

AGENTON FIRE® BLAZE

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Magic Mike Reaches Into His Top Hat And Pulls Out 6 Mind-Boggling Tricks to Getting Unlimited Commissions from this Illusory Listing Market!

Welcome to the ever-important “pre-spring” market AOF Blazer,

In January, I began thinking about how to hand you the keys to the chains that are binding most agents as I write this. It’s as if the market is holding most of them from a crane, high above a tank of boiling water, helplessly handcuffed, as it slowly drops them into liquid hell below. Metaphorically, I’m speaking of the way that agents all across the country, in the hottest and coldest markets are struggling to survive, due to a shortage of homes to sell. It’s killing both buyer’s agents AND listing agents....a true double edged dagger to the hearts of our “family” members. And it’s a mystery as to WHY it’s happening. Sales prices have levitated to great heights and the ease of selling no longer requires any slight of hand...

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...Let's face it, just about ANY seller could pull a rabbit right out of their hat, with no special gimmicks or props. So WHY are the not selling? Simple to answer...UNCERTAINTY (ie: FEAR).

Ah FEAR, the greatest motivator of all. It drives action. It paralyzes us into inaction. And that's precisely where your sellers are...FROZEN.

So, I've thought long and hard about how to get you going right now, in a time that you need to be a smoking hot start to the year. What sorcery would release the sellers in your market from their captivity? And it hit me...

Small Area Marketing (SAM.) is the light in the darkness that makes you a "visible" solution to prospects. It does it quickly, inexpensively and with great effectiveness...bluntly, it makes you the proverbial "guy (or girl) at the top of the hill that everyone lines up to do business with."

So here's how it works: (There's a method to this. Pay Attention here)

You wisely choose and then **DOMINATE** a Small Area Market.

You gain prevalence through what we marketers call "frequency".

Sellers associate your name with "selling" and they relentlessly pursue YOU (there's a bit of hypno-trickery here that I'll dive into.)

You infuse them with NLP style marketing that "future paces" them into moving. (yup...more hypno-babble)

You plant signs in yards without hard selling.

And if it sounds like something out of a book of tricks, well, that's because it is my friend. You see, I've used this EXACT strategy to completely overtake market area after market area, to amass hundreds of listings at given times. Frankly, it's a secret hidden in plain sight that few agents have ever been adept enough to follow, as I slyly sucked the blood from their businesses.

Now, here's where I go head and dispel that tiny bit of doubt that may be crawling up your spine right now. I realize that talk of NLP and Hypnosis and some of my other mind-tricking tactics may seem unfair, underhanded or undoable to those uneducated in such processes, but I also know how powerful they can be for you when used for "good"and when they are done in a good way. So, clear your thoughts as we dive in. I assure you that you need not understand the madness. Just follow the methods.

Let's begin...

You find your SAM by performing a bit of diligence. It's the "grunt work" of the strategy. And it has to be done. You'll carve out a few hours for yourself with a drink to sip on, as you dig for data. Here's what you are looking for...

Neighborhoods (or subdivisions, or blocks, or cross sections, whatever you call them commonly in your market) that have solid potential for income.

You sort them by:

-Turnover rate (annually)

-Price

-Proximity

-Available Competitive Share

Let's break down each item above and get extremely scientific about this. It is, after all, a process. Processes must be hypothesized, implemented, tested and proven. I've proven the process already. You just need to understand the underlying elements that it embodies so that you can create and recreate your formula.

TURNOVER RATE ANALYSIS

You MUST determine which neighborhoods have the highest probability of turnover, historically, year to year. Don't pretend to be a psychic real estate reader here. There is no crystal ball or tarot card deck to give you easy answers. Regardless of your market "knowledge", **DO NOT GO FORTH ON INTUITION.** Use the data.

Use a map and your MLS

Determine the average rate of turnover in your ENTIRE marketplace (not just your SAM) over the course of the last 24 months. You need to go back a full two years (or more) to be able to see historical listing sales data, pre "shortage" era. The turnover rate is calculated this way: Total # of homes sold divided by Total # of homes in area. Write the rate down as a percentage. (Note: not all MLS systems will provide you with a total # of homes in a market. If yours does not, you can simply choose your market area to analyze, using a collection of zip codes. Then use Google to find "number of households in 30062", for example. Google is your friend...Use it.)

Select a general SAM area to evaluate by identifying an area that has several desirable neighborhoods in close proximity to each other. The idea is to find a "pocket" that will be YOUR SACRED DOMAIN.

