

## The Fred Wilson Production Model®

### FWC Lexicon

*“For fewer fails in sales,  
learning leads to earning.”*

### Glossary of Terms

- [Achievement Dynamic, The](#)
- [Adjustment Standard, The](#)
- [Antidote for the Blues](#)
- [Apex Agent](#)
- [Approach Anxiety](#)
- [Arts & Crafts](#)
- [Ask-to-Listen Technique](#)
- [Big Question](#)
- [Big Reveal, The](#)
- [Book of Concordance](#)
- [Business on Demand](#)
- [Busyness, The](#)
- [Client Profile, The](#)
- [Coastosis](#)
- [Compounding Effect, The](#)
- [Conceptual Proportunity](#)
- [Conversation Compass](#)
- [Creative Avoidance](#)
- [Cross Pollination](#)
- [DaySet](#)
- [Deal Chain](#)
- [Discovery Mode](#)
- [Discussion of Discovery](#)
- [Driver Disconnect](#)
- [Empathy Script, The](#)
- [Excellence In Action](#)
- [Fail Effect, The](#)
- [Flip Call](#)
- [Flowchart of Success](#)
- [Flow of Info](#)
- [Flow Response, The](#)
- [Four Components of Success](#)
- [Four Cornerstones, The](#)
- [Four Essential Elements, The](#)
- [Four Questions, The](#)
- [Fred's Rule](#)
- [Fred Wilson Production Model®](#)
- [Future Focus](#)
- [Future-Model](#)
- [Gap Frame](#)
- [GoalSet](#)
- [Going Beyond the No](#)
- [Head Knocking](#)
- [Holding an Open Day](#)
- [Hood Knocking](#)
- [Immutable Laws of Achievement, The](#)
- [Impact Question](#)
- [Interaction](#)
- [Just One More](#)
- [Law of Acceleration, The](#)
- [Law of Action, The](#)
- [Law of Addition, The](#)
- [Law of Adjustment, The](#)
- [Law of Attraction, The](#)
- [Lead Fixation](#)
- [Lean In, The](#)
- [Live-Learning Link](#)
- [Loop of Failure](#)
- [Loop of Success](#)
- [Make Today Pay](#)
- [Mechanics of Interaction](#)
- [Million Dollar Bonus](#)
- [MindSet](#)
- [MoneyMaker](#)
- [Morning Get-Set, The](#)
- [Natural Progression](#)
- [N-E-X-T](#)
- [No Means Next Opportunity](#)
- [Now Business](#)
- [Now-Model](#)
- [Open Office](#)
- [Oppiphany](#)
- [Opportuneur](#)
- [Opportunitive](#)
- [Opportunity Is Everywhere](#)
- [Paradigm Shift](#)
- [Paradox of Life, The](#)
- [People Aversion](#)
- [Permutations of Change](#)
- [Perpetual Production](#)
- [Personal Daily Concordance](#)
- [P.L.A.N.](#)
- [Power Statement](#)
- [Prejoy](#)
- [Preparation Syndrome](#)
- [Presentation Domination](#)
- [Principle of Benefit & Interest](#)
- [Production Game, The](#)
- [Production Modelist](#)
- [Proportunity](#)
- [ProSpecting](#)
- [Question of Opportunity, The](#)
- [READI Score™](#)
- [Real Estate Attraction](#)
- [Sales Entropy](#)
- [Sales Production Secrets™](#)
- [Scarcitive](#)
- [Seize the Flow](#)
- [SelfGovernment®](#)
- [Seven-Day Lead](#)
- [Snap Call](#)
- [Someday Lead](#)
- [Spontaneous Production](#)
- [Stuffitis](#)
- [Success Equation, The](#)
- [Success Tracker](#)
- [Talk-To](#)
- [Talk-To Template](#)
- [TGIF](#)
- [Third Law of Success, The](#)
- [Todaily](#)
- [Transition Phrase](#)
- [Triangulation for Truth](#)
- [Twelve Tenets of Opportunity](#)
- [Vending Opportunity](#)
- [Wheel of Production, The](#)
- [WhyPower](#)
- [WordSet](#)

**Achievement Dynamic, The:**

The third audio in the Fred Wilson success trilogy, “Excellence In Action,” following “The Untold Promise” and “The Seminal Question.” An audio discussing a proven process for achievement, it empowers and enables listeners to realize more of what they want in life.

