

# AGENT ON FIRE<sup>®</sup> BLAZE

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## **With the Blues Flashing Behind, Magic Mike Stomps on The Gas ...and Lists the Home of Every Cop, and High-Power Attorney in Town!**

Welcome to a special “Locked Down, Key Thrown Away” edition of the BLAZE!

Spring has sprung and you need to be robbing your competitors of every precious gem of a listing that you can get your thieving hands on. This game isn't for the average pickpocket...not this year. 2018's riches will be claimed by only the stealthiest, most swiftly moving marketing mercenaries who execute well-plotted schemes for handcuffing local, un-expecting sellers, with irresistible offers.

Bluntly, this year it's going to be tough. And it's going to be costly for agents who think they can dip into the bank accounts of sellers with the same “non-benefit-driven” marketing weapons that failed to hit the target before. It's like robbing a bank with a squirt gun. You'll get some attention and wind up on your arse empty-handed.

Sellers are confused. That's good and bad...

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...bad, because they are hesitant, nervous and downright scared of making the wrong move and having their home selling and buying dreams shot down. Good, because with the ammo old Magic Mike is about to supply you with, you should be able to give them that nudge they need, to do as you tell them. We'll just give them some extra "convincing" here and have them handing over their wallets.

Ok, so let's get to the laws of seller attraction now. But I'm going to issue you a **WARNING: BREAK THESE AND YOU 'RE HEADED TO THE REAL ESTATE ELECTRIC CHAIR.**

**To attract sellers you must:**

**Segregate them into small groups by interest or location affinity. In layman's terms, "niche" market the heck out of these special little cliques.**

**TELL and then SHOW them benefits that ONLY you offer specifically to their affinity group.**

**Position yourself as the AUTHORITY whom everyone in the affinity group lines up to do business with.**

**Speak to them congruently, in a "language" that they clearly understand, absent of bs, puffery and sleazy "pitches". Ie: Talk like one of THEM.**

I'm telling you, if you don't heed these guidelines, you're going to end up in solitary confinement, left to rot, like a repeat offender, chained to mildew smelling concrete walls, who violates the rules over and over again, thinking he can just "get away with" anti-social behavior. Never, ever try to avoid walking the line here. It's horribly detrimental to your business.

I can't repeat enough how scary this year is going to be for agents and brokers. A market shift is looming and sellers are smelling it. THAT'S precisely why they have locked the doors and holed themselves up, waiting for a signal that it's safe to move. So just offer them a pair of chain cutters, so they can escape the confines of mental home seller prison and then show up with the getaway car to whisk them away.

Now let's dive in to this month's Magic Mike money map and start capturing the elusive listings.

Segregation is where the evil plan starts. And it's going to take some serious sleuthing on your part. You're going to need to "case" the neighborhood and find out EXACTLY what everyone does.... for a living...for leisure...whatever "groups" them together with others.

For the sake of our little “unfair to competitors” evil scheme this month, we’re going to start with affinity by employment. In other words, we’re going to find the cops, the robbers (lawyers), the corporate execs, the techies, etc. Doesn’t matter who or what they are. We’re just going to put them in pens with other affinity-mates and read them their rights to sell.

**Finding them is easier than it should be, really.** They expose themselves unwittingly with social media, telling us everything we need to know to bait them right into our marketing trap. I swear it blows me away how people just openly put all of their valuable information out there for the taking. It’s akin to going to a bank after hours, finding the doors unlocked, alarm off, guard on donut break and a note on the safe door reading: “code “123”. Geez...a literal money grab for even the dumbest of ducks. So, we’ll use everything they so recklessly expose, to find them.

**Speaking of ducks...**here’s a few really good resources for uncovering the affinity groups in your market area (by the way..I’d recommend looking closely in your Small Market Area “SAM” that we spoke of in the March edition of The Agent on Fire BLAZE. Then expand outward as needed.)

