


# 7L: The Seven Levels of Communication: Go From Relationships to Referrals

*By Michael J. Maher*

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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.

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## Editorial Review

Review

“If you want to win in business...this book will show you how.”
**—Dave Ramsey, author of *EntreLeadership* and *The Total Money Makeover***

“(7L) is the clearest, most concise book I’ve read on what it takes to be a great salesperson. It is obvious why Michael J. Maher is one of the greatest sales people in the world. This book will become a classic.”
**—Larry Kendall, Chairman Emeritus of The Group, LLC, and author of *Ninja Selling***

“Master the generosity game...build a powerful, referral-based business...put the wisdom of (7L) into practice.”
**—Gary Keller, *New York Times* bestselling author of *The Millionaire Real Estate Agent, The Millionaire Real Estate Investor, SHIFT*, and *The ONE Thing*, and Cofounder of Keller Williams Realty International**

“(7L) is the most reliable and sensible business-building system I have ever seen... If you follow this amazingly simple recipe, I guarantee success will follow you.”
**—Todd Duncan, *New York Times* bestselling author of *Time Traps and High Trust Selling***

“Required reading for all my coaches! Excellent!”
**—Bob Corcoran, founder of Corcoran Consulting & Coaching**

“Every real estate agent needs to read this book and give it to all their referral partners. In (7L), Michael J. Maher shows you how to build a recession-proof network.”
**—Dr. Ivan Misner, founder of BNI and Referral Institute and *New York Times* bestselling author of *Masters of Sales***

About the Author

**Michael J. Maher**, “North America’s Most Referred Real Estate Professional” and founder of the Generosity Generation, is dedicated to helping salespeople earn a better living and live better lives. He rocketed to the top of his profession by earning more than $1 million in his third year of full-time real estate. With the slogan of *We’re not #1...YOU are*®, the Kansas City Home Team continues to be one of the top real estate companies in Kansas City. Maher is one of the most in-demand speakers on referrals, generosity, marketing, and relationship-building.

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**Joseph Cole:**

Playing with family within a park, coming to see the coastal world or hanging out with good friends is thing that usually you might have done when you have spare time, after that why you don't try thing that really opposite from that. One particular activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love 7L: The Seven Levels of Communication: Go From Relationships to Referrals, you may enjoy both. It is very good combination right, you still desire to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't understand it, oh come on its known as reading friends.

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