**Adjustment Standard, The:**

Originating from the Law of Adjustment—a key Immutable Law of Achievement—and based on the Principle of Determination & Direction in life, which observes that “You adjust to the standards you set.” The fact that your standards determine and prompt your behaviors.

**Antidote for the Blues:**

Calling 10 people—a remedy, or cure, for feeling emotionally down. When frustrated or discouraged from the worrisome and sometimes unfair side of the real estate business, the simple act of getting on the phone to talk with people will quickly improve your mood.

**Apex Agent:**

The term used to describe agents at the top of the business-generation food chain in real estate sales. Not the agent with the biggest brand, the largest team, or who makes the most money, but the agent capable of identifying new business at any time and in any situation.

**Approach Anxiety:**

A common mental/emotional condition suffered by many real estate agents, in which excessive concern—worry, fear, nervousness—over being rude and/or bothersome, and thus unwelcome, inhibits and limits their tendency to approach and talk with people.

**Arts & Crafts:**

Occupying yourself with less important but seemingly productive tasks at the expense of focusing your limited time, bandwidth, and effort on high-priority activities. Clinically known as Creative Avoidance, it’s a practice that holds you back from achieving your objectives.

**Ask-to-Listen Technique:**

A highly-specific yet simple investigative technique used when speaking with someone, in which you ask a question based on the immediately-previous thing that was said to you. Done repeatedly, the technique prompts a series of questions with informative answers.

**Big Question, The:**

A memorable alliteration connecting six essential one-word questions: who, what, why, where, when, and whom. Used to increase the odds of success regarding the viability of a prospective client by asking, “Who is going to do what, why, where, when, with whom?”

**Big Reveal, The:**

A comprehensive collection of audio recordings by Fred Wilson, created to help you master his Production Model® for success in real estate sales. A learning resource that enhances your understanding of and approach to opportunity, achievement, and success.

**Book of Concordance:**

Your book of everything “you.” Your personal repository—whether a notebook, journal, diary, digital file, or vision board—where you keep, organize, and review your private notes personal reminders, and self-made agreements about how to best experience your life.

**Business on Demand:**

Empowered by a specific mindset and enabled through a particular set of skills, a capacity demonstrated by certain real estate agents to do business when they generally would like. In essence, the learnable and valuable ability to generate new business when needed.

**Busyness, The:**

A state of active ineffectiveness. Business spelled with a “y” alters not only the word’s pronunciation but also its meaning, changing it from a type or form of occupation to being overly occupied with less important yet time-consuming tasks that limit your effectiveness.

**Client Profile, The:**

Not a record for a specific client, but a method for determining the viability of a potential client by asking yourself a series of five questions. A process for assessing if a person needs and wants your help, and whether they are cooperative, exclusive to you, and ready now.

**Coastosis:**

A wordplay combining the verb to coast (to move without using an engine) and the word-forming suffix “-osis” (a hindering abnormal condition). A success-limiting state in which you chronically ease up and, as a result, back off in the pursuit of your intended objective.

**Compounding Effect, The:**

By effectively orchestrating your daily approach toward business generation, you lay the foundation for success in sales. Through repeated application of that same process from day to day, success generates success and builds—or compounds—into still more success.

**Conceptual Proportunity:**

In contrast to a regular proportunity (i.e., an opportunity property that actually exists), a fictional property that therefore occurs in concept only. Even though not real—and thus not an actual property for sale—its use is effective in generating reactions and gauging interest.

