

The outdated real estate marketing plan:

- Manually spending hours putting together listings and marketing materials
- Figuring everything out on your own, feeling overwhelmed
- Posting on social media, hoping for results

All that hard work for no traction and wasted time.

Here's the new path:

- Whip up professionally branded materials in a few simple clicks
- Automate your marketing to get in front of more people
- Build a personal brand that actually brings in business

How to get started:

Sign up for RE/MAX Hustle 👉 <https://www.remaxhustle.com/>

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The world's most valuable skill is storytelling.

But most people don't know how to tell stories that get them hired, promoted, or remembered.

Here are 5 achievement story frameworks that will save you dozens of painful hours trying to figure it out yourself:

#### 1) The Career Clarity Achievement Framework

This completely changed the way I thought about pitching clients, sales calls, and interviews.

- ✓ Pick 1 clear, measurable work-related achievement
- ✓ Write a single sentence that describes what you accomplished
- ✓ Don't stress the details yet—focus on the impact

#### 2) The Story-Driven Action Map

Hang this up in your room somewhere and stare at it every day.

- ✓ Start at the beginning: What problem were you solving?
- ✓ Walk through your specific actions in order
- ✓ End with the result (bonus points if it's measurable)

### 3) The Skills Spotlight Framework

I consider this the Bible of career storytelling.

- ✓ Read your story and highlight your skills in action
- ✓ Look for moments where you showed initiative, overcame a challenge, or solved a tough problem
- ✓ Write down 3–5 core skills that show up

### 4) The Memorable Summary Method

Struggling with rambling, forgettable answers in interviews or networking chats?

- ✓ Distill your story into 3–4 punchy sentences
- ✓ Focus on the situation, action, result, and key skills
- ✓ Practice saying it out loud until it feels natural

### 5) The Reflection Loop

Finally, this is how you achieve career clarity and confidence:

- ✓ Ask yourself: What did I learn from this story?
- ✓ How can I use these skills more often?
- ✓ What other achievements can I turn into memorable stories?

Most people write resumes.  
Few tell achievement stories.  
Be the one who gets remembered.

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It's a terrible time to be a job seeker if you're in marketing.

Here's my advice:

Instead of applying to 100+ jobs a day, pitch your services to 100+ companies a day.

You could build a business and replace your salary in the same amount of time (if not less) than it takes you to land a full-time role.

If you're a marketer you already have a leg up.

You've already built skills from your job that you can offer and monetize on your own.

Agree or disagree?

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Walk through your goal

What if you could physically walk through your goal?

Here's how:

Find 3 spots in your space. Any space will do — your living room, a park, a quiet office.

Spot A = Your current state

Spot B = The halfway point

Spot C = Your goal

Now, stand in Spot A. Ask:

What's happening right now?

What's keeping me stuck?

What do I see, hear, feel?

Move to Spot C — your goal. Ask:

What does success feel like?

What's different here?

What am I proud of?

Then go to Spot B — the halfway mark. Ask:

What had to happen to get here?  
What did I overcome?  
What do I need to finish strong?

This step is powerful — because you're not just thinking about your goal.

You're embodying it.

Try it out.

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Most people don't dream of selling cars.

My career in the automotive industry wasn't something I planned either.

I got into selling cars by chance. It's the kind of job that someone recommends, or you fall into. But that's the beauty of the automotive industry.

It doesn't matter what your background is or where your experience lies. If you have the right personality and skill set, you can carve out a successful career and advance in ways other industries don't always offer.

I started in sales, then moved into service, and eventually transitioned into fixed operations, where I became a Fixed Ops Director. With each role, the responsibilities grew, and I found myself overseeing larger teams and dealer groups.

At that point, I realized I wanted to support dealers on a bigger scale. My time at Cox Automotive allowed me to do just that.

I managed large dealer groups across North America, helping them improve operational efficiency and achieve excellence.

Now, at Quantum5, my focus goes beyond providing a product. I wear many hats. I started in customer success, and today, I work with both enterprise clients and direct dealers.

I support dealers through coaching and mentorship, helping managers develop their skills and streamline their operations.

I've learned that the real impact comes from driving change and helping others succeed. It's been an incredible journey, and it continues to remind me to follow where my skills and passions lead.

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I joke that onboarding often looks like this: “Here’s your login. Now go figure it out.”

Onboarding in the automotive industry can feel like trial by fire.

Too often, new hires are thrown into the deep end without the tools or training they need to succeed.

In my early days in sales, I was lucky. I had a sales manager who was half motivational speaker, setting the right tone from the start.

He emphasized what we were really doing—not just selling cars, but creating experiences for customers. We role-played, shadowed, and practiced before stepping out on the lot. That made all the difference.

But not everyone is so fortunate. In many cases, people manage as they’ve been managed, which isn’t always ideal.

