

AGENTON FIRE® BLAZE

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Unlock the Treasure Chest and make PLENTY of Room! This month, Magic Mike delivers The Mother Lode of Listing Jewels!

Welcome to a very special issue packed with valuable gems stealthily extracted from the minds of some of the world's most brilliant, and sinister marketers...the most skilled swashbucklers who swoop in under cover of darkness, climb aboard and escape unnoticed with bags full of bounty....ah, the sheer piracy that one can unleash when he masters his craft! Hold on my partner in crime, these seas are rough this year, but ye shall claim your riches!

As we sail further and further out into the depths of 2018, we continue to see markets drying up. Home prices are at all-time highs and interest rates are incredibly low. It's seemingly the perfect time for gold-seeking home sellers to put their best foot forward and take the plunge into the "move up" game. But they aren't. It's astonishing really...that they choose to stay holed up in their quarters...or is it?

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Buckle down mate! Your captain is about to steer you towards calmer waters. And you'll have to batten down the old hatches and fend for yourself along the way. But in the end, you'll be smiling into the sunset that is your bright future while lesser agents, with no map to the treasure, will be forced to walk the plank!....aaaayyye!!!!

So let's get right to WHY sellers are locking the doors and boarding up the windows on the real estate industry. The "news" surely paints a picture of paradise found and wealth for the entire crew (OK, I'll get off of the Pirate jibberish...it's addictive once you get going...aaaayyye!!!!...one more to get it out of my system.) The economy is supposed to be "booming" right? Employment is at an astoundingly low level right? People have MONEY. So what could go wrong? A LOT. And dog gone it if sellers aren't too perceptive for their own good. Smart actually. We are quite literally approaching the longest uptick in "recovery" EVER. And that ain't a good thing my friend. It's not sustainable. And it's ALREADY having weird effects. For goodness sake, lenders can't lower rates and get people moving! And here's why....FEAR! Sellers have ZERO FAITH in this market. There are constant insights being published from credible sources...economists to armchair finance experts...predicting a huge crash. Most are predicting the wrath of this overzealous wild-eyed optimism to unleash its fury, sometime in the next 12-24 months. So what does that do for our happy-go-lucky housing atmosphere? CRUSHES it! You see, when PERCEPTION swings one way, the market gets sucked right into the tidal wave with it. And it takes no prisoners. Much like Somalis on a Container vessel, the scum isn't leaving of its own accord.

And THAT'S where "Mass Attraction Marketing" barrels in like a Naval Destroyer and blasts the fear mongering to bits! With selective, targeted and well-crafted messages, delivered right to the hearts of the fence-sitting "would-be" home sellers, you can knock 'em down one by one and get right into their wallets (in a good way now...you're HELPING them by showing them the BENEFITS of moving). Just line 'em right up in your crosshairs and fire away. Then fire again and again and again until your SAM (Small Area Market) is your stronghold that intruders can never penetrate. So, let's take a look at the most important types of sellers and plan our counter-attack. Just trust me. Obey my commands here. I got your six. (Military term..."got your back").

Let's stare FEAR right in the face for just a second before dissecting the sellers. Going into this, you have to have YOUR mind "right" as well. It's imperative that you BELIEVE in the rescue mission on which you are about to embark. You have to understand that you ALREADY have what it takes to get this done. You have the weapons to easily overtake this market. And you will have NO FEAR as you go about this. Look, self-doubt is a real killer. It steals joy from life. It eats your soul from the inside out. There's no room for it. I can't stress enough the importance of really knowing what you want and being headstrong about getting it. You see, the old adage about "smelling fear" is true. Your prospects are going to know it if you're scared too. They don't need another private in the ranks. They need a 4 star General. They need a leader...and that is you.

