

NOTES FROM: *Big Money Energy*, by Ryan Serhant

SUMMARY: I'm not really sure why I started listening to this one, but I'm glad I did! I am now an unabashed Ryan Serhant fan, and I love the way he does business. I love what he's about, and I was able to pick up a ton of useful business ideas from giving this book a try.

Ryan's one of the most successful real estate agents in New York City right now, and he specializes in luxury properties – like, over-the-top luxury properties worth millions and millions – but he certainly wasn't destined to make it there. A large and entertaining portion of this book is spent describing his rise through the real estate ranks, his relentless habits surrounding follow-up, and his extreme dedication to professional development.

I came away from this book being really impressed with the guy, and I immediately started listening to his other book, *Sell It Like Serhant*, upon finishing this one. I just wanted more!

This being an audio listen, I didn't take a ton of notes, but you can bet that I paused the audiobook in numerous places while I spent significant time applying his ideas to the growth of my own business.

“No one cares what your life is like when they're not watching.”

“The world wants to work with pros, not amateurs.”

“You need to have a big vision for how you want other people to see you.”

“If you want to make a lot of money, people actually have to *like* working with you.”

“If you're not getting what you want from life, if you're not making as much money as you think you should, it's entirely possible that it's because of something that you are doing that you don't even know you do.”

“Insist on brutally honest feedback.”

“Your outfit is the world's best business card.”

“‘til death do I stop following up.”

“Billionaires never get excited about money. They have so much of it.”

“You can no longer think of your time as free. Time is expensive.”

“It doesn't matter how perfect anything is if you don't get results.”

“Excellence is real, but perfection is a myth.”

“When you start to think of your minutes as money, you start to be more careful with how you spend them.”

“Professionals base their decisions on their commitments. Amateurs base their decisions on how they feel.”

“Being number one doesn’t mean anything if it’s just you.”

“How many minutes is this costing me?”

“Why not me?”