

Derek Carlson's Unlock Your MVP Reaches Amazon Bestseller Status Following Global Release

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/EINPresswire.com/ -- Author and real estate executive [Derek Carlson](#)'s new book, [Unlock Your MVP](#): The Proven Framework to Master Your Mindset, Expand Your Vision, and Live Your Purpose, reached #1 Amazon bestseller status within 48 hours of its global release.

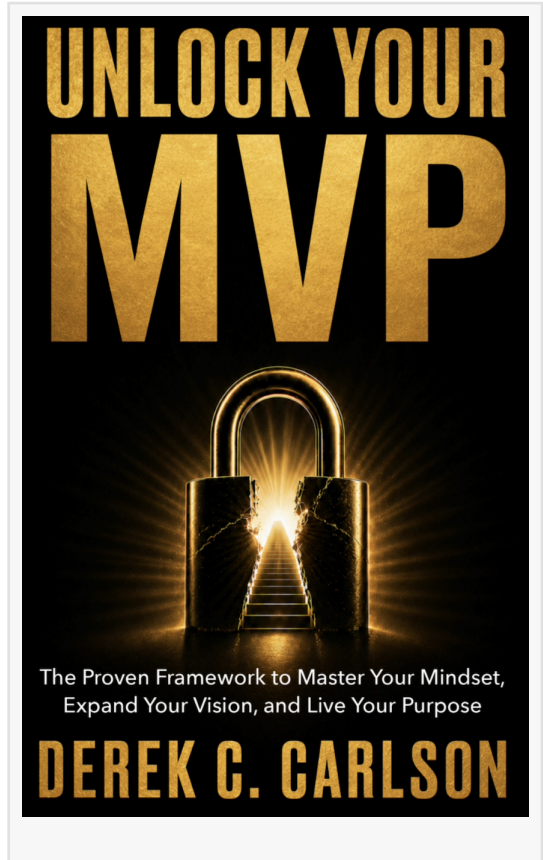
Published by Game Changer Publishing, the book draws on Carlson's journey through professional success, personal adversity and a life-threatening health crisis that forced him to reconsider the priorities and beliefs that had shaped much of his adult life.

By 2023, Carlson had spent years building and leading major real estate organizations while relentlessly pursuing growth and financial success. His career included building one of the largest independent real estate brokerages in the United States, but behind that success was a life he would later recognize as increasingly unsustainable.

During a family trip to Europe to celebrate his 50th birthday, Carlson suffered three heart attacks within a single week. The experience became a turning point that extended far beyond his physical recovery, forcing him to confront the patterns, pressures and priorities that had shaped his identity and definition of success.

"The heart attacks were not the disease. They were the symptoms," Carlson said. "What nearly killed me woke me up. Rebuilding required more than recovering physically. It required rebuilding from the inside out."

Part memoir and part personal development framework, *Unlock Your MVP* examines Carlson's experiences with burnout, health challenges, business lawsuits, identity and professional pressure. Rather than focusing solely on the circumstances surrounding his heart attacks, Carlson explores the beliefs and behaviors that preceded them and the transformation that



followed.

The book introduces Carlson's Mindset, Vision and Purpose framework, the three areas he identified as essential to rebuilding his life. Mindset addresses the beliefs, habits, and internal patterns that influence daily decisions. Vision focuses on creating clarity about the future and aligning daily choices with it. Purpose examines the motivation behind achievement and the role personal values play in defining genuine success.

Carlson's transformation also reshaped his approach to business and leadership. He currently serves as Broker/President of Realty ONE Group MVP, a Florida real estate brokerage with 10 offices and more than 1,100 real estate professionals. Throughout his career, he has built and scaled real estate organizations, developed real estate professionals, and led through periods of significant personal and industry change.

Carlson is now touring the country and sharing his message through his keynote, "Unlock Your MVP: What Nearly Killed Me Woke Me Up." Through the keynote, he challenges audiences to examine how they define success and begin building their lives around mindset, vision and purpose.

Rather than presenting adversity as a single event to overcome, Unlock Your MVP presents transformation as an ongoing process of confronting unhealthy patterns, establishing new standards, and bringing personal and professional priorities into alignment.

Derek Carlson is a real estate executive, entrepreneur, author, and Broker/President of Realty ONE Group MVP. His career has focused on real estate leadership, business development, and organizational growth. His experiences rebuilding his health, identity, and priorities following three heart attacks became the foundation for his Mindset, Vision, and Purpose framework.

Additional information about Derek Carlson, his keynote, and Unlock Your MVP is available at www.UnlockYourMVP.com.

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