

"The Go-Giver Mindset: Creating Lasting Success in Real Estate"

Meeting Number: PRODEV062025

Category: Professional Development

Materials Needed: Handouts Included with Meeting

Estimated Time: 25 – 30 Minutes

PowerPoint Available: Yes

Meeting Objective: "By the end of this session, real estate professionals will understand and be able to apply the five laws of stratospheric success from *The Go-Giver*, including adding value, building authentic relationships, and embracing a mindset of generosity to enhance their personal brand and grow their business."

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Step #1

Introduction of Today's Meeting: Remind Your Agents –

"Your income is directly related to your value." — Bob Burg & John David Mann, *The Go-Giver*

Introduce the concept of the **Go-Giver** mindset: focusing on adding value to others rather than just looking for personal gain. This mindset will lead to long-term success, both personally and professionally.

Explain – There are The Five Laws of Stratospheric Success

These five laws, presented in the book, are **invaluable** for real estate agents looking to create relationships and drive success.

Step #2

Law #1: The Law of Value – Your true worth is determined by how much more you give in value than you take in payment.

Discussion Points:

How can you offer more value to your clients than they expect or pay for?

Real estate agents can provide value through exceptional service, market insights, and going above and beyond.

Activity: "Value Proposition Brainstorm"

Break the agents into small groups or debrief as one group depending on the size of your office. **Ask** them to brainstorm ways they can **exceed client expectations**. After 5 - 10 minutes, have each group share their best ideas.

Step #3

The Power of Giving

Law #2: The Law of Compensation – Your income is determined by how many people you serve and how well you serve them.

Discussion Points:

Discuss how real estate is a people business. More clients lead to more business, and serving each client well leads to repeat business and referrals.

Focus on relationships, not transactions.

Activity: "The Give-Away Challenge"

Ask each agent to think of **one act of kindness** or **extra effort** they could give to a client or a colleague that would surprise them. This could be anything from providing market insights, sending a handwritten thank-you note, or offering valuable local resources.

Sharing: At the end of the meeting, have a brief sharing session where agents can share their "give-away" ideas.

Step #4

Authentic Connections

Law #3: The Law of Influence – Your influence is determined by how abundantly you place other people's interests first.

Discussion Points:

How do we build trust in real estate? Through genuine care and attention to clients' needs and interests.

Practice active listening: Find out what truly matters to your clients and then work to help them achieve it.

Step #5

The Power of Receiving

Law #4: The Law of Authenticity – The most valuable gift you have to offer is yourself.

Discussion Points:

*Authenticity is essential in building trust. In real estate, people buy from agents they **like and trust**. Authenticity sets you apart from the competition.*

How can agents allow their true personalities to shine through in their marketing, networking, and client interactions?

Activity: "Be Your Authentic Self"

*Have each agent write down **one way** they've shown authenticity in their business and **one area** where they could be more authentic.*

Ask agents to share their insights with the group, encouraging vulnerability and openness.

Step #6



The Law of Receptivity – The key to effective giving is to stay open to receiving.

Discussion Points:

Many agents are great at giving but struggle with receiving. Discuss how being open to receiving referrals, recognition, or help is also important for growth.

*Encourage agents to **accept compliments** graciously, **embrace opportunities**, and **seek help** when needed.*

Closing

Reflection & Action:

End the meeting with a **reflection**: Ask agents to choose **one of the five laws** from *The Go-Giver* that they would like to focus on for the next month and come up with a concrete action plan.

Call to Action: Encourage agents to take **one new action** based on their takeaway from the meeting (whether it's listening more actively to clients, adding more value, or accepting help).

Closing Quote:

"The most important thing you can give is yourself." — Bob Burg & John David Mann, The Go-Giver

This meeting was co-created by John Mayfield and the help with OpenAI. (2025).
ChatGPT [Large language model]. <https://chatgpt.com>

Handouts for Meeting

Handout 1

The Five Laws of Stratospheric Success

Law #1: The Law of Value – Your true worth is determined by how much more you give in value than you take in payment.

Law #2: The Law of Compensation – Your income is determined by how many people you serve and how well you serve them.

Law #3: The Law of Influence – Your influence is determined by how abundantly you place other people's interests first.

Law #4: The Law of Authenticity – The most valuable gift you have to offer is yourself.

Law #5 - The Law of Receptivity – The key to effective giving is to stay open to receiving.

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