

The Millionaire Real Estate Agent

Book Club

Session #6: Building Your 20-Lane Highway

P. 65-118, 287-347

Discussion Guide:

- Host shares Aha's from the previous session.
- From the reading, emphasize and discuss:
 - The Nine Ways a Millionaire Thinks
 - The Eight Goal Categories are the dashboard of any thriving real estate sales business. Take yourself seriously and treat your endeavors like a business!
 - On p. 291 is a list of the five steps to achieving focus. All of these are great discussion points.
 - Time blocking
 - Energy plans
 - The Big Why – Ask if anyone worked through their Big Why and would like to share. Invite them to take 10 –15 minutes and work on it. Share and discuss.
 - Profiles of MREAs

Questions to Ask:

1. What simple or routine habits do you feel provide the most base value or strongest foundation for your business?
2. What services on the buyer and seller side do you excel at? How do you advertise or package these services during your consultations?
3. What “learning-based living” activities do you incorporate into your annual, monthly, and weekly calendars?
4. How do you feel about the new prioritization of happiness above hustle? How have you coped with the hustle-driven culture of the real estate industry in the past, and do you have any new or recent changes to your approach to dealing with burnout?
5. Which one of the MREA profiles stood out to you most? What did you find compelling about their business?