

# AGENTON FIRE® BLAZE

ISSUE 37

MAY 2018

## **SNEAK ATTACK! Like a Stealthy Thief in the Night Magic Mike Picks the Locks of “Golden” Listings and Makes Off with Overflowing Duffel Bags of Loot!**

Welcome to a fun little edition full of razzle-dazzle, slight of hand and evil trickery...all perfectly ethical of course...sort of ;) !

Spring As we twirl deeper into the black hole of this listing shortage market, 2018 continues to unleash a fury of scare tactics and fear-inducing uncertainty that's taking more and more sellers out of the marketplace. Lenders are going broke, with profits from the largest of the bunch tumbling by double-digits. Agents are working part-time jobs just to fuel their tanks for weekend buyer excursions through the dried up desert of a marketplace. Inventory is literally at "crisis" levels and the last precious watering holes of housing availability are drying up quicker than a worm crossing the sidewalk in the Arizona sun!

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**As an agent you NEED to have** a healthy, nourishing reserve of “pick me up” tactics to amp up the adrenaline shooting through the veins of your business, as you trek onward into the most trying endurance challenge of your real estate life.

**Sellers are downright frightened** and they’ve holed themselves up and virtually boarded the windows, afraid of the unknown, waiting for the helpful hand of a trusted guide to lead them to the oasis of next home ownership that they so desperately seek. Will that be you? Of course it will BLAZER!

Enough with this talk of fear and scarcity. You see it’s this bs spewed out by the ill-informed media that’s causing the angst among sellers and putting agents and brokers in the poor house. **It’s all PERCEPTION!** And it’s based on crap that’s largely MADE UP. These TV jockeys know ZERO about the psychology of the sale. It’s a science that only those of us who are deep in the trenches with sellers every day can understand. We fight the battles with them. We lay out the plans. We cast aside the obstacles and tackle the fears. This is our battleground! Only the weak among us fall to the mere threats from foes. We, the true warriors, march onward, REGARDLESS of the “conditions” of the market. Rising rates...fewer listings....pressure on commissions...ha! We are warriors my friend. And we shall BLAZE on!

**So let’s get right to the plan. ENEMY #1 is SELLER UNCERTAINTY (wrapped in a nice warm blanket of fear).**

- Fear of being homeless (not finding a “next” home after selling)
- Fear of losing their \*ss by paying too much
- Fear of FEAR ITSELF! (ie: listening to bulls\*\*\*)

Fortunately for you BLAZER, old war torn General Magic Mike has fought this battle a thousand times and is about to roll out the true blue battle strategy that will outright obliterate these silly little nuisances who dare cross our path. Friend, it’s like unleashing a surprise air strike on terrorists wielding sticks and stones...it’s just utter devastation...you just push the button and its shock and awe for the enemy...literal blood and guts. So strap in for flight. Here we go...

**THINK...about who the best person to help you to win the trust of a seller is.** Who would be able to get them to drop all skepticism and listen to you with an open mind? What type of person is the best to help erase all fears and instill reassurance and confidence in a person who’s stuck in uncertainty? A FRIEND. A colleague. A neighbor. It’s someone who is ALREADY in the circle of trust. Either by personal relationship or by nature of an affinity connection, these people have the power of influence...and we’re going to use them. Yeah, sneaky...perhaps selfish...maybe a little underhanded even...but it WORKS...and well, I just do what works...not a lesson in “feelings and emotions” contained herein. This is purely about piling up the greenbacks.

**And here’s how YOU are going to covertly list every dang house in your “SAM” (Small Area Market),** where you will soon be know as THE “go to” real estate pro. You’ll also be capturing a nice

healthy core of listings as you expend this plan into your “WAM” (Wide Area Market).

You are going to create an alliance with either an existing seller client of yours (preferably a brand new one), a prospect to whom you have been giving (or will be giving) healthy doses of “goodwill”, or a willing friend or colleague who lives in your “SAM”. And you are going to do this using a bit of tried and tested psychology, incorporating two very simple “Influencers” that are naturally installed in their brains, that automatically cause them to “help” you when commanded to do so.

**Commitment** – when a person makes a promise or the give a nod to your request to do something in the future, they generally follow-through.

**Reciprocity** – performing an act of goodwill...a favor for someone, almost always yields a return. Often the reciprocating gesture or act is GREATER than what was initially received.

You see, these two “Influencers” are irresistible to sellers (or any humans for that matter). Ignoring them would make a person appear to be at odds with social norms. NO ONE wants to be seen as a Sociopath...except a Sociopath.

