

# PICK UP YOUR GUITAR AND PLAY



## What Real Estate Rock Stars Can Learn From Real Rock Stars



KING THOMPSON



WEST SHELL

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President's Sales Club

Nemacolin Woodlands Resort, Sept 18, 2014

# I. The Warm Up Act - Name That Tune

## II. Behind the Music - The Early Years

a. A blending of styles

b. Early Pioneers

c. Rock & Roll All Stars

i. Solo Acts

ii. Small Bands

iii. Large Bands

## III. The Evolution Begins

a. What makes it "rock and roll"?

b. What makes it real estate?

The 6 \_\_\_\_\_ of real estate:

1. \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10

2. \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10

3. \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10

4. \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10

5. \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10

6. \_\_\_\_\_ 1 2 3 4 5 6 7 8 9 10

c. 3 Letters that changed the landscape of Rock and Roll

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d. 3 Letters that changed the landscape of real estate

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#### IV. We're Putting the Band Back Together

Parts of a Band:

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Group Discussion

## V. Lessons Learned

\_\_\_\_\_ drives the best

\_\_\_\_\_ rule

Alli Close  
Andrew Guanciale  
Angelina Fox-Smith  
Barbara Browning  
Barbara Lach  
Betsy Neidenthal  
Beverly Corsmeier  
Brian Leisgang  
Bryan Jarrett  
Cheri Hewald  
Chris Davis  
Christy Jones  
Cindy Hahn  
Cliff Montgomery  
Dan Fenters  
Diana Pfaff  
Diane Koontz  
Donna Vichinsky  
Doug Spitz  
Guy Cagney

James Pitzer  
Jane Coughlin  
Gary Cook  
Gary Wolf  
Greg Tassone  
Jeff Boyle  
Jewel Buckley  
John Boch  
Julia Wesselkamper  
Kathleen Prangley  
Kathy Butler  
Kim Kovacs  
Lari Madosky Shaw  
Linda Soller  
Lisa Morales  
Lynda Long  
Marianne Powers  
Mary Campbell Staebler  
Michael Hinckley  
Michael Hines

Mike Carruthers  
Rakesh Ram  
Rick Finn  
Ron Bisher  
Norma Brown  
Ogle Annett  
Perrin March  
Scott Baker  
Scott Oyler  
Scott Walters  
Sharon Cook  
Sheila Straub  
Sondra Parker  
Tamara Oakley  
Tiffany Panhuis  
Tina Powell  
Tom Deutsch, Jr.  
Tom Sturm  
Trustline Partners  
Virgil Mathias

## VI. More Strategies for Stardom

1. \_\_\_\_\_ still matter
2. What are you doing to get your \_\_\_\_\_?
3. How are you becoming the \_\_\_\_\_?
4. Are you leveraging \_\_\_\_\_ to capture \_\_\_\_\_?
5. Can you create a \_\_\_\_\_ that is memorable?

## More Strategies for Stardom (cont.)

6. You can't get lost in \_\_\_\_\_
7. It takes a blend of \_\_\_\_\_ and \_\_\_\_\_
8. Are you \_\_\_\_\_?
9. \_\_\_\_\_ is key
10. What's your \_\_\_\_\_?
11. You must have \_\_\_\_\_
12. Video Killed the Radio Star
13. To remain relevant, you must \_\_\_\_\_ with the \_\_\_\_\_
14. Is your \_\_\_\_\_ \_\_\_\_\_ amazing?
15. Are you worth \_\_\_\_\_ \_\_\_\_\_?
16. \_\_\_\_\_ by \_\_\_\_\_
17. Does your brand go \_\_\_\_\_ you \_\_\_\_\_?

## VII. The Closing Number

# Sean's Recommended Reading List

- ✓ **OBO!** – John Miller
- ✓ **Unmarketing** – Scott Stratten
- ✓ **Tribes** – Seth Godin
- ✓ **Linchpin** – Seth Godin
- ✓ **Poke the Box** – Seth Godin
- ✓ **Anything You Want** – Derek Sivers
- ✓ **Trust Agents** – Chris Brogan & Julien Smith
- ✓ **The Freaks Shall Inherit the Earth** – Chris Brogan
- ✓ **Start with Why** – Simon Sinek
- ✓ **Delivering Happiness** – Tony Hsieh
- ✓ **Setting the Table: *The Transforming Power of Hospitality in Business*** – Danny Meyer
- ✓ **The Present** – Spencer Johnson
- ✓ **The Fred Factor** – Mark Sanborn
- ✓ **The Difference Maker** – John A. Maxwell
- ✓ **The Good Life Rules** – Bryan Dodge
- ✓ **Predictably Irrational** – Dan Ariely
- ✓ **A Whole New Mind** – Daniel Pink
- ✓ **Drive – *The Surprising Truth About What Motivates Us*** – Daniel Pink
- ✓ **Switch – *How to Change Things When Change is Hard*** – Chip & Dan Heath
- ✓ **The Referral Engine** – John Jantsch
- ✓ **You, Inc.: *The Art of Selling Yourself*** – Harry Beckwith
- ✓ **Blink!** – Malcolm Gladwell
- ✓ **First Break All the Rules** – Marcus Buckingham & Curt Coffman
- ✓ **Now, Discover Your Strengths** – Marcus Buckingham & Donald Clifton
- ✓ **Really Important Stuff My Kids Have Taught Me** – Cynthia Copeland Lewis
- ✓ **Never Wrestle With a Pig** – Mark McCormack
- ✓ **How Full Is Your Bucket** – Tom Rath & Donald Clifton
- ✓ **Integrity Selling for the 21<sup>st</sup> Century** – Ron Willingham
- ✓ **The Richest Man in Babylon** – George Clason
- ✓ **Surviving Your Serengeti** – Stefan Swanepoel
- ✓ **The Complete Calvin & Hobbes** – Bill Watterson



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