

## **03-05-26 Mastermind Summary**

### **Quick recap**

The group discussed Melody's one-pager for her real estate training program, which Tina and Mitch provided feedback on to make it more compelling. Mitch shared an AI-generated expansion of his 5-4-3-2-1 referral system, which added new layers and protocols that he plans to develop into a certification program. The group explored how AI can transform existing IP into machine-readable formats, with Mitch sharing his experience of having his IP converted into a structured payload that could be licensed to both AI systems and humans. The conversation ended with a discussion about the emerging AI-to-AI commerce landscape and the challenges of pricing IP in this new paradigm.

### **Real Estate Training Innovation Discussion**

Melody presented a one-pager about her real estate training program for independent and boutique real estate firms to help agents build their businesses based on their unique strengths and existing networks rather than following outdated generic strategies. It highlights the problem with traditional training methods and outlines the benefits of Melody's approach, which focuses on leveraging agent's existing assets and building genuine trust with clients.

### **Real Estate Training Program Strategy**

Melody's program has Washington State DOL-approved status for clock hours which can be used for recruiting tool and as an alternative to traditional training programs. It aims to help managing brokers reduce agent turnover and build sustainable referral-based businesses. Tina provided marketing feedback suggesting the program should emphasize how it aligns with existing business practices rather than problems with other methods. We discussed strategies for reaching potential partners, leveraging existing relationships and offering the program as an addition to, rather than a replacement for existing training programs.

## **Modernizing Real Estate Training Methods**

Tina and Melody discussed the need to update real estate training methods, emphasizing the importance of using language that empowers rather than shames. They agreed that current training programs, which often rely on outdated methods, should be reformed to better suit modern practices. Mitch suggested simplifying the language by removing specific timeframes and using more generic terms to avoid resistance. They also discussed the need to address the gender disparity in the industry, as most agents are women while the majority of trainers are men.

## **Client Engagement Questioning Strategies**

Melody and Mitch discussed strategies for engaging with potential clients and partners. Mitch advised Melody to focus on asking questions and listening rather than making declarative statements about her program. He suggested using the **5 Questions of Service™** to uncover potential clients' needs and areas for improvement. Melody shared a recent experience where she missed an opportunity to engage a potential client by not asking enough questions about their current practices. They agreed that building long-term relationships and being genuinely curious about others' experiences is key to successful business interactions.

## **Valuing IP Over Traditional Pricing**

The group discussed pricing strategies and the importance of valuing intellectual property (IP) over traditional product-based pricing. Mitch emphasized avoiding the use of the word "free" and instead using terms like "courtesy" or "complimentary" when offering services. He shared insights from his experience and a recent webinar to illustrate the difference between the old game of selling by weight (thud factor) and the new game of focusing on singular solutions with value. The group also discussed the concept of bonus stacking and how overwhelming multiple bonuses can be for prospects. Mitch encouraged the group to read an article called "The Flip" to better understand repositioning and revaluing deliverables.

## **AI-Enabled Intellectual Property Conversion**

Mitch presented a new technology called "payload" that converts intellectual property into a structured format machine-readable by AI systems. The payload enables IP to be discovered, purchased, and deployed by AI agents or humans using AI tools, creating new revenue channels. The technology was demonstrated by converting Mitch's referral system and other IP assets into a single structured document, offering improved control and traceability over IP usage compared to current methods.

## **AI-Enhanced Referral System Framework**

Mitch shared his experience of using AI to transform his referral system into a comprehensive three-layer protocol, which he plans to incorporate into a certification program. The AI-generated framework includes a referral gremlin protocol, five questions of service, and conversion strategies, adding dimension and value to his original content. Melody and Matt discussed the potential of AI to future-proof intellectual property and create new patterns in existing content, while Mitch emphasized the importance of customer input in defining unique service advantages.

## **AI Dimensions and Decision-Making**

Tina discussed the concept of directionality and dimensionality in learning and decision-making, emphasizing how AI adds new dimensions to existing processes. The group agreed to schedule a follow-up discussion about AI training experiences, with Matt offering to share his insights from working as a domain expert.