**Conversation Compass:**

A custom, one-of-a-kind learning application developed for the use of active members at Fred Wilson Coaching. The app enables users to listen to, break down, and closely study live interactions (aka discussions of discovery) between Fred Wilson and real-life clients.

**Creative Avoidance:**

Occupying yourself with lesser important but seemingly productive tasks at the expense of focusing your limited time, bandwidth, and effort on high-priority activities. Also amusingly known as Arts & Crafts, it’s a practice that holds you back from achieving your objectives.

**Cross Pollination:**

A business generation process in which information cross-correlates—that is, when one piece of information newly and affirmatively relates to another. When a new association between separate pieces of information points in a new direction for potential business.

**DaySet:**

The second of four foundational cornerstones in support of The Production Model® for success in real estate sales. A proven approach to setting up your standard workday with regards to prioritizing, scheduling, and managing your daily practice of talking to people.

**Deal Chain:**

A series of sales transactions that are somehow interconnected or interrelated. A form of Perpetual Production and illustrative of The Compounding Effect on sales production. Indicative of real estate agents who follow The Production Model® in their daily business.

**Discovery Mode:**

A verbal practice employing distinct methodologies designed to effectively initiate and maintain the flow of information in your direction during a conversation with someone. Although generally underutilized, it represents the highest agent skill in real estate sales.

**Discussion of Discovery:**

When the live process of talking with someone goes beyond a “go-nowhere” conversation and becomes an interaction. A discussion of discovery and an interaction are the same thing, with each meaning a live verbal conversation in which information flows your way.

**Driver Disconnect:**

A mental state in which the thing that motivates you to pursue your vision for success is overtaken by some other concern and, consequently, it is not top of mind. Mental focus on something other than what would most powerfully drive you to achieve your desired goals.

**Empathy Script, The:**

A simple and highly effective—yet too often unused—MoneyMaker for Success in real estate sales. Based on the fundamental statement, “I understand.”, its liberal and regular use shows others that you comprehend and relate to what they are saying and/or feeling.

**Excellence In Action:**

The Fred Wilson Success Trilogy. A series of three audio recordings featuring his select work in the life-shaping areas of opportunity, motivation, and achievement. A trifecta of personally empowering messages dedicated to helping you realize more success in your day-to-day life.

**Fail Effect, The:**

The conditioned mental tendency of a person to align themselves with failure over success. A developed response to stress or pressure in which you back off or stand down with your efforts to succeed. A default approach toward success that works to bring about failure.

**Flip Call:**

Upon being spoken to by someone regarding a particular topic they would like to discuss, the practice of turning, or flipping, the conversation in the direction of something you would like to talk about. When you transition a conversation from their topic to your topic.

**Flow of Info:**

During the course of a conversation with someone when—through the use of specialized question-and-answer techniques—information continuously flows your way. Information tending to go toward you instead of away from you while you are talking with someone.

**Flowchart of Success:**

A simple, understandable diagram depicting a highly effective approach toward realizing the success(es) you seek in life. When properly aligned and correctly approached, a step-by-step, how-to schematic for accomplishing more of what it is you want out of your life.

**Flow Response, The:**

The most effective type of action you can take when addressing a challenge you face. The third, and most advisable, of the three responses available to you—flee, fight, flow—upon encountering a concern in life. Working with, instead of against, the problems you face.

**Four Components of Success, The:**

The key behavioral mechanisms—what you think, what you do, how you do it, actually do it—corresponding to and characterizing the four cornerstones of The Fred Wilson Production Model® for success in real estate sales: MindSet, DaySet, WordSet, GoalSet.

**Four Cornerstones, The:**

The quartet of key structural features—MindSet, DaySet, WordSet, GoalSet—within The Fred Wilson Production Model® for success in real estate sales. The four foundational themes upon which every other distinctive aspect of The Production Model® is based.