**Dux-Soup ([www.dux-soup.com](http://www.dux-soup.com))** - You want to go fast and furious at capturing your niche targets? Then contact Dux-Soup. Not only can you find your prospects, sorted by groups and interests. You can also connect with them on LinkedIn, AUTOMATICALLY create expert positioning, drive them down sales funnels and pop them right into your CRM for follow-up. It’s the machine gun approach to target practice. Master this bad boy and you’re going to get a lot of hits!

**LinkedIn ([www.Linkedin.com](http://www.Linkedin.com))** – A virtual gold mine of information is found here. You can segregate people by area, professional titles and job types, professional and personal interests.

And of course...**GOOGLE ‘EM**. There’s plenty of information out there. Google is your friend. Use it.

So, just start searching desirable prospects out now and tossing them into affinity groups. DO NOT get yourself caught up in favoring one type of employment or personal interest niche over another. BLAZERS work on formulaic approaches. We use data that directs us to the most favorable honey pots and we devour them. Just group them and we will analyze in a bit.

You probably have a decent clue as to the “types” who make up your market area already, so begin there with your search, then, you broaden. Are you in a military town? Do you have lots of tech employees? Are you in a bible belt? Do the ladies walk around in tennis skirts? Are there golf bags in the trunks on the weekends? Is your community “Green” with do-gooders? You see where I’m going with this I’m sure. A fail safe Magic Mike adage to live by: **“The Secrets are ALL Hidden in Plain sight”**. Just open your eyes and look around. THESE are YOUR prospects. Believe me, your

competitors are totally blind to all of the clues. Like Zombies in the dark wandering aimlessly. Count on it.

So don't be one of the dummies and go find the groups. Sift 'em. Sort 'em. Look at which groups offer the most potential payoffs to you. Make it easy on yourself. Just pick the biggest groups.

**A little tip: If you have a few small who are in some way similar, you can put them into one large group for the sake of our marketing attack we are about to unleash on our oh-so-easy-to-catch prey.**

Police, Fire Fighters, EMTs, etc. for instance, could be categorized as "Public Assistance Heros".

Higher level employees of IBM, Mercedes Benz, Coca-Cola or any other corporation could maybe be called "Executive Achievers".

Deviating from the "work" affinities, we could call Tennis Players and Golfers "Weekend Sports Stars".

I only advocate this if you don't have enough people in a particular group(s) to make it worthwhile to market to individually. Prospects tend to fall for the traps loaded with super-specific bait, so luring a Cop in with a "Police discount Program" is gonna work better than quasi-generalizing them, but we do what we have to do to make sense of our dollars and time spent. Still better than the average "can't market his way out of bankruptcy" agent you're competing with.

Now that I've got you to do the necessary pre-commission heist planning, let me show you where this is all leading. Every good mission starts with identifying targets, and if you've followed my instructions, then you're ready to get to the fun part. This is where the adrenaline flows because you're going to realize how easy it is to pickpocket listings from other agents. Yeeesh...it's so simple it's downright scary. No one is safe from my BLAZERS and our sneak attacks.

**Create a special "Program" that SHOWS your groups the BENEFITS of doing business with you, over and above all other options out there.** Show EACH of them a very SPECIFIC benefit that's SPECIFICALLY beneficial to THEM.....BECAUSE of what they do. Then market your program directly to them.

Follow me here my partner in crime. This is easy stuff. Let me shine the flashlight so you can pile the loot in your bag. Here's how it's done....

# The Cobb County Police Officer Home Selling Program Saves You Thousands of Dollars When You Move Now

When You List Your Home in April-June 2018,  
You Receive a CASH Rebate of Up to 1% of Your Sale Price!

**ATTENTION: A special home selling program for Cobb County law enforcement officers has been officially embraced to save you thousands of dollars.**

This special program, offered exclusively to officers working or living in Cobb County is made available courtesy of Magic Mike real estate. Here's how the program works:

You contact Magic Mike real estate at xxx-xxx-xxxx to schedule an appointment to list your home.