Leadership skills aren’t often taught; they’re expected to be learned on the fly. It’s a cycle that repeats itself.

If we want to build strong teams and cultivate great leaders, we need to do better. Training, preparation, and ongoing support are key to setting people up for success in sales or service.

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The most overrated metric in content marketing is impressions.

Most ghostwriting agencies try to convince their clients that high impressions equal success. They flood them with reports full of green arrows and skyrocketing numbers.

But after a few months, reality hits when they realize those numbers didn’t translate into leads, revenue, or real business growth.

Here’s why optimizing for impressions alone is a mistake:

1. Fluffy, top-of-funnel content looks great on reports, but doesn't drive real engagement or conversions.
2. Clients feel good at first, but soon notice there's no ROI which leads to frustration and churn.
3. Vanity metrics don't equal business growth. What matters is content that attracts and nurtures real buyers.
4. Lead-generating content requires depth and strategic messaging, not just viral reach.
5. Agencies focused on impressions struggle with retention because their content isn't moving the needle where it matters.

If you think high impressions will bring you more business, think again. What actually works?

Content that sparks conversations, builds trust, and drives action.

Your content shouldn't just be seen. It should drive results.

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99% of people get job searching horribly wrong.

Here's how to enter the top 1%:

Step 1: Stop spraying and praying.

Most people send out 100+ generic applications.

Instead:

- Target 10 ideal companies
- Write custom outreach messages
- Network your way to a real conversation

Step 2: Build a career narrative.

Once you've landed conversations, then you need to:

- Highlight key achievements
- Align your story with their mission
- Anticipate and answer their objections

Step 3: Own the interview.

Finally, to get ahead of the 99%, you need to show up with clarity and confidence.

That's easy to say, but not simple to do.

When I first started coaching clients, I underestimated how big a role storytelling plays in interviews. Until I learned how to package their value, most struggled to stand out.

It's hard, but worth it in the end.

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The outdated career path:

- Get a degree
- Apply to dozens of jobs online
- Wait and hope

All that hard work for a rejection email (if you're lucky)?

Here's the new path:

- Identify your strengths and market fit
- Build a warm network
- Get referred or invited to apply

Here's how to get started:

- Make a list of companies you admire
- Start posting and engaging on LinkedIn
- DM professionals in your target roles

Landing a fulfilling role is hard, but worth it.

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I asked 20 career coaches one simple question:

"What early career mistake will you never make again?"

The result: 5 profound mistakes everyone (from intern to executive) should avoid.

Let's dive in:

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Mistake 1: Chasing titles over fit

Too often, professionals choose prestige.

Instead, choose alignment. Your values, skills, and interests matter more than the title.

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Mistake 2: Not asking for feedback

A good employee performs.

A bad one avoids feedback.

A legendary one seeks it out and uses it to grow.

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Mistake 3: Job-hopping with no strategy

Until you've built depth in one area, don't jump just for a raise.

"Compound interest works in careers, too."

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Mistake 4: Ignoring soft skills

Traditional wisdom says "skills get the job."

But only if you also communicate, collaborate, and lead.

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Mistake 5: Waiting to be noticed

We all think we can coast if we do great work.

But great work needs to be seen. Learn to self-advocate early.

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Career Clarity 101

Over the past 8 years, I've helped 300+ professionals change careers with confidence.

And I use the same 5 techniques every time:

Technique #1: The Clarity Audit

How it works:



- Identify your values
- Clarify what energizes you
- Spot career themes in past work

This allows you to move forward with direction.

#### Technique #2: Reverse Job Search

How it works:

- Pick companies first
- Tailor your pitch
- Land the hidden jobs

Quick note: Don't rely on job boards. That's a mistake.

#### Technique #3: Career Prototyping

Avoid staying stuck in analysis paralysis.

Instead: test your ideas with short-term projects or conversations.

#### Technique #4: Messaging Makeover

How it works:

- Rewrite your LinkedIn headline
- Sharpen your elevator pitch
- Showcase your value

#### Technique #5: Warm Outreach Formula

How it works:

- Compliment something specific
- Connect with shared interests

- Ask for a short chat

That's it!

Let me know which technique you want me to break down next.

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If I were starting my career over today and wanted to stand out fast, I'd do this:

Step 1: Build my personal brand early.

- Start sharing what I'm learning on LinkedIn
- Show enthusiasm for my industry
- Attract opportunities before I even apply

Step 2: Get 1:1 time with industry pros.

Most people skip this step.

But it's a huge mistake. Insider advice and referrals come from relationships, not resumes.

Step 3: Work on a real-world project.

This isn't easy.

But if you can do this, you'll get:

- Proof of your skills
- Confidence in interviews
- A story that stands out

Don't skip this step.

It took me 5 years to figure this out. I hope it saves you time.