**Four Essential Elements, The:**

The individual base elements—opportunity, possibility, discovery, urgency—underlying the four corresponding cornerstones of The Fred Wilson Production Model® for success in real estate sales—MindSet, DaySet, WordSet, GoalSet—and that, together, form its foundation.

**Four Questions, The:**

An effective, four-question method for starting a routine conversation that quickly turns into a discussion of discovery. Four types of questions that, working together, facilitate discovery. In order of use: the initial, curiosity, technique, and examination questions.

**Fred's Rule:**

“Access to opportunity increases as self-limitation decreases.” Fred Wilson’s maxim for success. A backhand reference that people often hold themselves back. Illustrative of the saying, “The funny thing about self-limitation is that it requires your participation.”

**Fred Wilson Production Model®:**

A proven now-model for achieving near-term success in real estate sales, developed by Fred Wilson over 30 years in the industry. A registered trademark depicting his four foundational cornerstones for agent success, distinguishing it from the traditional future-model approach.

**Future Focus:**

A perception held by most real estate agents that business happens in the future, not in the present. The pervasive cultural ethos of the real estate industry that limits agent success by encouraging them that business will eventually occur someday. The opposite of now focus.

**Future-Model:**

The most common approach to business generation practiced by real estate agents. Based on the idea that sales don’t occur today but someday later, the chief methodology—and reason for failure—of almost all licensees in the business. The opposite of a now-model.

**GapFrame:**

A simple, easy-to-use method for measuring how effectively you stay on track. The time between when you fall off track and when you get back on track. A long gapframe—common among real estate agents—tends to lead to failure; a short gapframe helps facilitate success.

**GoalSet:**

The fourth of four foundational cornerstones of The Production Model® for success in real estate sales. How to effectively connect to and maintain your motivation. Use of proven systems to stay on track by measuring, scoring, and evaluating what you do in your day.

**Going Beyond the No:**

The rare but learnable ability to go further and gather more information than you otherwise would during a conversation by using specialized question-and-answer techniques. The mindset, and resultant behaviors, that NO means Next Opportunity.

**Head Knocking:**

A wordplay on the term “door knocking.” Instead of knocking on doors, spontaneously talking with people out in public—hence, “knocking on heads.” Initiating impromptu, live conversations, ideally in the improvisational and non-scripted manner of discovery mode.

**Holding an Open Day:**

In contrast to holding an Open House, going through your entire day with the mindset that anyone you encounter at any time, in any situation could be your next client. An open mind and its aligned approach that doesn’t limit business generation to any particular situation.

**Hood Knocking:**

A wordplay on the term “door knocking.” Instead of knocking on doors, engaging with people out in public but in relation to their vehicle—hence, “knocking on hoods.” Initiating such conversations, ideally in the improvisational and non-scripted manner of discovery mode.

**Immutable Laws of Achievement, The:**

The key and most impactful natural laws supporting (or opposing) your efforts to succeed in life. From the law of action to the laws of attraction, acceleration, adjustment, addition, and others, the various fundamental and irrefutable laws that govern the levels of your success.

**Impact Question:**

A type of MoneyMaker. A question that elicits a more telling reaction or response than others might. An attention-grabbing question that, often suggestive of a possible benefit, prompts a more forthcoming reply. For example, “What would you do if it paid you to own it?”

**Interaction:**

A specialized usage of the word, as adapted to real estate sales. When the live process of speaking with someone goes beyond a “go-nowhere” conversation and into a discussion of discovery. In essence, a live verbal conversation in which information flows your way.

**Just One More:**

A ready and easy-to-adopt business-generation strategy. Upon just having finished with a conversation or task, taking a moment to call or approach yet another person. A simple method for increasing the number of people you speak with during the course of your day.

**Law of Acceleration, The:**

A little known Immutable Law of Achievement. Based on the Principle of Transformation & Possibility in life, which observes that “All change is opportunity manifesting itself in a new direction.” This law states that opportunity is available in any situation or circumstance.