Your home is placed on the market under the terms of the program.

Because of the nature of your profession, we understand that there may be certain restrictions to adhere to when selling your home, such as designated showing hours and safety concerns. We are specialists in these areas and we tailor your home selling strategy specifically to these concerns.

When your home sells, you receive a rebate of up to 1% of the selling price of your home...*right in your pocket.*

YOU decide on the selling price, not us. So, you control the final cash amount that you receive at closing.

You can cancel your listing agreement at any time, prior to accepting an offer, with zero obligation. So there is no risk to you whatsoever.

**\*This program is exclusively offered to Cobb County Law Enforcement Officers. You will be required to provide credentials at the time of listing.**

To list your home under The Cobb County Police Officer Home Selling Savings Program” and to qualify to receive your CASH Rebate of up to 1%, call us now at xxx-xxx-xxxx or visit [www.CobbPoliceSavings.com](http://www.CobbPoliceSavings.com) ...and Start Packing!

We are extremely grateful for all that you do for our community and we are humbled to be able to give back to you.

With gratitude,

The Magic Mike Home Real Estate Team

P.S. This program expires on June 30, 2018. To qualify for your rebate, you must list your home between April 1 and June 30, 2018.

*“Magic Mike made selling my home so easy. He arranged for showings in the afternoons so I could sleep in after night shift and he always made sure that my family was safe when I wasn’t around. And the huge bonus...he gave me a \$2,813 check after closing! EVERY police officer should use him to sell their home!”*

-Sergeant O’Leary  
Cobb County  
Precinct 4

Do you see the pure MAGIC in this? Ahhh...it’ glistening from every angle. No matter how you look at it, it just makes money appear out of thin air. That’s my kind of trickery....

No police officer in town can resist this type of offer, and here’s why:

- It speaks to THEM directly.
- It addresses their SPECIFIC wants concerns.
- It talks in THEIR language
- It gives them HUGE BENEFIT
- It positions Magic Mike as “The Cops’ Home Selling Expert”
- And BONUS...it instills a sense of urgency to act NOW or miss out. No one likes to miss out.



It truly is downright THE best option for a law enforcement officer. They will HAVE to investigate this. It's part of their nature. They WILL follow the clues! I just love it when a marketing plan comes together (I knew I'd somehow sneak in an "A Team" reference...I pity the fool who didn't catch it).

Let's dive in to the brilliance of this and really break down the traces of good stuff here, so that you understand them, and so that you can easily copy them into your programs and perform what I call "hypnotic closes" on prospects. You'll be listing homes in niches with next to no effort...imagine it now...you at the top of the affinity hill, looking down at prospects begging and pleading to list with you...a damn good view!

**You MUST hit them right between the eyes to make this work.** You cannot be just "another" advertisement that spews out a "blanket" offer. You need to speak to THEM. And we do it with the headline. Notice how it mentions "Police Officers". It makes your offer special. It creates the illusion of specificity. It sounds tailor made. And it some ways, it should be. But again, it's merely illusion. You'll add a couple small operational tweaks to your normal process, but nothing more. Point is, you are controlling their FOCUS with the special offering to "Police Officer" in the headline.

**Their "Benefit" in the headline and the reinforcement of it in the 1st sub-headline actually puts money in YOUR pocket.** Now, I've been "small-browning" the talk about stealing and thievery, pickpocketing and robbery, but I'm kidding...sort of. I think there's a good connotation here. You really SHOULD be taking every dime of opportunity from your competitors. That's just how business is. The smartest and most ruthless survive. And sometimes that takes some conniving. You're going to ruffle some chicken feathers of weaker agents when they see things like special offers. But you just go ahead and tell them to shut their squawking beaks. They only make noise because they're starving. So with things like rebate offers, you're going to grant them a little mercy and just cut their heads right off because not One police officer will call any of them. They will ALL call YOU. So, you may have been thinking "I don't want to give back any sort of rebate!" If so, you need to squash the yapping from the little voice in the back of your head now. You don't actually have to give any rebate (although it's a powerful incentive). You can come up with something else. Maybe you give a discount...perhaps a free moving truck to use...maybe something special if they buy a new home. YOU make up the program. YOU write the rules. The benefit just grabs them. The rest of the offer just reels them right in.