Your INTENT is where it all starts...So, I'll give you one of my most prized little secrets and I expect you to use it from this day forward...heck, from this very moment forward. And it's very simple. ACT WITH INTENT. What does that mean exactly? Well, for instance, when you take a call to schedule a "listing appointment". What does that usually mean to the average agent? You got it. It means "interview appointment". NEVER for me and for my brigade of listing warriors! "Listing appointment" mean LISTING appointment. So, when you show up at that house, you are there for one reason...to GET THE LISTING. See, it's a tiny 1-degree shift in mindset. It's how you approach

EVERYTHING that determines the outcome. You need to CREATE it...not get sucked into some half-assed time-wasting event. We have plenty of time vampires that steal our productivity away in this profession. We certainly don't need to spend our precious time being "interviewed". So that's where BELIEVING comes in. When you believe, you can tackle every task, appointment, marketing activity and interaction with INTENT. Once you get yourself zeroed -in and locked and loaded with a mindset of intention, great things start to happen. You lead those sellers right into battle and they'll be pinning proverbial medals on your chest, referring you to others and worshipping the ground you walk on. You can DO this! BELIEVE ME.

Quick Pre-Battle Recap:

- FEAR sucks.
- It's not REAL.
- It's PERCEPTION
- You can CONTROL perception
- All you need to do is BELIEVE
- ...And do EVERYTHING with INTENT

Pretty. Darn. Simple.....yet not always easy.

Now you are mentally ready to charge forward...So, let's identify the FEARS that sellers have. We are going to build our "Mass Attraction Marketing" around these. Incidentally, when I say "Marketing", I'm referring to every single communication that you have with a prospect or a client. Perhaps it's an email. Maybe it's a note left on the doorstep. Maybe a simple call...It's ALL marketing.

The FEARS OF HOME SELLERS

- Fear of winding up HOMELESS
- Fear of being "UPSIDE DOWN"
- Fear of Moving TWICE
- Fear of MISSING OUT
- Fear of "WHAT IF?"

These pesky little annoyances literally paralyze them into inaction. There are so many would-be clients for you just WAITING to hear your magical solution to their problems. So give it to them!

Let's Attack Them One By One...

Fear of winding up HOMELESS

So, imagine this for a second (all of you men will relate if you've ever been smacked upside the head for a smirky mom-in-law crack)...you wake up one morning, the sun peering through the window, blinding you as you try to peel those sleepy eyelids open to tackle another day. You hear a voice. It's so familiar. It has a recognized tone and inflection that automatically breeds familiarity. You muster up a happy "good morning" smile, raise up ever so slightly to move in for a sweet kiss from your bride, luckily opening your eyes fully at the last second to discover the mother in law with a cat-got-the-mouse grin on her face, ear to ear, knowing she almost got a sloppy wet one planted on her from her handsome son-in-law...OMG! Now THAT'S one heck of a motivating fear! And it's REAL!

And it scares the POOP out of sellers...Goes BOTH ways fellas...Wifey has no love for living with your mommy either.

You see, sellers start out as buyers. And THIS is where they stop dead in their tracks. They ALL begin their home selling journey with a scouring of the market around them, plotting their course for new homeownership. And when they see homes selling in days and even HOURS, they are downright frightened!

And they should be. It's crazy out there. Things sell in record time, for record prices. And it's nearly impossible to find a home that you like and then strategically sell yours with perfect timing and simultaneously lock the fantasy palace down for yourself. The good stuff goes quick and sellers know it. And their little uneducated heads spin with a multitude of fear-inducing questions...

How will I time this perfectly so I can get the home I want?

What if I sell mine and it's gone?

Will another great home hit the market?

Can I even find something BETTER than what I already have?

What if I get into a BIDDING WAR?

AM I GOING TO END UP KSSING JULIE'S MOM ON HER WRINKLED LIPS?!

AAAAAAAAAAhhhhhhhhhhhhhhhhhh!!!!!!!!!!!!

Hysterically funny., tremendously dangerous. If you don't stop the cycle of seller fears in your market, our industry is going to continue it's downward spiral and wash us onto barren lands of zero opportunity. We gotta Keep America Moving!

