1. Create a list of the weak links in the chain of your business, for exp:
    a. Not enough sales – ask why not?
    b. Not enough listings – keep asking why not?

2. Ask how, do you know that is the problem? Why? Why else? What's that?
    a. Not enough sales - Why? Why? Why? Why else? What's that?
    b. Not enough listings –Why? Why? Why? Why else? What's that?

3. Turn the list into a positive list as if completed. Write them down.

4. Group the necessary conditions by the function, like marketing, expired, buyers, web presence, content, advertising, outsourcing etc.

5. Ask of each system in the positive statement category; what do top producers do to generate enough leads? Start listing what is needed.
    1.
    2.
    3.
    4.
    5.

6. Make a list in each area of what is needed.

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5. We look in each of those necessary conditions and ask for each number on the list:

    a. What are the symptoms that are preventing that?

    b. What are the undesirable effects that are preventing that?

6. You create two columns by asking, after you've identified those symptoms –

    a. Why is that happening?

    b. Why is that happening?

7. Then you take all of those and you move them over to a map and then you start asking why, why, why a whole bunch of times and those clusters will expand, you'll find that they start interconnecting and that over asking why, why, why, they'll converge. They'll come down to just a few core problems that will give you the insight of the one thing that you need to change to make your business grow the maximum.

8. What is really causing all of these problems?

9. What can you start doing right now to fix it? Okay, do it and report back.

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