**Next, HOLD them to the offer and lock them in with their TYPE of language....**and you can start counting your commissions. Look at the second subheadline:

**"ATTENTION:.....officially..."**

How many times do you think they hear the word "attention" in a day? ZILLIONS! And it's ALWAYS spoken with AUTHORITY. And what do they do when they hear it? Yup. Like toy soldiers. "Ding" and they switch directions. "Ding" and they turn around again. The conditioning has already been pre-programmed into their "official" minds for you. All you have to do is trigger it. And how do you do it? You scream "ATTENTION!" And you have them. So simple. You're a Hypnotist in the making BLAZER. I've said it so many times...you don't need to be a student of Hypnosis or NLP. Just follow what I tell you to do. It will become second nature and prospects will naturally start listening to you, like trained militia men.



I often speak to you about using “congruency” in your language with prospects. You’ll soon discover that it’s one of the best ways to gain true rapport.

Rapport is the key to “natural” and subconscious closing. This is a form of “Conversational Hypnosis”.

Conversational Hypnosis is merely a means of getting into a state of deep “agreement” with another person, by way of certain language patterns and tonality in your voice.

When you are in deep agreement, fully aware of your intent, you can lead others to do respond favorably to you and to your suggestions.

Leading is good. Use it to bring people to successful and rewarding outcomes. Most people have no idea how to get what they need, so they require an expert to take them down the right path.

In the offer to Police Officers, I pre-suppose what will happen by TELLING them how things will work and I direct them in a way that they are used to being spoken to. It works and it benefits everyone because I truly know that I am their best choice.

**Your path to becoming a listing expert is to always sell people on their WANTS and not their NEEDS.** Their path to success as home seller relies on your ability to sell them on YOU.

Let’s take a look at how simple this trick is. It’s probably a safe bet that many police officers work odd hours and long shifts, at least occasionally. The last thing they want is to be hassled with people coming through their home while they are trying to get rest. So tell them right up front, that you will prevent this. Why can you do it and no one else can’t? Because you are the SPECIALIST. Twist your brain around this...You wake up one morning and your eye is bloodshot red. It looks like someone assaulted you (could use your cop buddies now huh?). It really scares you! Could you have permanent eye damage? Will you lose your sight? Holy sheeeiiiitttee! That’s darn scary! So you run down to the local Emergency clinic and as you rush from your car you see two doors... “Quick Stop Emergency Center” in Suite A and “Eye Care Specialists” in Suite B. Which door do you choose? Yup. Like a bat out of hell you fly right into Suite B. Same principle here. “Specialist” means “Authority”. Authorities are trusted. Authorities get the business. Authorities call the shots. And guess how you become the authority. You PROCLAIM yourself the King or Queen of every niche! Honestly, mind-baffling that the average “sheeple” don’t get this. It’s so easy to see. Yet they continue to follow each other off the cliff with worthless bull sheet marketing and sleazy unwanted, non-benefit-driven pitches.

**Add a little “heat” to the fire to get them burning to list with you.** (well shoot...there’s a little magic phrase to incorporate for fire fighters...feel free to swipe that sucker). A police officer is a natural “protector”. It’s instinctive to them. They protect the lives of total strangers and they

certainly look out for their loved ones. So, show them that you will ensure the safety of their family while they are out serving others, and you've got their heart. Maybe you have a special pre-qualifying process or showing procedure. Figure it out...I'm a "giver", but you're going to have to think a little here...teaching you to fish. This way you'll never starve.