And by the way, this fear of Homelessness isn't just for the usually reliable "move-up sellers. It's for the renters too. Our market is FLOODED with renters who lost homes to foreclosure or who otherwise have opted to take the less risky road of renting and having easier mobility if the tides got high again. They can pick up and move fast IF they let their lease run out. And guess what they need? A place to live. So they also want to avoid being homeless. Same battle plan though...just a little different verbiage when you address them.

With all sellers, you just hit them square between the eyes...

For the "Move-Up" Seller

**"Your Home SOLD,
With PERFECT Timing
or You Can Keep It"**

**"Your Next Home SECURED
BEFORE You Sell
or You Keep Your House"**

**"With My 'Guaranteed Perfect Timing' System
You NEVER End Up Homeless
I GURANTEE to SECURE Your Next Home
BEOFRE You Close on Your Current Home
or You Can CANCEL YOR CONTRACT
And KEEP Your Home."**

**“ You’ll Never Worry About MISSING OUT
on the Perfect Home....
....My ‘Fast Sale’ System SELLS Your Home FAST
So You can Lock In Your Next One
Right Away and...*Start Packing!* ”**

**“Avoid Bidding Wars When Selling!
My ‘Secure Sale’ System AUTOMATICALLY
Makes Your Offer the Strongest...
Because Your House is Already SOLD
and You can Make a SOLID Offer!
(vs. unwanted ‘contingency’ buyers)”**

**“Don’t End Up in Your Mom’s Basement!
When You List Your Home with Me
I GUARANTEE to Find Your Next Home
Or You Can TEAR UP the Contract on Yours
and STAY PUT (and pay ZERO)”**

You get this right? **ALL you do is TELL them what they WANT to hear.** Forget about what they NEED to hear. They don’t actually care about NEEDS. Decisions are driven by WANTS. So, you sell on WANTS and then deliver NEEDS. THAT’s a great leader.

What about “Expireds”? Yeah, believe it or not, they are everywhere (in just about every market). Why? This market is so darn hot. How could they possibly NOT sell? Well...duh...paralysis by FEAR. We have literally scared the will out of them. Will to accept an offer. Will to entertain anything less than “way above value”. Will to REALLY go forward with their sale. So they sit. And the longer they sit, the more frozen they become...Victims of their own minds. The day that listing drops out of the MLS they are freaking popsicles...hardly breathing. And here is where you’ll swoop in with a big bucket of warm water to thaw them out.

For the Expires...

**“Now You CAN Accept a GREAT Offer
and Get Ready to Move!
My ‘Top of Market’ System
Gets You FULL VALUE for Your Home
or You Don’t Pay Me a Dime!”**

**“HIGHEST Possible Price for Your HOME
GUARANTEED (in Writing)
or I’ll Pay You \$5,000 Cold Hard Cash!”**

**“FAILED to Sell?...
With My New ‘Secure Sale’ Program
You Get the HIGHEST PRICE on Your Home
in Under 12 Days....**

Oh, it’s so darn easy! And while I know that you may be thinking “How the he** am I going to pull all of this off?!” , this is where I remind you to BELIEVE. Remember, as we have discussed many times before, YOU write the all the rules. So don’t sweat the details so much. Just worry about getting them to .

It’s far easier to reel them in once they’re on the hook, than it is to get them to nibble in the first place...(a wise old fisherman shared this with me at the n’hood lake when I was a kid. Applies to every type of “catching” there is...including catching sellers.)

So, you have to dangle the right bait directly in front of their hungry eyes. Give them something to make their mouths water. TEASE these suckers right onto your line. They DO want to sell. You just have to TELL them how they can do it. Look, the answers are all so simple. But when sellers get all caught up in the bs “news” and their own little stories that they hear their “little voice” rattling off, they just can’t make big decisions without strong leverage.

And your voice is the leverage... You are the “authority” by default...the expert...the “professional”. This is what you do. People listen to authorities quite naturally. If you have the belief in yourself and you communicate with intent, they WILL follow you.

