

# Reading List vision, clarity, and standards





### THE 12 WEEK YEAR

by Brian Moran and Michael Lennington



### THE CODE OF THE EXTRAORDINARY MIND

by Vishen Lakhiani



### **ESSENTIALISM**

by Greg McKeown



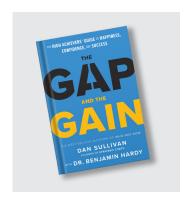
#### **FULL FEE AGENT**

by Chris Voss and Steve Shull



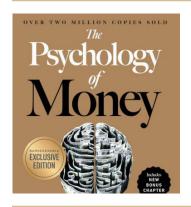
# Reading List vision, clarity, and standards





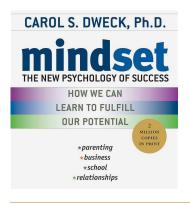
### THE GAP AND THE GAIN

by Dan Sullivan and Dr. Benjamin Hardy



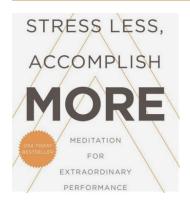
### THE PSYCHOLOGY OF MONEY

by Morgan Housel



### **MINDSET**

by Carol Dweck



## STRESS LESS, ACCOMPLISH MORE

by Emily Fletcher



# Reading List Habits, routines, and rituals





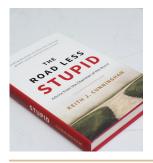
ATOMIC HABITS

by James Clear



**HIGH PERFORMANCE HABITS** 

by Brendon Burchard



THE ROAD LESS STUPID

by Keith J. Cunningham



PROCRASTINATE ON PURPOSE

by Rory Vaden



### THE COMPOUND EFFECT

by Darren Hardy



# Reading List CRM AND RELATIONSHIP MANAGEMENT





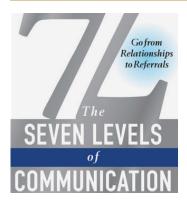
## UNREASONABLE HOSPITALITY by Will Guidara



## **SELL IT LIKE SERHANT** by Ryan Serhant



NINJA SELLING by Larry Kendall



## THE 7 LEVELS OF COMMUNICATION by Michael Maher



# Reading List STANDARD OPERATING PROCEDURES





### **BUY BACK YOUR TIME**

by Dan Martell



### **CHECKLIST MANIFESTO**

by Atul Gawande



#### WHO NOT HOW

by Dan Sullivan and Dr. Benjamin Hardy



### **SCALE OR FAIL**

by Allison Maslan



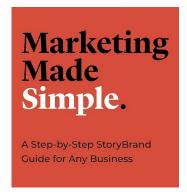
### PROCRASTINATE ON PURPOSE

by Rory Vaden



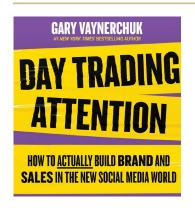
## Reading List MARKETING AND LEAD GENERATION





### MARKETING MADE SIMPLE

by Donald Miller



### DAY TRADING ATTENTION

by Gary Vaynerchuk



## **BUILDING A STORY BRAND**

by Donald Miller



### **BRAND IT LIKE SERHANT**

by Ryan Serhant