**Law of Action, The:**

One of the most fundamental Immutable Laws of Achievement. Based on the Principle of Cause & Effect in life, which observes that “For every action there is an equal and opposite reaction.” This law states that the results you achieve are determined by the actions you take.

**Law of Addition, The:**

One of the most life-enriching Immutable Laws of Achievement. Based on the Principle of Production & Consumption in life, which asserts “Strive to be the value-add in any situation.” This law states that you should add more value than you take away.

**Law of Adjustment, The:**

One of the key and highly-influential Immutable Laws of Achievement. Based on the Principle of Determination & Direction in life, which observes that “You adjust to the standards you set.” This law states that the level of your standards determines the quality of your behaviors.

**Law of Attraction, The:**

One of the most popular Immutable Laws of Achievement. Based on the Principle of Attention & Experience in life, which observes that “Clear intention supports a course of action in that direction.” This law states that you become what you think about.

**Lead Fixation:**

The common approach to lead management by real estate agents, involving the mistaken idea that leads have a shelf life and, thus, must be kept long term. A preoccupation with lead administration over business generation activities. A classic example of future focus.

**Lean In, The:**

The moment during a live conversation with someone in which that person indicates to you, either verbally or nonverbally, an interest in what you just said. Generally, when a person in some way exhibits interest instead of disinterest in response to something said to them.

**Live-Learning Link:**

A custom learning application developed for members of Fred Wilson Coaching. The app enable users to supplement their learning of key subjects within The Production Model®, and it allows them to cross reference hundreds of interrelated topics for more success in sales.

**Loop of Failure:**

A representation of why failure to succeed in real estate sales occurs with the majority of agents in the business. A circular, and thus repeating, pattern of four ineffective business generation strategies that combine to ensure near-term failure for most real estate agents.

**Loop of Success:**

A depiction of why success in real estate sales occurs with agents who actively follow The Production Model®. A circular, and thus repeating, pattern of four highly-effective business generation strategies that work in sync to ensure ongoing agent-success in real estate sales.

**Make Today Pay:**

The success-inducing, failure-nullifying concept that best-practice, business-generation activities should not be put off until another day. A pithy saying for taking immediate and effective action steps in support of near-term success. A motto urging effectiveness now.

**Mechanics of Interaction:**

Seven possible conversational phases that can occur within an interaction (aka discussion of discovery) with someone. The various structural components applicable for increased effectiveness during a business-generation conversation with a prospective client.

**Million Dollar Bonus:**

A career-shaping series of audio recordings by Fred Wilson created to further develop your mastery of his Production Model® for success in real estate sales, as well as to help you best implement those lessons throughout your day-to-day practice of sales production.

**MindSet:**

The first of four foundational cornerstones in support of The Production Model® for success in real estate sales. How to effectively tap into more opportunities for success in your day-to-day business of real estate sales. A state of mind in which opportunity is always available.

**MoneyMaker:**

A catchy phrase or creative one-liner used by real estate agents to elicit an informative response or a “tell” when talking with someone. One classic: “When it comes to getting your property sold, there are only two effective strategies for success: price or patience.”

**Morning Get-Set, The:**

A method to launch your day in the right direction. Five steps taken each morning to prepare yourself for success that day: 1) Connect to your Why. 2) Tune in to opportunity. 3) Resolve to make today pay. 4) Review your plan & strategy. 5) Confirm your tactics & techniques.

**Natural Progression:**

Technically—the natural, energy-to-possibility-to-opportunity progression of existence. Practically—the constant and, thus, common process of energy turning, or progressing, into change, possibility, and (ultimately) opportunity in life. How life provides opportunity.

**N-E-X-T:**

An acronym for New Escrow eXpected Today; designed help real estate agents maintain a now-business mindset. It serves well as a quick, concise assertion for real estate agents to say out loud when transitioning from one activity—particularly if disappointing—to another.

**No Means Next Opportunity:**

Fred Wilson’s reinterpretation of the word “No.” A redefinition from that of limitation to one of expansion. A success affirmation to go forward rather than stop. An opportunistic mindset confirming opportunity is everywhere. An insight especially useful in the process of discovery.

