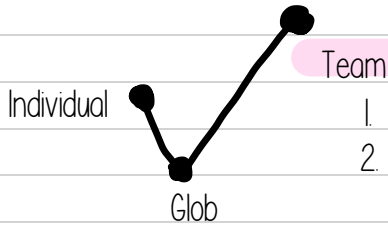


Mastermind with Jason Abrams

FACILITATED BY: KYLE EVANS

STARTING A TEAM AND DREAMS OF EXPANSION - WHAT IS THE FIRE STARTER TO EXPANSION MODELS AND GETTING STARTED FASTER

Doesn't matter where you start



1. Shared Vision
2. Shared culture - how we get things done around here

Internal Culture - how do we treat each other

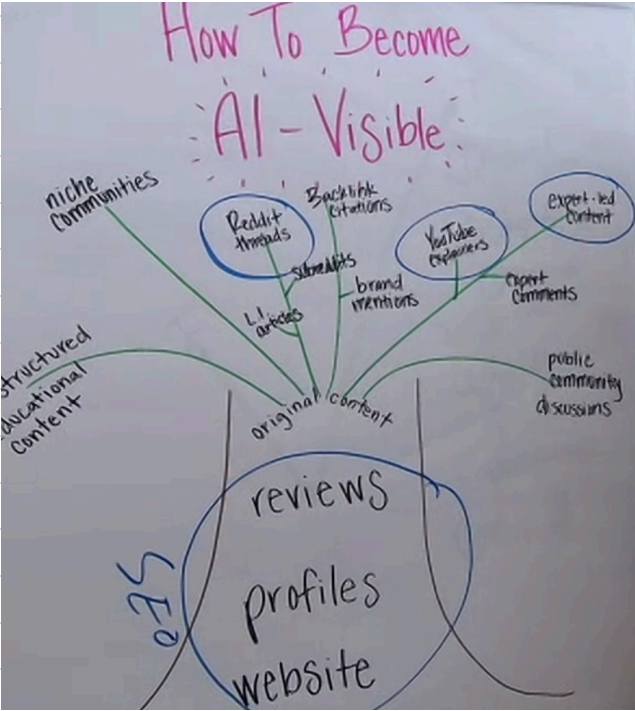
External Culture - how do we show up to our clients

TEAMS HAVE TO BE IN ALIGNMENT IN THESE 4 CATEGORIES

3. Shared Habits
 1. Lead generation habit
 2. Database habit
 3. Client Experience: how we treat people - reliable referral stream.
4. Shared Money

When you think of partnership within expansions - you have to look as it is a partnership problem or a leadership problem?

BUILDING A TEAM: SOCIAL MEDIA BUILD OUT - WHAT ARE THE BEST WAYS TO USE OTHER PLATFORMS TO HAVE A TRUSTED BRAND IN YOUR MARKET (USE OF OTHER TOOLS)



Get back to the basics

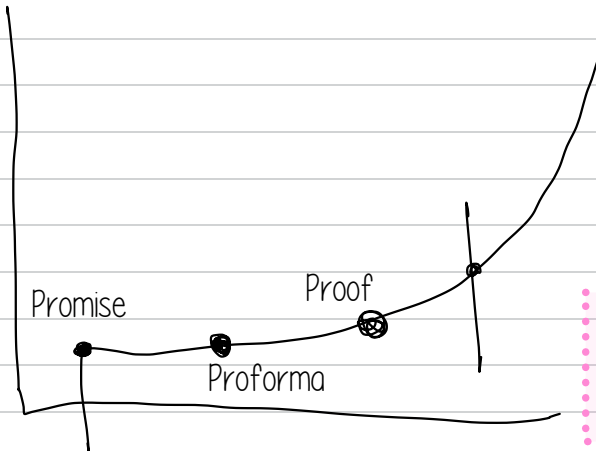
How I show up on social media is not the biggest part right now.

Am I growing a headcount based team or something different?