So, you MUST stay fiercely CONGRUENT in every bit of “Marketing” that you do.

Remember what I told you earlier...“marketing” includes:

- **Postcards**
- **Newspaper and Magazine Ads**
- **Billboards**
- **Radio Spots and TV Commercials**
- **Emails**
- **Phone conversations**
- **Thank You Notes**
- **Voice Mails**
- **Phone Conversations**

.....EVERY interaction that you have with a seller prospect.

Congruency is the gateway drug to commission-collecting euphoria...and this is where intent plays the strongest role. Your INTENT in your ad is to either Get them to CALL or it’s to Get them to CHOOSE You (even before you ever meet them.) In either case, you WILL be talking to them one on one. Even old Magic Mike here, the Undisputed Champ of the Automatic 30-Minute Listing Appointment can’t plant signs in massive bunches without engaging in trance-inducing dialogue. So, you’ll need to master WHAT you say and HOW you say it to these scared sellers. When you do, they’ll follow your every command like trained Zombies.

The Dialogues...

“Yes, Mr. Wannasell, when you list with me you will be taking advantage of my program that allows you to cancel your sale if you don’t secure your new home. You won’t be worrying though because you will find and lock down that home....”

“Hi. Mr. Gottahaveit, I’m so glad that you called. My Secure Sale system is so popular that I barely have room in my schedule to take all of the appointments to LIST the houses. I know you are ready so I will come over and we will get yours listed and we will secure that home you want very quickly....”

"That's exactly right Mr. Scaredybidder, when we list your home this week we will get it sold very fast and put you in the best possible negotiating position on your next home. My unique system always puts you in first position with sellers so you NEVER pay too much or worse yet, have someone swipe the best home out from under you...."

"No way Mr. Ratherbedead, you can't possibly end up homeless when you list with me. My Perfect Timing system completely eliminates any chance of that happening. I've done it a hundred times and when we list your home it will work for you. You can stop worrying about mom's basement. I'll get you listed and on your way...."

"Hi Mr. Chicken! Just as my ad says, you are absolutely protected from taking too little for your home. I will come by to list it and then we will start looking for your new one right away. My system guarantees to get you the HIGHEST price or you don't pay me. I'm looking forward to turning this around for you..."

"Absolutely right Mr Skeptic. When you list with me this week, I will actually put it in writing that you will get the highest possible price for your home and I'll put my money where my mouth is. Now, we'll just set a time to get started..."

"No worries Mr. Cantdothatagain, you'll just list your house with me, painlessly and easily and I will have it sold in under 12 days or I'll waive every penny of my commission. No one will do that because they can't. When you list with me you'll feel really good about how things are going to go this time around..."

Can you identify the key elements to EVERY conversation snippet that I just posted above? If you aren't adept enough yet to spot these magic hypno-tricks yet, do not fear (remember...FEAR SUCKS). We are going to be taking a long journey through mastery together. You and I. I already have the wisdom and experience with results to prove the effectiveness of my teachings. You simply have to soak it up in small doses. Let me outline these mystical elements for you...

Each and EVERY conversation contains....

- An acknowledgement of CONGRUENCY with the offer
- A re-statement of the BENEFITS that they will be receiving
- "FUTURE PACING" commands that tell them what will be happening.

These are the ONLY elements that you need...but you MUST have them ALL, in order to lead the minions to the promised land. I'll be adding a bit more of a "closing" command to each of these dialogues, merely to solidify my INTENT to also list their home in 30 minutes (or less). And when you really are feeling gutsy, you'll future pace them into not only listing with you, but also to paying you the HIGHEST COMMISSION....And they will agree to this right then and there on the phone.... that's right....the INTIAL conversation you have with the seller is the actual CLOSE.

Done right, it....

- Secures the listing
- Time limits your appointments
- Establishes the fess that you will be paid

And THIS is precisely what separates the agents who are struggling and those who are building 6,7 and even 8-figure businesses...