Notate the TOTAL number of homes in each neighborhood.

Now, determine the average rate of turnover for each neighborhood in your SAM and write them down.

Compare the turnover rates of each neighborhood to the average rate of your ENTIRE marketplace, circling those that are equal or higher.

Continue the process in different SAM areas until you find the treasure-rich “pockets” hidden behind the curtains. They are there. You will find them.

PRICE TO TURNOVER RATE “PROFIT MAXIMIZER” APPROACH

Price means EVERYTHING when choosing a SAM. In a market that’s low on listings, you need to make as much profit per hour spent as possible. Some neighborhoods may have high turnover rates but they are merely “Time Sucks” that rob you of higher GCI (Gross commission Income) that you could have earned, had you been more strategic. You have to fiercely and ruthlessly push aside these profit-swindling temptresses, while you gallantly service those who pay you more handsomely for your efforts.

Calculate the average sales price of each individual neighborhood in your SAM. **ONLY calculate this for the ones that have at least a median turnover rate in comparison to your entire marketplace.**

Circle or highlight those with the highest SALES price. IGNORE list prices. They have no relevance to you Blazer! We deal in reality...not in dreams.

Formulate a Potential Profit Amount for each neighborhood based upon the Total Number of Homes (x) Average Turnover Rate (x) Average Listing Commission (based upon YOUR fee). Yes. We are assuming that you get ALL of the listings here. It’s our goal after all. THINK BIG. It’s mental programming. Write the Potential Profit down.

Circle the highest potential profit neighborhoods. These are the ONLY neighborhoods that matter. Toss away any preconceptions of neighborhoods you “like”. They do not matter. This is science. It’s not a game. Play it well or sink to your boiling death with the rest of the uneducated.

THE PROXIMITY FACTOR

Enclosing your SAM is a key play. Even in the best of markets, you must NEVER spread yourself thin. This is YOUR show and you must draw the FOCUS of YOUR audience upon YOUR performance.

This is where the wonder of “Frequency” unconsciously “pulls” prospective sellers right into your realm, as if magnetized by an invisible force. What you should know, but you don’t need to fully understand, is that there are certain influencers, systems and natural processes built into the human mind, that can be easily triggered to elicit actions that you desire. One such system is the Reticular Activating System. In short, it creates “associations” by drawing the subconscious mind’s attention to sights, sounds and experiences that relate to something that you are already thinking about. For instance, you might drive down the road every day while passing tens of new black Mercedes, and you never take note. You truly don’t even notice them. They are filtered out. However, when the time comes that you are

considering a potential purchase of a shiny new black Mercedes, you'll never be able to let one pass you by without checking it out. You notice ALL of them. We are going to use PROXIMITY to make ALL of the sellers and soon-to-be sellers, associate "Selling" with "You". They will TAKE NOTE of YOU. Are you seeing the magic in my evil ways yet?

Now look at your map. Which of the SAM areas that you have analyzed contain the most density of highest potential profit neighborhoods? Circle those areas.

Choose the ONE that is the HIGHEST PROFIT POTENTIAL NEIGHBORHOOD. Draw a huge red circle around it. This is YOUR SAM. Follow my lead and you will own it.

It is CRITICAL that you choose a SAM that has neighborhoods of profit potential nearby (in close proximity) to each other. This is where the Reticular Activating System and "association" kicks in. You are going to become the Symbol of "selling" that residents of these communities think of. The brain works on symbols. This matters. So, back to the principle I mentioned earlier in this section called "frequency". I remember when I first began running radio ads. It was expensive. I was a newbie...wet behind the ears...feeling like a guard who forgot his gun, in an Armored truck, about to make a delivery in a crime-ridden part of town. I felt my wallet shaking..or was that my knees? Bottom line...it was SCARY making the investment. For weeks I envisioned my bank account draining as the cash to pay the ad contract rapidly outpaced the inflow of commissions from station WIMBC (Why, I Must be Crazy).

My ad rep kept assuring me that things would eventually "break", advising me on my ads (something I didn't need being a master wordsmith, but I nevertheless accepted), and curtailing my fears the best that she could. So, I stuck it out, reluctantly and in constant panic. I really thought all of her talk of "radio is a frequency medium" and "people need to hear you for a while to associate you with home selling" was a complete load of stinking BS. But I was dead wrong. It hit and it hit BIG! Within 60 days I became the King of All Real Estate (a little selfish borrowing of a Howard Stern "King of all Media" slogan). Things completely exploded. My phone began ringing off the hook with sellers PRE-SOLD on hiring me. What I realized, and what you need to understand, is that these people began to associate "Selling my home" with "Mike Costigan" after hearing me over and over again, and at the same time every day as they drove to work in the morning or as they took the little kiddo-monsters to school. It was FREQUENCY that cemented "Home selling=Mike" into their programmable little heads.

