

What is your core identity? Your foundation. (my response: TV anchor and storyteller, TV anchor and alchemist?)

What are the 3 words to describe you? (my response: glamorous, grit, and excellent)

The most profound question he asked the audience: What is your connection to time as an asset? You have 1440 minutes in a day. 1000 minutes to be productive. Harvard asked to do a study on Serhant, on this very item.

Favorite quote from the talk: Take care of the work. The work will take care of you.

How do you devote some of those 1000 minutes to daily learning? He uses the Headway app.

His advice on personal branding: People care about you and your story. People appreciate your unique perspective. Incorporate elements of your personal life into your personal brand.

What's interesting about you?

What separates you?

His advice when a potential client says they already have the resource you are selling: People buy into future success. Pull people into your message. Paint a picture that the potential relationship with you is better.

Two sure fire ways to close deals when meeting strangers: The 2 "C's"

- (C) ompliment
- Find out what you have in (C)ommon