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LENDING UNLEASHED · MONTY FELTS

The 13-Stage Map. Find Your Stage.

Every loan officer is standing on one of these 13 stages right now. Read the signs and check the one that sounds like you. Then you will know exactly which chapter to read first.

INCOME — When you get paid for what you do

Income is oxygen.

- ☐ **1** — **The Hopeful Starter**
  Zero to six months in. Hope is high and the pipeline is empty.
- ☐ **2** — **The Overwhelmed Beginner**
  Busy everywhere, nothing tracked, and "I just need more leads."
- ☐ **3** — **The Survival Grinder**
  One or two loans a month. If you stop moving, everything stops.
- ☐ **4** — **The Plateaued Producer**
  Two to four loans a month, and there is always a reason why.

INFLUENCE — When you get paid for what you know

Influence is food.

- ☐ **5** — **The Emerging Professional**
  Good months and zero months. You cannot say where your loans come from.
- ☐ **6** — **The Consistent Producer**
  Six to ten loans a month, and everything depends on you.
- ☐ **7** — **The Trapped Performer**
  Awards and big numbers, and no joy in any of it.
- ☐ **8** — **The Systems Thinker**
  You have hired help, and you still cannot let go.
- ☐ **9** — **The Team Builder**
  A real team, but if your best person left tomorrow, it would shake.

LEGACY — When you get paid for what you built

Legacy is exercise.

- ☐ **10** — **The Business Owner**
  Record volume, thin margins, more meetings and fewer decisions.
- ☐ **11** — **The Regional Leader**
  Your leaders bring you problems instead of solving them.
- ☐ **12** — **The Enterprise Builder**
  Big volume, trapped cash, and pride in doing it alone.
- ☐ **13** — **The Legacy Architect**
  You are building something that has to keep growing without you.



You don't need more motivation. You need a map.

Lending Unleashed launches **Tuesday, November 24 at 9 AM Central**, $0.99 on Kindle for launch.
One stage a day until then: **montyfelts.com/unleashed**