**Now Business:**

Business that occurs in the near term, rather than at an indefinite point in the future. An uncommon yet highly effective approach to real estate sales, in which practicing agents pursue immediate success instead of working (and aiming) over the long run to see results.

**Now-Model:**

The least common approach to business generation by practicing real estate agents. Based on the reality that sales don’t occur in the future but happen in the present, a given method for actually doing business now, not potentially later. The opposite of a future-model.

**Open Office:**

In contrast to a typical Open House—where the hosting agent waits to meet new clients or, however unlikely, sell the property—this term refers to using event downtime productively by prospecting over the phone, engaging with neighbors, or performing other viable tasks.

**Oppiphany:**

A sudden intuitive perception, mental grasp, or fresh insight into the presence and nature of a new opportunity. Ding! The moment of realization in your mind that an opportunity of particular benefit is present and readily available to act upon.

**Opportuneur:**

A person with an opportunistic mindset and, thus, approach. Someone who readily tunes into—and therefore more frequently taps into—the abundant phenomenon of opportunity in life. A creator, originator, or identifier of opportunity in situations that others often miss.

**Opportunistic:**

The understanding and mindset that opportunity is everywhere. An awareness of the general presence of opportunity at all times. The personal inclination to look for an opportunity in any situation, circumstance, or scenario that occurs.

**Opportunity Is Everywhere:**

Although typically unrecognized—and therefore unrealized—an accurate depiction of the reality in life. A powerful maxim for tuning into the phenomenon of opportunity in any set of circumstances. A brief, self-enabling motto representing the true nature of opportunity.

**Paradigm Shift:**

Breaking down the term, a paradigm is a model, or example; a shift is a change in direction or approach. As meant in real estate sales, a paradigm shift therefore refers to changing from one way of thinking or operating to another, ideally adopting a more effective method.

**Paradox of Life, The:**

A general observation reflecting the experience of living—the counterposing fact that change is constant in life. A reality that gives rise to The Permutations of Change, a concept depicting the endless variety of ways that change manifests itself in life.

**People Aversion:**

A tendency to avoid being around or talking to people. Also known as people avoidance, a success-inhibiting condition afflicting many real estate agents. A career-deflating form of behavior that works to constrain the number of people agents talk to throughout their day.

**Permutations of Change:**

A statistical concept depicting the endless variety of ways that change occurs. The fact that change constantly happens in life, ensuring that opportunity is always available. A key factor in real estate sales, regulating the reality that leads don't have a very long shelf life.

**Perpetual Production:**

An ongoing state of new business generation in which one transaction tends to lead to another. The result of effective and consistent use of The Production Model® for success in real estate sales. Illustrative of The Compounding Effect's impact on sales production.

**Personal Daily Concordance:**

Seven individual steps specifically designed for you to set, confirm, and maintain the goal-related agreements you make with yourself. The regular practice of Personal Daily Concordance, or PDC, helps you stay focused and, thus, more on track in your life.

**P.L.A.N.:**

An acronym for “Priorities that Lead to Action Now,” serving as a reminder that a plan is not just about preparation, but more so about addressing key concerns and taking action. An eye-opening reminder that plans are too often not acted upon or are too short lived.

**Power Statement:**

A type of MoneyMaker—catchy phrase or creative one-liner—that elicits a telling reaction or response. An attention-grabbing assertion that clearly presents an important concept or principle for consideration. For example: “90% of the marketing we do depends on price.”

**Prejoy:**

Thinking and behaving as if success has occurred when it has not yet in fact happened. Representative of the classic saying, “Don’t count your chickens before they hatch.” A common tactical (and emotional) misstep made by new and veteran real estate agents.

**Preparation Syndrome:**

A highly success-limiting state in which you chronically spend time getting ready to begin. A habitual pattern of behavior that delays the start of an endeavor by focusing on various activities deemed important to do (but are not) prior to actually beginning.

