly, but what was I to do?

Unfortunately my credit with the parental lending division wasn't very well established, and at this point they were a little too good at hiding their money. If I wanted to obtain these wonderful kickers, it was up to me, myself and I. Operation Nike was in full effect. At first, it started as a one man operation until demand for my product grew to levels beyond my expectations. I was forced to bring my five year old sister in the business, luckily for me she had no idea the concept of being paid for work. Needless to say, her cut didn't really affect my over all profits.

My brilliant plan was to sell unopened products from my mother's fridge: I could get up to four or five dollars for an unopened brick of cheese! My profit margin was huge- 100% to be specific! To this day, I still can't believe my neighbors continued to purchase the bootleg groceries. Operations went well for about a month until the day my mother caught me depleting her fridge and figured out what was going on. To be honest, I thought what I was doing was perfectly acceptable. The point of this story is if you want something, go get it. Where there's a will, there's a way. I was forced to think outside the box at a very young age and continue to use these methods throughout life.

Whether you are a mortgage broker or a realtor, to be successful these days, one must look past typical marketing and be creative. Holding an open house that has been simply marketed on MLS just won't cut it. Handing out feature sheets and crossing your fingers, again, just isn't enough. Have passion for what you do and don't be afraid to take risks. Did I get my first TV spot by accident? Of course not. I creatively placed myself around the right people, and when the time was right, I pushed further. Persistence is the key to success. I am not suggesting you do exactly what I do- you need to find what works for you. Renting an airplane to flyer a banner over the fireworks might be a wonderful ego trip but doesn't necessarily bring in deals. Social media is the next frontier in marketing, are you on top of it? I suggest contacting

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