### **Certainty**

- People crave it. Humans naturally are risk-hesitant. If we weren't, we'd all make big gambles and go for the huge payouts. No one would play penny-slots. We'd drop silver dollars all night long.
- Certainty isn't attainable. Perception of certainty is. People like to "feel" as if they are fully in control. Safety makes decisions simpler.
- It's a basic human need. It's built-in. We cannot resist it. Remember this. It's powerful marketing fodder and a tool for dominance.
- Certainty=Control. YOU control prospects by offering them vehicles that make THEM feel in control.

**When you reverse the risk, you gain CONTROL and you get the listing.** There's a method to this psychological mind screwing here. And again...it's GOOD. I'd never delve into sneaky practices for my own benefit now would I?....hhhhhmm.

**Remember, we are selling people on WANTS and then giving them their NEEDS.** Can't open the door without closing on WANTS. So the classic risk reversal must ALWAYS be incorporated into your special offering. You see my little BLAZER, people are going to be skeptical. They just are. Because guess what else is a natural human need? UNCERTAINTY! People thrive on it and they look for reasons to be uncertain. So, when approached with something...especially by a stranger... the "too good to be true" drama kicks in and throws your perfectly laser-guided closing attack right off track like a heat seeking missile losing an enemy fighter jet in the sub-zero Antarctic air. Unless you fire up the heat again, your plan is going to miss the target. So just take ALL uncertainty off the radar with a little "perception shifter"...or two.

In the Police Program you see how I slap the notion of "I'm going to be paying for this so-called rebate somehow" right out of the air with the promise to let THEM choose the final selling price and ultimately the amount that they walk away with in their pocket. Think everyone knows that they call the shots on sale price? Think again. They don't. So TELL them.

There's also the "I'm going to get stuck in a swindle" objection to deal with. And that's so easily unwound with a simple granting of power. "Hey, if you don't like it, you can just cancel and get out of the whole thing."

We're just tempting them with a bright shiny diamond, getting them to reach for it, then watching them hesitate for second with caution and worry. And then the next night we set it back in the window so the streetlight causes it to shine it's glorious sparkle through the display case like a disco ball. Then bam! They can't resist the smash and grab and we are waiting to pounce on them. Soooooo easy!

Exclusivity builds extra (and often offensively excessive) value to your offering. People pay more for exclusivity.

When something is perceived as being exclusive, it raises the level of desire on both conscious and subconscious levels. People naturally want it more.

Using exclusivity is a means of creating a WANT in a prospect's mind. Remember that the way to close them is to sell them on wants. You are already congruent and in agreement on this want. Closing becomes natural when you share the same want.

**Rarely will a prospect pass up on the desire to get something that is exclusive**, or even something they perceive as being exclusive. Learning to tease them with the allure of inclusion in a special group, club or program, will massively increase your closing percentage.

Another way to understand this is to think about the positioning that you have created with the exclusivity. You have taken the power of decision-making into your hands and out of those of the prospect. In just a moment....not now...in just a moment...I'm going to tell you to close your eyes and imagine a scene.....a scene where you are walking into a very tall, very impressive and very "rich" looking office building in New York City. It has the word TRUMP on it's front. You look up and it seems to disappear as it towers through the clouds, with seemingly limitless story after story, extending out of your field of vision. You grab the perfectly polished brass door handle and cross the atrium floor to the elevator. The guard escorts you inside and touches the button labeled "26" with his white glove. You are swept upwards, smoothly and elegantly. The door opens and you are taken right to the boardroom table, resume in hand, and seated directly across from Mr. Trump. The door closes behind you. It's just you and The Donald...one on one. You are faced with a once in a lifetime opportunity. He's hiring ONE person....

Go there now....

THAT'S exclusivity at work. It's POWER! It's UNDENIABLE. It's utterly IRRESISTABLE.

Incidentally, I use Donald Trump with purpose. Not a political slant, viewpoint, opinion or care. I trust none of these guys if you must know...

