

The Millionaire Real Estate Agent

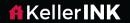
Book Club

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:
 - o 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
 - o 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?