**Presentation Domination:**

Agent focus on being seen as the expert, putting on a show, and making an impression. When the flow of info dominantly goes from agent toward people, not people toward agent. The most used yet least effective approach toward near-term success in real estate sales.

**Principle of Benefit & Interest:**

A fundamental truth of human nature observing that, within the context of their lives, people do what is most important to them. The fact that people are more interested in, and thus pay more attention to, things that will benefit them versus things that won’t.

**Production Game, The:**

A customized application within The Production Model® Pro Master Course. A system for measuring, evaluating, and scoring the business-generation activities of participating real estate agents. A wordplay on the term “numbers game” for gamifying agent prospecting.

**Production Modelist:**

A practitioner of The Production Model®. A real estate agent whose main approach to business generation is based on an effective understanding and application of the four cornerstones, or fundamentals, of The Fred Wilson Production Model® for success in sales.

**Proportunity:**

Born from the two words opportunity and property, a new term meaning an opportunity property. The physical manifestation of opportunity in real estate sales; a property that somehow catches people’s interest; a property that stimulates the discovery of business.

**ProSpecting:**

An alternative meaning and pronunciation ('PRO-spect-ing) of the word "prospecting." It refers to an investigative approach to business generation based on verbal techniques that are more effective than the basic numbers-game strategy in traditional prospecting.

**Question of Opportunity, The:**

Literally the question, "Where's the opportunity?" Asking yourself where the opportunity might be in any situation, circumstance, or scenario you may face. By inquiring more of opportunity, a career-changing—and life-shaping—technique for overcoming adversity.

**READI Score™:**

A practical yet comprehensive method to measure how prepared you are to achieve your best. By tracking and scoring yourself in five key areas—Rest, Exercise, Administration, Diet, Inner-work—you aim to upgrade your ability to both be well and do well in life.

**Real Estate Attraction:**

Written by Fred Wilson, a career-shaping book about how to succeed in real estate sales. An invaluable guide for both new and veteran real estate agents, featuring a proven and highly effective method for realizing near-term success in sales – The Production Model®.

**Sales Entropy:**

A technical term describing how real estate agents limit their effectiveness. It refers to the portion of an agent's potential that remains unavailable for conversion into sales production, with "potential" interpreted as the degree of disorder or randomness in the agent's activities.

**Sales Production Secrets™:**

A brand of Fred Wilson's success training programs for real estate agents. A compilation of key concepts, or "secrets," for achieving success in real estate sales. A series of blog posts by Fred, each discussing an important aspect of success in the real estate business.

**Scarcitive:**

A mindset toward opportunity characterized by three beliefs: (1) although desirable, it is rare, fleeting, and not easily identified; (2) it is limited and, therefore, there isn't enough to go around and; (3) although it may be coming, none is available at this very moment.

**Seize the Flow:**

When information is generally flowing away from you during a conversation with someone, reversing it to flow in your direction. A strategy—and its associated techniques—while speaking with someone to get and keep the flow of information coming your way.

**SelfGovernment®:**

A registered trademark of Fred Wilson, representing the idea that you are responsible for managing your own level of success in life. The original basis for all of Fred's thinking and creation of content—and its application—in terms of coaching people toward success.

**Seven-Day Lead:**

Also known as 7-Day Lead. Refers to both a type of lead—such as a 7-day, 30-day, 60-day lead—and a concept in lead generation that shortens the time frame and, thus, raises the urgency regarding what kind of lead should be targeted and sought out when prospecting.

**Snap Call:**

A ready and easy-to-adopt business-generation strategy. A scheduled yet spontaneous call to a prospective client. Setting an alarm—e.g., on the hour—to call someone new. A simple method for increasing the number of people you speak with during the course of your day.