I use him as an example of the great influence that exclusivity can have over people. You see, regardless of political fence siding, left or right. Regardless of gender. And regardless of love or

hate...most people take the job. Most relentlessly sell themselves to get it. Most openly stomp on the reputation of other suitors for the position if asked their opinion. Most will sell their soul to attain the exclusive once in a lifetime opportunity.

And while you may deny it, you don't know it until you're in that seat. I've been in the seat my friend. Not with Mr. Trump, but with countless sellers who sell their worthiness to do business with ME. They hope that I choose THEM. THEY close the deal and hope I don't say "You're Fired!" And it's often done purely with exclusivity.

**"I only take 17 listings per month..."**

**"You must be ready to list when I meet you. I don't come back twice..."**

**"My program is good until June 30..."**

**"Your home needs to qualify. I'll stop in to approve it on Wednesday..."**

**"My business is 93.6% referrals. I occasionally list homes these days for new clients..."**

**"My homes sell for more money and I charge a premium to the clients that I accept..."**

**"Only a few clients will get to take advantage of this program. I have a 30 minute appointment left this week to list your home..."**

**"I can take on 1 more listing in my inventory..."**

**Make the exclusivity the OPENER and the CLOSER in your offer and you can pre-sell every new client before you even meet them.** When you are marketing a special program, the exclusivity needs to be the grabber but it should be relied on most heavily as the most powerful closing tool. You'll need to pepper it throughout the bottom section of your sales piece. It's like dangling a treat in front of a dog. My Pit-Chow "Crosby" will first run to the kitchen when he smells something tasty. If I hold up a piece of beef jerky, he'll sit at attention, tuning out all other distractions-laser focused on the salty morsel just out of his reach. Each time I drop it closer he leans in and then retreats hastily as I pull it away again. Until finally, his teeth are showing and saliva drips from his black, chow tongue and he growls in desperation. He HAS to have it!

All you have to do is TEMPT and TEASE them over and over again until they will roll over, play dead, sit, speak, stand or do push-ups to get the reward that you offer them! Trust me...a "Good Boy!" will be in order when all is said and done.

It truly is comical and I relate the power of exclusivity in humorous metaphors here, but I want you to take it as very serious. Harness the magnetic draw that it possesses and you'll never worry about getting listings again...regardless of how "listings short" your market might seem. There are ALWAYS prospects...just gotta attract 'em with damn fine "jerky" ;)

Look at how we use exclusivity at the end of the Sheriff Andy Taylor offer....

I tell them that it's so ECLUSIVE that I'm actually going to make them show me their badge to qualify. And they will happily (and anxiously) do it! I highlight this in bold text so it catches their eye. For all I care, the rest of the small text above this sentence and below the headlines is "filler". It's powerful filler and I highly recommend it, but with the right use of exclusivity coupled with a benefit-driven headline, you've told them enough to close them.

Then, we pull back a bit, tell them how grateful we are to help them (serious rapport and trust-building going on here BLAZER), and we mix in a little reiteration of the benefit. Can you see their tongues hanging out and drool pooling up on the hardwoods yet? Better bring a towel because this dog will hunt I assure you. And just as they are about to growl....

You lower the good stuff right back into their grasp with a HUGE "P.S." full of exclusivity and add some....

### **URGENCY**

The beauty of urgency is that people will bite on it even if they suspect that they are being sold.

The best way to employ the URGENCY Principle is to identify SPECIFIC time limits to take action and NEVER allow or imply flexibility.

Urgency can also be created with Exclusivity when you limit the number of participants who you allow to take advantage of an offer.

When faced with Urgency, prospects often ignore all other decision-making criteria. They are ready and willing to go.

**Urgency is truly fun to use and it makes people choose you out of FEAR.** So, fear CAN be hilarious. I've often been across the table from a "tough guy" know-it-all husband. You know, the guy who likes to puff out his chest in front of his wife. Not to be a hero and certainly not to look brilliant. Just to be the big sh\*t at the table. Cracks me up. I just throw some urgency at him and he turns into a sniveling pile of begging poop.