Sellers can be programmed with FREQUENCY simply by seeing your signs in the yards of your SAM. The more often they see them and the more of them they see, the more solidly you become THE association with "selling" in their minds. So proximity is KEY. Think of the age-old adage; "Be a Shark in a puddle Not a Minnow in the ocean." Makes sense now huh?

Most agents cast too wide a net. Others cast their net into empty waters. Both reap no catch. Result=Skinny Kids. Don't have stick figures for offspring. Fish in fertile waters. Flash your bait in front of hungry mouths more often. More casts in the right places wins the trophy. Every. Single. Time.

AVAILABLE MARKET SHARE

So, who really gives a sheeeeeiiiiite about competitors in your newly discovered, soon to be YOUR conquered and claimed SAM? Frankly, I don't. I welcome the competition. It drives me. I relish in the vicious bloodletting that ensues when I unleash my Mass Attraction Marketing System upon the territories that can only be sheepishly defended by my enemies...but I digress...let me show you where understanding your foe's scared grounds can be a factor in your war plan.

First, do this...

Look at all recent sales, pending sales, active listings and withdrawn listings in your new target SAM. Take note of any agent who seems to have some sort of majority foothold in the subject SAM.

Calculate the OVERALL percentage of "presence" that the agent has by determining the sum total of every home sale that he/she participated or is participating in (include all statuses) and dividing that number by the total number of homes in those sales/attempted sales. Write the number down.

Generally, I don't shy away from a neighborhood where a competitor has a presence unless the number is extremely dominant. Anything above 30% market share is dominant in my book. This does NOT mean that I will definitely turn and run, especially if that competitor only dominates one or two neighborhoods out of a SAM that may consist of 5 or more neighborhoods (which is OFTEN the case). In that instance, I will soon EASILY overtake them with FREQUENCY of sellers seeing my signs and associating me with selling. It truly becomes magical.

Make a decision, based upon competitor dominance, as to whether a SAM is viable or if you should choose another. (Note: Competitor dominance is NOT a stopping factor. You CAN overtake them with MANY AOF methods. It just may take longer.) If a neighborhood or entire SAM is truly valuable, STICK WITH IT...and follow my sorcerous ways. Soon, those pesky little annoyances will go POOF and disappear...never to be heard from again.

Bluntly, Available Market Share is the least of my concerns when choosing a SAM. You may consider it but don't give it nearly as much credence as Turnover Rate, Price and Proximity. While all four are essential elements of the magic domination potion, the latter three are added in much larger doses.

You should understand by now the concept of domination by frequency and profitability by scientific analysis. These are both what I like to call "Secrets Hidden In Plain Sight" yet few agents see them and fewer have the wherewithal to actually put the processes outlined in this newsletter to work.

There's another HUGE benefit to following the SAM principle...

IT SAVES YOU TONS OF MONEY!

Ask yourself if you would rather throw a bunch of crap against the wall and hope that a tiny bit of it sticks, or would you rather just hit the damn bullseye the first time? When you do these brilliant little exercises, you are ELIMINATING all of the bull**it guesswork and unnecessary costs that are associated with it. You don't blow your hard-earned cash on a "wish". Picture yourself sitting at a closing, collecting your check and then hopping a flight to Vegas and betting it all on one hand. THAT'S HOW MOST AGENTS OPERATE. No strategy. No hope. No luck...Quickly DEAD BROKE. My father has a saying; "They don't build casinos on giving money away." I say; "They don't become 7-figure agents by pissing money away." Think about it and think HARD. Only YOU can chart your course. It's either treacherous troubled waters or smooth sailing with a plotted course. Your choice.

How to Ruthlessly Dismiss Seller Fears and Get Lots of Listings Even in an "Unlistable" Market.

In order to address seller fears and overcome them, you have to first understand the mindset of sellers. The most deadly listing-opportunity-killing mistake that you can make is to ignore the fears that keep sellers awake at night, tossing and turning like naked campers in a Lion's den. People make decision on emotion....well mostly. There's always those engineers who count pennies and crunch out formulas that I don't care to twist my brain with..ugh. Nauseating. Let's just stick to the bigger herd.

