

*Updating your*  
**BELIEF STACK**

**THE COMPREHENSIVE MANUAL**

5 Steps to More Real Estate Recruiting Success



**Recruiting** Insight



**The Secret to Consistent Growth:** Most real estate leaders believe their recruiting results are dictated by the market, their commission splits, or the quality of their lead lists. In reality, these are neutral circumstances. The secret to transforming your office lies in The Model: a scientific chain of cause and effect where your results are the direct output of your internal thoughts. This manual provides the blueprint to master that chain and build a reliable, consistent talent attraction system.

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SECTION 1:

# THE 3 KEY CONCEPTS



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The foundation of this program rests on three fundamental principles that underpin every aspect of elite real estate recruiting.

## 1 OUR THOUGHTS CREATE OUR FEELINGS

Mostly we think events that happen in our lives cause our feelings or emotions. However, the actual event - or circumstance - is neutral. We know a circumstance is neutral because different people have different thoughts in the same situation.

### The Transformation of Thoughts in Recruiting:

**Circumstance:** Someone yells at you.

- **Thought A:** "How dare they?" – Feel angry.
- **Thought B:** "They must be having a bad day." – Feel compassion.

**Circumstance:** You lose your job.

- **Thought A:** "I won't be able to pay the rent." – Feel hopeless.
- **Thought B:** "Yippee! Now I can find a job I actually like." – Feel relief.

**The Takeaway:** If it is our thoughts that create our emotions, then we are no longer at the mercy of our circumstances and can feel how we want, regardless of the situation. Managing your thoughts is completely in your control.

2

**WHAT WE'RE PURSUING IS A FEELING**

Every single goal we have exists because of the way we think we will feel when we achieve it.

**The Story of the Home:**

*A client wanted to sell more homes to make more money for a larger house. Deep down, her dream was to buy a big house so her mother and sister could move in and live together as a family. What she REALLY wanted was the feeling and experience of having her family living in the same house. Selling houses was merely the enabler.*

**The Emotional "Why" in Recruiting:**

- ➔ *When I hit my hire goal, I will feel successful.*
- ➔ *When I retain my agents, I will feel valued.*

3

**OUR PERCEPTION OF REALITY IS ALWAYS CHANGING (THE 50/50 RULE)**

We think that when we achieve a goal, life will be great and all problems will be solved. However, your business will always be 50/50 - half great, half difficult. Reaching a goal doesn't change the ratio; it just gives you a different version of 50/50. Recognizing this allows us to see that "over there" isn't better than "over here" except for the thoughts we have about it.

SECTION 2:

# THE BELIEF STACK WORKBOOK

## WHAT IS A BELIEF STACK?

A belief stack is a set of thoughts that moves us from the thoughts we are currently having to the thoughts we need to achieve our goals. We stack our thoughts on each other to strengthen our feelings, which strengthens our actions and results. If you try to jump to a thought you don't believe, you will experience fear and overwhelm, leading to procrastination.

### STEP 1:

## The Specific Goal & The 5 Whys

### My Recruiting

Goal:

### The Target Feeling:

When I achieve this, I will feel:

### The 5 Whys Exercise:

(Ask "Why is that important?" five times to find the core emotional driver).

1 Why is this goal important?

2 Why is that important?

3 And why is that important?

4 Why does that matter?

5 The Core Feeling:

**STEP 2:**

**Your Current Recruiting Thoughts  
(The Audit)**

Write down the thoughts you have about this goal without filtering or judging them.

Current Thought:

Current Thought:

SECTION 3:

# RECRUITING BRIDGE THOUGHT CHEAT SHEET



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## ON COLD CALLING:

- **Current Thought:** “I am bothering people and they won’t want to talk to me”.
- **Bridge Thought:** “I am offering a resource that could solve a business problem they have today”.

## ON COMMISSION SPLITS:

- **Current Thought:** “I can’t compete with the high-split discount brokerages”.
- **Bridge Thought:** “Smart agents are looking for the systems and support that help them net more money, not just keep a higher percentage of less”.

## ON FOLLOWING UP:

- **Current Thought:** “They haven’t called me back because they aren’t interested”.
- **Bridge Thought:** “They are busy running a business; my persistence proves I will be a dedicated leader once they join”.



## THE MODEL: HOW RESULTS ARE MADE

The model is a tool you can use daily to help manage your mind. While we often think our feelings are caused by external events, we must understand the full chain of cause and effect.

- 1 Circumstances (Neutral facts)
- 2 Thoughts (The story you tell yourself)
- 3 Feelings (The emotion the thought creates)
- 4 Actions (The behavior fueled by the feeling)
- 5 Results (The outcome of your actions)

There is a direct correlation between the thoughts we have and the results we produce. To change the result, you must move back up the chain and start by changing the thought.



## APPLICATION LEARNING: THE 48-HOUR RULE

To retain what you have learned and turn these concepts into habits, you must apply them immediately. Data shows that if you do not take action within 48 hours, you are unlikely to implement the training.

➔ **Commitment:**

Within the next 48 hours, start your 30-Day Thought Log. By documenting your mind's reactions to neutral circumstances, you begin to break the cycle of "accidental" recruiting and start "intentional" talent attraction.

Day	Circumstance (The Fact)	Automatic Thought	Feeling Produced	New Bridge Thought
1	Agent canceled our meeting.	"They aren't interested in me."	Discouraged	"They are busy; my follow-up shows I am a persistent leader."
2	No one answered my calls.	"Recruiting is a waste of time."	Frustrated	"I am one call closer to finding a great partner."

# ABOUT RECRUITING INSIGHT



Recruiting Insight is a leading talent acquisition solutions provider for the real estate and mortgage industries. We deliver strategic insights that empower your recruitment efforts with services that are timely, relevant, and actionable.

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