**Someday Lead:**

Both a type of lead—such as a potential or possible lead—and a concept in lead generation that ambiguously extends the time frame, reduces the urgency and, therefore, lowers the validity regarding the kind of lead that should be collected and subsequently followed up on.

**Spontaneous Production:**

A wordplay on the term “spontaneous combustion” as it relates to business generation. The ability to generate a new transaction at any time, in any situation; a new deal coming together seemingly out of nowhere. Illustrative of The Compounding Effect on one’s sales production.

**Stuffitis:**

A wordplay combining the noun “stuff” (a grouping of activities or things) and the noun-forming suffix “-itis” (an inflamed, irritating, abnormal condition). A success-limiting state in which you spend your time and effort on generally unimportant tasks and/or concerns.

**Success Equation, The:**

A rubric that serves as a blueprint, outlining the four dominant states of mind—positive, negative, scismatic, and opportunitive—that influence, affect, and potentially balance the scales of success within the individual framework of a person’s day-to-day life.

**Success Tracker:**

A custom, multifaceted learning application developed for use by active members of Fred Wilson Coaching. It features The Production Game™, a career-changing gamification app that enables users to measure, score, and track their prospecting activities each day.

**Talk-To:**

When a live verbal conversation between two people occurs. The process of one person having a live talk with another person, whether it happens face to face, screen to screen or—in a mode of conversation that can be just as viable—simply ear to ear.

**Talk-To Template:**

A prospecting template for managing your daily “talk-to” activity. A schematic guide with various levels you can select from that specify the number of people you intend to talk to on a given day, and lay out the time frames during which you intend to talk with them.

**TGIF:**

An acronym traditionally known to mean, “Thank God It’s Friday.” Within the world of Fred Wilson Coaching, however, it stands for, “Thank God It’s Fred-day.” It is a positive affirmation that encourages you to make your day a great day by swapping in your name.

**Third Law of Success, The:**

A life-shaping book by Fred Wilson that explores the true nature of opportunity. Building on the first two laws of success—action and attraction—the third law, known as the law of acceleration, asserts that “constant change in life equals ever present opportunity.”

**Todaily:**

A play on words, combining “today” and “daily” to create a new meaning that emphasizes something is truly to occur today and every day. The term “todaily” is meant to be more absolute—firmer than when “today” lapses to later and “daily” slips to sometimes.

**Transition Phrase:**

A particularly useful type of MoneyMaker for smoothly bridging, or transitioning, from one concept or statement to another, and often leading to some type of examination question. Two classic examples are, “What would you do, if...” and, “Let me tell you how I work...”

**Triangulation for Truth:**

A multi-question, comparative-answer technique for identifying more of what’s possible while talking with someone. The verbal skill of getting a better fix on the truth by repeating essentially the same question—at various times, in differing ways—during a conversation.

**Twelve Tenets of Opportunity:**

Twelve principles, or tenets, that illustrate the multifaceted and ever-present nature of opportunity in life. A guide to how opportunity works; meant for review on a daily basis. One classic example: “Missing an opportunity in no way limits the phenomenon of opportunity.”

**Vending Opportunity:**

Speaking with someone about a potentially attractive opportunity in order to get their attention. A conversational tactic in real estate sales that, by featuring a “proportunity”, effectively stimulates more participant interest and, thus, more agent discovery.

**Wheel of Production, The:**

A fun prospecting tool for members of Fred Wilson Coaching that gamifies the daily selection process of who to talk with. A literal spinning wheel (think “Wheel of Fortune”) that arbitrarily lands on customizable categories of people. For example: Doctor, Teacher, Builder, Neighbor.

**WhyPower:**

One of your natural superpowers. The motivation that drives you toward the thing(s) you most want to experience or achieve. The source of success-producing energy that you can learn to cultivate and tap into when striving to get more of what you want out of life.

**WordSet:**

The third of four foundational cornerstones supporting The Production Model® for success in real estate sales. The use of specialized, discovery-based skills and techniques to enhance your ability to talk with people. A proven approach to talking with people in discovery mode.