You must turn their paralyzing fears into irresistible hopes. It's that simple in a nutshell. And in order to do this, you'll need to go in with a plan. I'm going to keep it really simple for the sake of addressing LISTING SHORTAGE MARKETS. I'll just explain the two greatest fears that sellers have at the moment and then I'll show you how to unravel them.

Fear of Unsustainable Prices

"If we sell our current house and buy a new house now at premium price, the market will soon correct itself and we will be in a very bad position. We might LOSE MONEY."

Valid concern...Especially in seriously overheated markets. And there are PLENTY at record levels right now.

Fear of NOT finding a Suitable “Next Home”

*“There are so few houses on the market and all of the good stuff sells fast. After we sell ours, we won’t find a home that we like better. We could end up in a hotel or living with relatives for months and then **SETTLING** on something that we don’t really love.”*

REAL CONCERN. This happens a LOT. Factually, this is the biggest fear amongst sellers. And it might scare the pants off of my own ultra-fearless butt if I weren’t The King of All Listings. Agents really do get sellers caught in this terrible trap because they don’t know any better or they just don’t care. Either way sucks.

So, FEAR is the driving factor that has effectively shut down the real estate market in this country. It’s a FACT. You can ignore all of the puke and speculation spewing from the mouths of ignorant, unknowing TV reporters. It’s all perception. And right now, perception is creating FEAR. And as analysts are almost unanimously predicting worsening of gargantuan proportions, agents are dropping out in droves, succumbing to their own ignorance. Blows my mind honestly. The answers Ye need are all found with the Agent On Fire resources. Good for the wise souls like you who seek out the teachings. Ye shall profit while others are plundered.

So here’s what you do...

Hit them square between the eyes with Mass Attraction Marketing.

Mass Attraction Marketing is my proprietary combination of Benefit-Driven headlines and NLP/Hypnosis-Infused Conversations, all wrapped up into one utterly irresistible little treat that sellers CANNOT resist sinking their teeth into like hungry dogs on a beefy bone. And most importantly, its core principle is to get sellers to list with you in 30 minutes or less.

The principles:

Grab their attention and FORCE them to call you by calling out their fears and then “fixing” them.

“Future Pace” them with a congruent conversation, that subconsciously guides them along YOUR intended path.

Remember, Mass Attraction Marketing is a BLEND of these two elements. Headlines alone and conversations alone will not suffice. You need to include both elements. I have used this Process to sell literally thousands of homes and to secure listings in less than 30 minutes. It WORKS.

**Mass Attraction Marketing Headlines
to Address TODAY's Seller Fears and Lead Them to
Conversations with You**

(Try these on for size. They are merely samples to build on. And remember,
YOU write the "rules" to any Outrageous Promise. Be Bold.)

**"Find Your Next Home
BEFORE You Close on Your Current Home,
or You Can Cancel Your Sale!"**

**"Buy Your New Home NOW and If You Aren't Happy,
I'll Sell it for FREE"**

**"My "Smart Buy System" Allows You to Buy Now
and Not Worry About Future Value...**

..If Prices Drop, I'll Sell it for FREE"

**"Don't Be Stuck Homeless!
Lock In The Purchase of Your Next Home
While Your Current Home Is Under Contract,
or You Can Tear Up the Papers!"**

**“Never Miss Out on Your Dream Home.
Secure It BEFORE You Close on Your Current Home
or You’re Not Obligated to Sell.”**

**“The BEST Homes Sell Fast!
Seal the Deal on Yours BEFORE You Close the Sale
on Your Existing House...Guaranteed!”**

**“Your New Home Under Contract
BEFORE You Close on Your Old House,
or The Deal is Off!”**

**“Industry Changing “Seller Choice” Program
Allows You to CANCEL Your Home Sale
if You Don’t Find a New One.”**

**“If Your New Home Drops in Value,
I GUARANTEE to Sell it For FREE.**

**To Learn About My New
“Equity Protection” Program, call xxx-xxx-xxxx”**

**“Moving Up Is Easy and Worry Free
With My “Seller Control” Program.**

**You Find Your New Home
Before You Close the Sale of Your Current Home,
Or YOU Can Kill the Contract!”**

The preceding headlines are all going to lead sellers to Mass Attraction Marketing Conversations, the second critical element in the Process to listing homes in 30 minutes or less, even in markets where listings are scarce. You can certainly see the power that they have and the emotion that they evoke by merely addressing fears and “fixing” them. Sellers WANT to sell. It’s a part of our culture. We strive for “better”. We reward ourselves with “stuff”. And the home is the ultimate expression of our own success. You just have to give sellers the solution that they are dying to discover.