It's One Thousand Percent about INTENT!

- Your INTENT to GET A LISTING
- Your INTENT to NOT WASTE TIME
- Your INTENT to NOT ACCEPT LESS THEN YOUR WORTH
- Your INTENT to CONTROL the OUTCOME of INTERACTIONS
- Your INTENT to BUILD a MASSIVE INVENTORY
- Your INTENT to THRIVE while others die
- Your INTENT to have FREEDOM
- Your INTENT to be FINANCIALLY SECURE
- Your INTENT to NOT WORRY
- Your INTENT to CREATE YOUR OWN STORY

INTENT is one of those things that I will relentlessly pound into your skull as you continue your learning with me.

You see, it is ALL a choice. The market conditions, the attitudes of sellers, the predictions of economists, the politicians, the talking heads on the television news, the sideline market know-it-alls, your PARENTS and other authorities....

These factors mean absolutely stinking ZERO when it comes to producing the OUTCOME that you want out of this market...and in your own life! EVERYTHING can be controlled favorably by deciding to act with intent.

And while I might seem pretty bold with my words...a proverbial shark among minnows in this game, it wasn't always this way. I wasn't always able to speak eloquently and creatively and "Mirror and Match" prospects to get them to "buy on command". I wasn't this tough guy with nerves of steel when I was just a young blonde boy growing up in Atlanta. FAR from it! I was full of FEAR. It held me back my entire teenage life...right up until about 11th grade (maybe 10th...who knows...I lock those years of tears deep away in the vault of subconscious).

I was the boy who couldn't do a book report in front of the class without my eyes welling up with tears and my fair skinned eyelids turning bright red with embarrassment.

I was the 5 year old, the only boy dropped off at the all-girls birthday party, who stood in the corner crying for an hour before mommy came to rescue me...then belittled me about it my whole life..Still does. Doesn't bother me anymore.

I was the 12 year old who got so frightened at the ghoul who popped out at the haunted forest that I couldn't continue down the trail.

Yeah. I was that guy.

And I changed. You know when I changed? PRECISELY the time that YOU will change... when you are SICK and TIRED of what holds you back from being your damn best self in all of your overly, long time deserved, hey-world-come-look-at me-now glory! You ARE amazing. Just BELIEVE it!

It has changed my world...

I have EVERYTHING that a man could ask for. An amazing wife (and gorgeous to boot... sorry ladies...there's the raw male in me talking), two little hockey-playing, shin-kicking, mess-makin' boys...Gavin 13. Casey 5. How'd you like to have a 5 year old at 49 years of age? Whew! Personally, I wouldn't trade it!

And I share this with you because I BELIEVE in me and I believe in TRANSPARENCY. See, this isn't magic at all. Of course it's highly developed skill. And of course you'll need to practice, but you can do it if you just lock in your INTENT.

And again "I Got Your Six"I'm here to guide you and watch that you stay on course. I'll pick you up when you fall. I'll kick you right in the rear when you screw up. I'm GRATEFUL to be that fearless leader for you.

So, I'm going to give you a round of orders in this special issue,

- **TODAY** you actually make the **CHOICE. TODAY** you **ACT** on that choice
- **TODAY** you start the **TRANSFORMATION**
- ...Because you are **READY** for it. ...Because I also **CHOOSE** this path for you

On the following pages, you are going to start opening your mind to seeing things “different-ly”, abandoning all preconceived notions about what you can and can’t do in this market (that WILL squeeze a huge percentage of agents right in their wallets...bluntly, it’s going to hurt most I predict.

NOW, you are going to start right at the beginning with a simple question...

“What Do These People WANT?”

Now ANSWER it...

(Yeah, get off of your butt and grab a pen. Make a DECISION, NOW.)