“Well, I understand your hesitation. It’s a natural thing. Everyone has it. Mrs. Sniveler, it’s been a pleasure. Thank you guys for having me. I’ve got to rush to my last appointment. I took a late one because I’m stopping this program tomorrow and everyone wants it.”

At that point I’ve already pushed my thumb down on the top of my pen and I’m ready to hand it over for their signatures-hehe! Hey, it’s for their own good. Remember, I’m selling them on WANTS and knowing that I am going to give them NEEDS, and I need their signature first. Urgency gets it.

**SHOW and TELL is for kids....TELL then SHOW is how daddy brings home sackfuls of Benjamins.** So the entire niche program system is designed to do certain things. And to get prospects to understand these things, we have to first TELL THEM:

We tell them that it’s EXCLUSIVELY for THEM.

We tell them the great BENEFIT that they will receive when they participate in the program.

We tell them how EASY it is for them.

We tell them HOW to take advantage of the benefits

We tell them that they must ACT quickly.

We remind them how EXCLUSIVE the program is

Then...

...We SHOW them that every last tempting reason that we’ve given them to participate is the truth, the whole truth, and nothing but the truth, so help me God!

To effectively SHOW prospects results and get them to immediately sign on the dotted line, you simply insert a testimonial from a happy client. It’s the ultimate reinforcement. In expert marketing circles, we call this Social Proof. Its effects are other-worldly. Remember this; no matter how great you tell people that you are, no one believes it as much as when they hear it from someone else. That’s why referrals are lay-downs virtually every time. There is no “selling” because the selling has already been done for you.

Trust is established.

Deal is done.

Show up and sign them up and get home in time to enjoy mama’s cooking.

Simple.

Use an authority figure like “Sergeant O’Leary” as a testimonial and it’s game over. You can truly use just about anyone in their affinity group to make it powerful. Doesn’t really matter. You’ve loaded the bases and the testimonial is going to clear them...GUARANTEED.

Testimonials can be from:
Newly listed clients. I call this the “honeymoon period”. You know, that small bit of time where you haven’t yet had the chance to screw up. Just get them to say something about how happy they are with you so far.
Clients who have just gone under contract...another fell good time to hit them up.
Clients whose homes you’ve sold-duh!
Your broker. Surely he/she has something nice to say about you.
A colleague. “Mike is the agent I’d trust to list MY home.”
NOT your dog. Please no pictures of you and your pet. No cats either...especially no cats

**Pro tip: Add a picture to the testimonial.** No psychological reason. It just works nearly three times as well.

I think you can see the great impact that marketing to affinity groups with specificity can have vs. the “I’m #1” bs advertisement that your typical, never-to-be-rich, agent will continue to send over and over with virtually zero success.

BIG TAKEAWAY is that prospects like to be spoken to directly, in terms that they can understand and relate to. Place yourself right into their circle and then throw them a few bones (ie: benefits) to get them to act. Then just add a little time or participation limit and back it all up with some sort of.

Use the Police example to model programs for the niche’s in your specific market. Then think about the benefits that THEY may desire, and offer them:

Corporate Execs may like “AMEX Points” or “Fancy Expenses Paid 2-Day Vacation”

Golfers – “10 FREE Rounds on the Best Course in Town”



Lawyers – “10 Fine Dining Experiences” – “Free Placement in “Top Attorney” Ads”

ALL like “Rebates”. Be creative. Don’t overthink. Just DO...and DO again. The most successful agents I know aren’t the ones who DO the most.

Ok, that’s it for now. It really is going to be a tough year for those who don’t DO stuff...a lot of it. Don’t worry. I’ll keep you busy.

Anti-Typically Yours,

*Mike Costigan*

**A quick Facebook reminder:** I’ve moved all future video tips inside of a new PRIVATE group. 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. Here’s the page link:

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



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