So, be outrageous. Stand out above the crowd. TELL them how you are MASSIVELY different than the average frustrated, worthless, run of the mill real estate agent who makes bs claims and promises. SHOW them that they NEED to have a conversation with you...and then subconsciously close them with future pacing and presuppositions.

And the CONVERSATIONS will lead you right onto their living rooms. Yes. For once I will admit that there might just be a little magic...perhaps some high level sorcery mixed into this masterful formulation of seller control techniques. But I stand firm in testifying that its purpose is GOOD. It could only be evil if used for devious purposes. So, if you question this, remember, the variable is YOU.

How to Wield the Holy Powers of Future Pacing and Pre-Suppositions

Future pacing is a means of dropping symbols into the mind of prospects.

The symbols represent anticipated future actions or scenes or outcomes.

The brain works on symbols and naturally, subconsciously and unwittingly acts upon the symbols it recalls from memory.

Symbols control beliefs, thoughts, congruency and even rapport.

Symbols can be triggered by words, phrase and suggestions.

These are called pre-suppositions.

Pre-suppositions are statement that you make to “pre-suppose” what is going to happen next or sometime in the future.

Pre-suppositions are the phrases and words that you use to Future Pace people.

Pretty interesting huh?

Using NLP and Hypnosis-Infused Conversations allow you to Future Pace seller prospects into following your intended process. In a short phone call you can have a seller 1.) Reserve a time to LIST with you 2.) Have all of the necessary information you need sitting on the table, waiting for you 3.) Complete the entire process in 30 minutes or less.

Look, it truly isn't hocus-pocus. It's simple language patterns. Anyone can do it and YOU certainly can, once you understand it. That's why I teach this to you. After you read this newsletter, you will jot down a few headlines. You will find one that suits your style best. Then you will write out a short conversation script with the pre-suppositions that will command sellers to follow your process. You will practice the conversation out loud a handful of times. Then you will master it. And future pacing will always be a powerful tool in your marketing arsenal. You will be FAR stronger than ever before.

See, that's future pacing. And it works. If you read that paragraph without any suspicion then you're going to reap some serious rewards. I subconsciously programmed you for success. Your brain wants it. Now it has it. You will enjoy it. Beginning now.

Ok, now let's look at a very simple Mass Attraction Marketing Conversation so that you can model yours after or just COPY. There are just a few elements to notice:

Intent. The intent of the conversation is not to set up an interview. It is to secure a listing. Pre-suppositions control this.

Congruency. Your conversation must be congruent with your ad in order for pre-suppositions to work. "Bait and Switch" puts people on guard and they will subconsciously reject suggestions.

Authority. Suggestions are generally more easily accepted when received from a perceived authority. Always speak in an authoritative tone. You don't need to be dominating. Just avoid speaking in upward tones. In other words, imagine you are asking a question. You usually end "up" on your last few words. Commands are spoken "downward". As if saying to a child "Go to your room". Only you don't speak as harshly to a seller. You don't speak "down" to them or be rude. You just speak "downward" at the appropriate times and be mindful of not speaking "upward."

Intent. Congruency. Authority. The PERFECT recipe for a future pacing conversation that lands you listings in 30 minutes or less. I'm telling you it truly is magical. And don't fear, I cover this repeatedly in videos and LIVE internet broadcasts. You'll hear me do it and you'll easily be able to replicate it. Soon you'll be watching TV or listening to the radio and you'll recognize it in crafty ads. I may have even just ruined your viewing and listening pleasures with some of your favorite network show hosts. Many of THEM do this to sway your thinking and to get you to tune in over and over again. Ah, LANGUAGE. It's THE most powerful force in the universe. Learn to master it and the world is yours.

Scary huh? But oh so good.

Here's a sample Mass Attraction Marketing Conversation:

"Hello, this is Mike."

"Mike, I got your advertisement about not being homeless and me being able to cancel a sale if I can't find a new home. Is that true?"

"Yep. My sellers all have the right to cancel the whole thing if they can't find their dream home, and when I list your house you will have the same guarantee. What is your name?"

"Bob Smith"

"Thanks. Glad you called Bob. I'm assuming you'll tell me your home is a good one to sell right?"