For Sale By Owners Want _____

They also Want _____

They also Want _____

Expireds Want _____

They also Want _____

They also Want _____

Move-Up Sellers Want _____

They also Want _____

They also Want _____

Transferred Sellers Want _____

They also Want _____

They also Want _____

Divorcing Sellers Want _____

They also Want _____

They also Want _____

Now, do the same for ALL types of sellers...downsizers, empty-nesters, etc. YOU determine your market and ASK your self the question and then answer it

Seriously, if you haven't taken just a few minutes to do this, you're seriously committing yourself to peril. This market IS changing. Giants like Zillow and Trulia ALREADY have the data. They ALREADY have the "movement" of buyers and sellers looking directly to them and above our heads. You CAN capture and SECURE your SAM (Small Area Market) and build it up into a very healthy and profitable WAM (Wide Area Market) that can secure your well-being far into the future. You CAN be impenetrable.

But you have to make the CHOICE and ACT on it. So, if you haven't taken the time to answer the questions above...DO IT...NOW. When you've finished, then come back to read my glorious closing words, bidding you adieu until next month....

Finished? Great! I'm proud of you for making the choice. Moreso, I am honored to give you the shove in the right direction. I'm still the soft guy inside and it genuinely warms me to help..even in my aggressive...maybe a bit pushy..."anti-typical" agent manner.

So let me show you how to close these unsuspecting souls right over the phone and forever change your "interviews" into appointments to collect listings...

"Hi Mr. Gonnabemine. Perfect timing calling me today...I've actually only got about two minutes, but it's all that we will need in order to agree to have me list your house and guarantee that you will be in your new one very quickly and easily. My "Secure Sale" program will put you in a position to sell your home for the most money and lock down your new one for the best price. I'll stop by on Thursday at 5:00 PM. That's when I'm going to be listing qualified sellers in your area and that's the best time for us to meet. You will just have your warranty deed ready on the kitchen table so I can copy the information into the listing agreement and also you'll just have an spare key on the table also and I'll put it in the lockbox. As I'm sure you are aware, I charge a premium fee for what I do and I will net you the best result. The whole appointment will last 30 minutes or less and your home will be listed and I'll get out of your hair and on to getting it sold. Thanks for choosing me. I am very grateful for that and I look forward to seeing you Thursday and getting your home sold for the HIGHEST PRICE, FAST."

That truly is EXACTLY how I talk to sellers. I have FULL INTENT to list their home. I have FULL INTENT to charge the HIGHEST FEE POSSIBLE. And most importantly, I have the FULLEST OF INTENT to get the listing efficiently and not spend three hours chit-chatting about world affairs, the seller's family, how he likes to fish, how politics are screwed up, the Pope auctioning off his Lambo for charity (oh the thought of that), and all the other "stuff" that keeps me away from my family or from squeezing MORE productive things into my day so that I continue becoming a heralded expert at what I do, through REPETITION.

I've said it before and I'm going to repeat it a gajillion times until it becomes "un-delete-ably" programmed into your unconscious mind. **The people in this world who are the most successful at...**

Business, Life, LOVE

...are the ones who DO the most. The invitation to sit at the "Experts and Overachievers" table is handed down to the person who is willing to DO, DO, DO, DO and DO again.

....There ain't no escapin' Matey! You buckle down, grab your trusty sword and you flamboyantly swashbuckle yer way through daring adventures to claim your share of the bounty! Arrrrrrgggghhh-hhh and aaaayyyyeeeee and all that "pirate" lingo...geezz....I'll be doing this all day-haha!

Anyway, ahoy for now!

I'm going to spend the remainder of the month dishing out a ton of tips along these same lines and then give you supporting examples of how to motivate sellers into calling you.. and then show how to close them down quickly, easily and predictably. Together, we'll make you a natural. PRACTICE "Doing". Write some sample headlines and conversations around the "WANTS" you filled in above. I'll be showing you how to put them to good use.

Anti-Typically Yours,

Mike Costigan

Aaaayyyyyyyyyeeeee!

A quick Fakebook reminder: Join the dang group: :

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

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