BUILD A TEAM - BUILDING SCALE INTO MY LIFE

The team model

What is your promise to your team and the promise to your clients



Now that I know the proforma - what is the math around this.

FROM PROMISE TO PROOF YOU HAVE TO BUILD THE SYSTEMS AROUND IT.

AI AGENT

Use AI to build more time

Use AI to help with Lead Generation - look at "Twin"

Allows you to use simple words to help you create your lead generation plan

Prompting conversations to help you dial in on what the lead generation is.

Twin will run the lead generation tool for you

LEADERSHIP SYSTEMS THAT BECOME NON NEGOTIABLE FOR IT TO BECOME SUSTAINABLE

Look at why do you want to expand - is it for growth or is there a need

List the reasons why it is terrible to expand so that you can bulletproof your plan.

Am I going deep in a market or wide in a market

You have to have a scalable lead generation that will take you to the next market.

Problems a CEO Has

1. Is there a vision for this company?
2. Do I have the right people in the right seats?
3. Are we making money?

You need to have enough top line leads

LEADERS DO THAT UNINTENTIONALLY KILL CULTURE

Everyone isn't there for the same reason, you have to understand their reason. You can't assume everyone is there for the same reason.

The challenge of leadership is getting people to take action so that people's life accelerates with us or without us

Biggest struggles

1. Finding the people that want to live the biggest lives
2. Eliminating distraction
3. Keep them on the path with accountability

HOW DO I STAY FOCUSED ON GROWTH OF A TEAM

You have to know if you want a headcount based team or a talent based team

Anything more than 10-15 is more of a headcount

Talent based team has less people, less turnover, and will have to provide more flexibility freedom mentorship and consulting

Headcount based: more people, more turnover, more training instead of mentorship and consulting

BOTH OF THOSE BUSINESS MODELS CAN MAKE A FORTUNE
- YOU JUST HAVE TO KNOW WHICH ONE YOU WANT.

You have to find an avatar that will help you build your business

Talent Based:

You need to figure out how to solve the problems for the agents so they join the team.

CALENDAR/SCHEDULING - WHAT'S A WAY TO GET A GRASP ON THE SCHEDULE

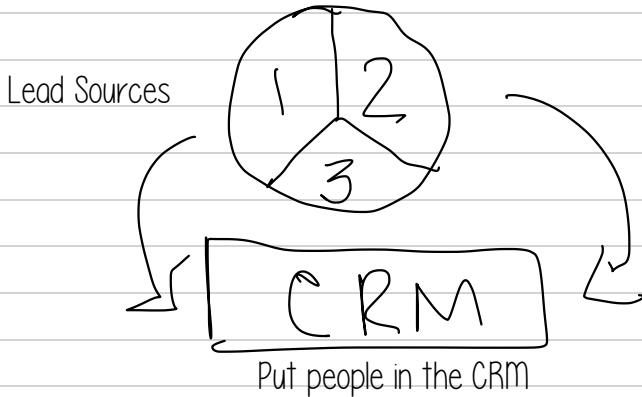
Doing the ONE Thing and most important things in the morning.

You have to do the things you need to do first

If you are forced to take a specific amount of time for a goal you need to be hyper focused to get things done.

IF THE GOAL IS IMMOVABLE
THE ONLY THING YOU CAN
CHANGE IS THE PEOPLE.

CHANGE FROM PAID LEADS TO ORGANIC LEADS: WHAT ARE SOME THINGS THAT NEED TO BE FOCUSED ON TO PREPARE TO FOCUS AND HOW TO IDENTIFY WHEN WE'RE READY TO BRING AGENTS ON.



1. Sphere
2. <<LEAD SOURCE>>
3. <<LEAD SOURCE>>

1. Send them properties and invite them to events
2. Lead them to make money

When you bring on agents and you want them to do the same thing the same way. Take your lead sources and create standards around those lead generation topics.

This is what a team provides:

You need the model, system, and the tools.

THE BEST THINGS
ARE THE SIMPLEST.