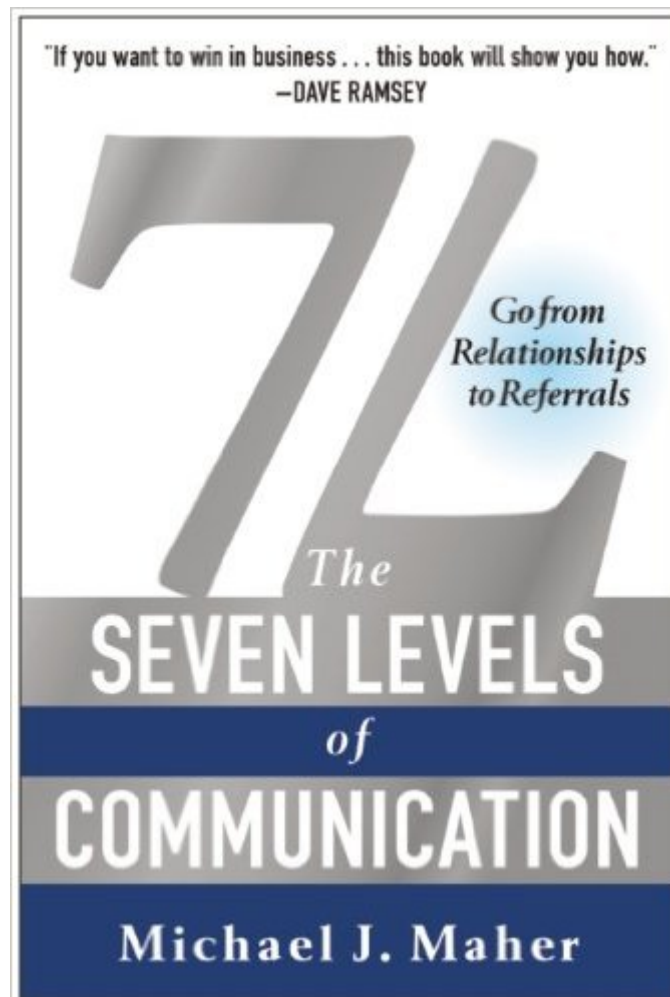


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# 7L: The Seven Levels Of Communication: Go From Relationships To Referrals



## Synopsis

Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters. (7L) The Seven Levels of Communication tells the entertaining and educational story of Rick Masters, who is suffering from a down economy when he meets a mortgage professional who has built a successful business without advertising or personal promotion. Skeptical, he agrees to accompany her to a conference to learn more about her mysterious methods. Rick soon learns that the rewards for implementing these strategies are far greater than he had ever imagined. In seeking success, he finds significance. This heartwarming tale of Rick's trials and triumphs describes the exact strategies that helped him evolve from the Ego Era to the Generosity Generation. This book is about so much more than referrals. This is about building a business that not only feeds your family, but also feeds your soul.

## Book Information

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## Customer Reviews

Michael has written the finest book there is about the importance of building real relationships to help each other's small businesses grow. It has taken me 10 years to finally figure out the value of one on one relationships versus trying to mass market. Michael provides an easy to follow step by step system to create long lasting relationships with our clients and vendors that result in an endless supply of referrals. This book has completely changed how I do business in real estate and I am eternally grateful for knowing Michael and getting this book. I went out and bought 30 of them so that I can give them to my associates.

Before I read *The Seven Levels of Communication*, I was generating hundreds of online leads a month for my real estate business and working my tail off trying to convert those strangers into clients. Newsflash, chasing strangers is exhausting! Then a friend mailed me the book and encouraged me to read it. After reading the *Seven Levels*, I realized how much I was neglecting my Sphere of Influence and having referral systems in place. I shut down the internet leads, opened up communications with my Sphere, and within 90 days, had my database cleaned up, on a communication plan, and for the first time, I was ATTRACTING business rather than chasing it! I recommend this book to anyone serious about building a business that serves them, and ask people, can you afford NOT to have your database working FOR you?

Overall this is an excellent book on referral building, in fact it may be the best one out there. I think the thing that Mr. Maher does better than anyone else is he boils it down to core essential tasks that will get you the best results. It is geared toward real estate agents (as Mr. Maher is one) but with some thought you can adopt a lot of this to whatever your industry is. You need to judiciously think about does this tactic make sense for me and can I implement it as is or do I need to modify it to fit my industry. I also really enjoyed the way the book was written. It is a look at the mythical life of real estate agent Rick Masters and how he transforms his life and business through the implementation of guru Jay Michael's (also mythical) "Generosity Generation". The story line is simple but I was able to identify with Rick in many of the self-doubt, trials and tribulations he went through. The only thing that I didn't like is that there were a few times when Mr. Maher left me hanging without clear instructions as to what to do. One instance was when Rick's coach told Rick to make 10 phone calls a day the first thing in the office. When Rick asked "what should I talk about" the coach's response was "you will know." Really???!!!! That is such a classic cop out and it wouldn't have taken much effort for the coach to list 5 to 10 ideas as to what to talk about. I am assuming that Mr. Maher does this himself and it would have been nice if he would have shared his vast experience in what to say in these phone calls and how to make them productive. Outside of that this is a great book and I definitely recommend you read it.

A friend started a mastermind group and invited me to join. The foundation of the group is this book. We are all reading it and implementing the principles. The most influential book of my life is Napoleon Hill's *Laws of Success* and now I have to add this book, the *7 Levels of Communication* to the list of most influential and life changing books I have ever read. I am transitioning out of one business into a completely new business and this book is giving me the tools to make that transition

happen faster and easier. It is also helping me secure a buyer for the salable assets of my previous business. I have been in a dark hole and now I can see the light at the end of the tunnel. This book has made prospecting so much more fun and overall business is now more fun than ever. I look forward to the end results of referrals. Also I love helping people and I have always tried to incorporate that into my business but never knew exactly how. This book brought that principle to the forefront for me so now I can be myself and enjoy helping people and make money doing it.

We had Michael on our podcast, The Entrepreneurs Library, to give a full run down of The Seven Levels of Communication. As an entrepreneur myself I believe this book is key for every entrepreneur. Stop thinking about it and GO READ THIS BOOK! If you would like to hear a review of the book from the author himself check out episode 38 on The EL podcast.

This is one of the best books that I have read concerning business practices of the many books I have read over all my years in business for myself, more than 30 years. It shows you how to build relationships that turn into referrals. When you implement these practices you will no longer have to hunt for leads, they will come to you. This is a fantastic process that will change the way you do business and become part of the Generosity Generation, increase your bottom line and success in whatever field you are in.

I typically read books on business, success, motivation & relationships. This was recommended to me by an agent in my office. I have implemented many of the tips and am working on implementing the rest (Michael gives lots of ideas to implement in this book!). This book reads like a novel, so it's easy to follow along. The steps to implement are clear and direct. I highly recommend this book also because it approaches business success in a different way than other books do. If you are tired of reading the same thing in business with just a different title, then get this book and do what it says to do. I especially appreciate the giving side of doing business that is not usually found in most books. Michael Maher will guide you to experience amazing results in your life so this is a must have!

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