

A collage of real estate images including a house, a bathroom, and a decorative wall, with the text 'SURROUNDING YOURSELF WITH THE RIGHT PEOPLE' overlaid.

REAL ESTATE

**SURROUNDING
YOURSELF
WITH THE
RIGHT PEOPLE**



RealEstateMediaCourses.com

POSITIVITY TIPS

GROWTH STRATEGIES

In this guide, I'm going to talk about surrounding yourself with the right people. I think this is a really important one for your business success. Regarding this topic, one quote by Jim Rohn stands out for me, which says, "You are the average of the five people you spend the most time with". The people you spend the most time with will shape who you are.



1 | GET ADVICE AND BE MOTIVATED

Starting your own business may not be all that popular among your friends and family. When I left corporate America, I had my wife's support, and that's all I needed. Many people thought I was making a big mistake. Staying in corporate America was the safer bet since I had three kids to feed and my wife didn't work.

That being said, I knew staying in corporate America wouldn't lead to a fulfilled life for me. So that's why I left. Although there aren't many entrepreneurs in my immediate family, I think it's really important to surround yourself with positive people that can give you good advice.

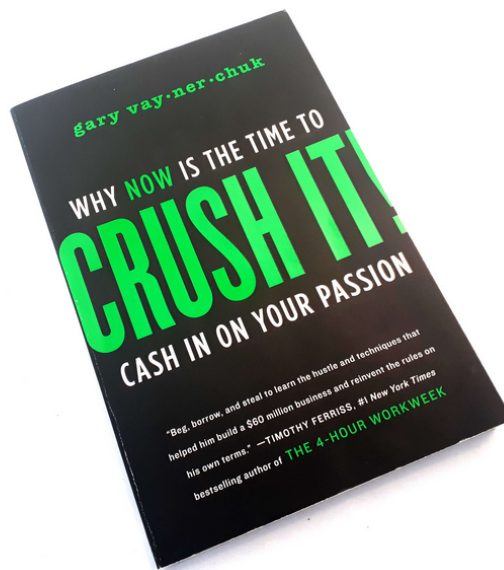


2 | TRY BOOKS

I didn't have any people to ask for help. So I ended up just turning to books. In the different stages of my business, there have been various books that I've had a positive impact on.

CRUSH IT

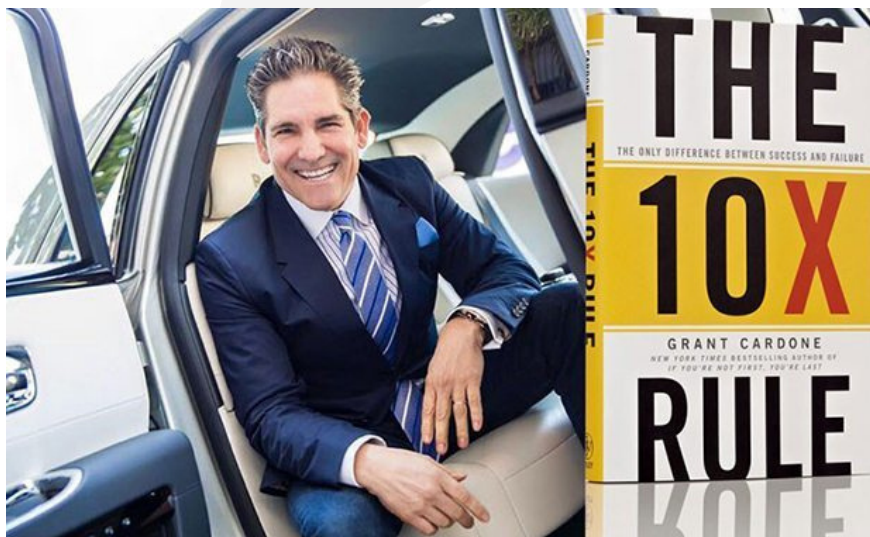
As I've mentioned previously, when I first started my business, the book that really helped me out was "Crush it" by Gary Vaynerchuk. This book really helped emphasize the opportunity in today's business environment and how a lot of entry to business ventures has been broken in the last several years and that you no longer need millions of dollars to get in front of your target audience as you have in years past. Gary Vee wrote this book back in 2009, but it's still relevant today. The book had various great principles that helped me feel confident in the business that I was building.



10X RULE

Another book that stands out for me that positively impacted my mindset was the "10X Rule" by Grant Cardone.

Something in that book really shifted my mindset, and it was when he talked about how he focused on creating a bigger shovel, which is a metaphor to generate more money instead of saving.



3 | FIND A MENTOR OR TURN TO BOOKS

If you don't have many positive influences in your life, you can always turn to books as I did. I've essentially been able to surround myself with great mentors, even though I wasn't talking to them one on one.

When you're working in the real estate, media business, you're doing a lot of driving. So it's a great opportunity to learn new things from others.