"Yes it is. Wife and I are thinking about it."

"Great. I'm the guy that you will choose to sell it because of my special programs and because I can make it worry free and easy. The first thing we will do is set a time to get together and get it on the market, pending your approval of what I say. Fair enough?"

"Sure"

"OK. I'll stop by on Tuesday at 6. You just have the warranty deed on the kitchen table and a key for the lockbox. I'll be in and out in 30 minutes and have you listed. The whole process is very efficient."

(Bob is either following me or not here. If he questions ANYTHING that makes him back up on me I just reverse the risk)

If he doesn't back up on me:

"Great. See you Tuesday Bob."

If he does back up on me:

"Oh no worries Bob. We will do the paperwork because that's what we do to save time, but I always write in a cancellation clause that let's you decide every day if you want to continue. You aren't stuck in anything. Just call me if you decide to go a different route and we will shake hands and be friends and you get a bunch of free expert advice about how to sell your home fast and for the most money. That's fair right?"

"Yes, That's fair."

"Great. See you Tuesday bob."

Future pacing is so darn easy. See how I basically TOLD him what would be happening. I didn't ASK. I led him. His brain is creating pictures (symbols) throughout the entire conversation. He is picturing the warranty deed and key on the table. He is picturing me arriving on Tuesday. He is picturing the listing agreement and he is picturing us shaking hands and sealing the deal. You may have also noticed that I used some sneaky little "Yes" getting tactics. I asked him to say "Yes" early in the conversation to establish a pattern of agreement with me and then I reinforced it with a leading question that solicited another "Yes" later. Once you have established a rapport with agreement, dropping suggestions is easy. They are already open for them. Just use pre-suppositions and the symbols are firmly planted.

Oh, and remember that cancelation clause? Don't ever let that scare you. RARELY does someone exercise it. It's simply a tool to drop their guard and make them more open to listing. They can't lose, so they move forward. It also removes their burden of having to "interview" lesser agents. It's a perfect closing tool. You may want to mention this to ALL of your prospects. Totally up to you. Takes the heat off right up front and gives them control. Control removes uncertainty. Certainty removes fear.

THIS IS A VERY IMPORTANT ISSUE OF *"THE AGENT ON FIRE BLAZE"*

As you head into the Spring market, you set your "pace" for the year. 2018 is poised to be extremely troubling for the real estate industry and it could be either extremely devastating or incredibly uplifting for you. You are going to discover who you really are. You're going to be forced to magnify your strengths and to challenge your weaknesses.

This year will be as much of a mental game as it is a physical effort on your part. You are going to need to become a FORCE.

I always wonder at precisely this time of year, how my Blazers like you will fare and how I will provide you with the most empowering teaching and instill the practices in you that will bring you the most reward. This year I'm dedicated to giving you the gift of eternal survival in the tides of these uncertain waters that we call the 2018 real estate market. Why the focus on survival? Because it's the base from which all greatness is built. When you have that foundation that protects you from treachery, you can focus straight-ahead on growth and domination strategies. And those are coming your way in hefty quantities throughout the Spring and Summer. It's going to be one heck of a fun and "batten down the hatches" ride through the currents this year together Blazer. Together we will find the treasures.

Because of the seriousness of this issue, I've chosen NOT to include VIP offers or special inserts. I want your focus on this issue's contents to be unobstructed. If you want to inquire about VIP access to me just email me at mike@agentonfire.com I've given you plenty to work on for now. Get to it.

I think we can both agree that changes are coming in this market and that you need to be an agent who is of higher stature than Joe Blow the real estate goofball. I have so much more to show you and you'll be getting a look deeper into my bag of tricks as 2018 develops.

Anti-Typically Yours,

Mike

A quick Fakebook reminder: As much as I despise all of the political ranting, self-affirming, chest-puffing bullsh*t spewing out of fools' mouths on FB, I'm using it for REAL purpose-teaching. I've moved all future video tips inside of a new PRIVATE group (this keeps content protected and idiots out). Anyway, you'll need to request membership here:

<https://www.facebook.com/groups/agentonfireblazers/>

You'll want to "Like" and "Follow" the public page too. I'm going to be doing a LOT of LIVE broadcasting there in the coming weeks. "LIVE" works better on pages with Flakebook's algorithms than in private groups, so that's why the choice was made. Here's the group link:

<https://www.facebook.com/mikecostiganagentonfire/>

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