\*Incidentally, you really SHOULD read “Influence: The Psychology of Persuasion” by Dr. Robert Cialdini. It’s a true masterpiece that has helped to propel even the most marginal of sales people into proverbial lottery winners, by showing them how to manipulate the decision making processes built into the minds of all humans at birth. Its contents are that of pure treasure to the master salesperson. Credit to the understanding of the two “Influencers” explained above goes entirely to Dr. Cialdini and his groundbreaking book. Grab it.

You are going to be using Commitment and Reciprocity in your marketing. And it doesn’t have to be expensive. In fact, when calculating cost vs. return, this type of marketing often actually turns out to be the cheapest to employ, because it piques the interests of sellers with “undercover” selling, done on your behalf, by the seller’s friend or colleague. I’ve found the most effective way to deploy this type of marketing is with a very simple, easy to design, direct (and very personal) mailing campaign. You can quite literally design the entire campaign in one night, sitting at your desk or kitchen table, just writing a series of casual letters, styled very much like notes that you’d drop in the mail to a friend or relative. The following is an example of a sequenced mailing campaign I’ve used with huge success...

**Letter # is a unique “referral” letter from one neighbor to another.** In this example, I’m using a newly listed seller to endorse me to others in the neighborhood and surrounding neighborhoods in the “SAM”. You will get greater effect by using sellers in each actual neighborhood, as the affinity between the sender and the recipient is stronger (they are actually

community and share similar interests of that community naturally...it's just a more bonded level of trust), however, it is perfectly effective to use "neighbors" in a general market area. I recognize that especially in a market with inventory shortage, this may be the only option. So if you have the luxury of using multiple sellers to reach more close-nit affinities, do so. If not, you're still going to have a lot of success. In other words...use what ya got!

You may also be saying "well what if I don't have any listings in an area?" And the short and sweet answer is this: use ANYONE...a friend, colleague or business associate will do. Find someone who can endorse you for what you offer to his/her group of influence. They do NOT have to have hired you at all. Maybe they are "impressed with what this agent does" or "sees how this agent could really help people" or "knows how trustworthy this gal is". You get it, I'm certain. My BLAZERS are pretty smart ;).

### **Letter #1...**

*Dear John, I bet you're wondering why one of your Lassiter Walk neighbors is writing to you about a real estate agent. Well, as a neighbor, I try to keep an eye out for things that are good for all of us. Admittedly, I want to keep values up too ;-).*

*Anyway, Lisa and I started kicking around the idea of getting into a new home a few months ago. As much as we LOVE living here and would miss the community, we figured that we might want to take advantage of these low interest rates and be able to move into a bigger house before the rates when up again. So we started exploring the idea and talking to agents.*

*I'm not sure if you've ever gone through the nightmare of "interviewing" agents before, but we have always hated it. It seems like they all say the same stuff and frankly, I don't really buy into most of it...way too "canned" for me. And honestly, I always feel like I'm paying for nothing more than a listing in the MLS.*

*This time was surprisingly (and happily) different. Lisa ran into this guy named Mike Costigan. She has seen his signs (BLAZERS note: you can say "she heard of him form a friend"..."she got a postcard"..."he called her"...whatever...truly incidental here) around the area while out looking around and she figured he was worth calling. Anyway, she was RIGHT. We were blown away at what he offers. Neither of us knew that an agent could do this for us.*

*As a lot of sellers might feel, we were pretty nervous about putting our house up for sale and knowing that it would sell fast in this great neighborhood, and then not being able to find a suitable new house in the process. There just aren't as many out there for sale as there have been in the past. Believe me, the*

*LAST thing I want to have to do is shack up in Lisa's parents' basement. Love 'em, but I don't want to live with 'em-ha!*

*So here's what's cool about Mike Costigan's program...*

***Mike will GUARANTEE that we find a new house BEFORE we close the sale of our Lassiter Walk House, or he will let us tear up the contract and stay here!***

*How unique is that?! We figured there couldn't really be a better or safer way to sell, so we went ahead and listed ours for sale with Mike today. I'm obviously impressed by this guy and that's why I'm writing this.*

*All too often, we only hear about bad experiences with people. It seems that only the disenchanted whiners speak up these days, and well, I guess I like to be more of a goodwill kind of guy and actually stand for the champions who deserve to have the word spread about them.*

*I don't know if you're even thinking about selling now at all. I just wanted you to know about Mike Costigan in case you've been banging around the idea like Lisa and I were.*

*There are so many choices and "pitches"...*

*"I'll sell your house so fast"*

*"I'm the greatest agent of all time"*

*"I am the "neighborhood specialist"*

*And it's all pretty much BS. And it confuses people. And it makes you feel as if you're being "conned". They lock you in and if it doesn't work, you're totally screwed.*

*That's something else we really loved when we met Mike. **He told us that he would come over, show us a range of pricing that we might sell in, list the house and then write in a clause that allows us to tear up the listing agreement and pull up the sign if we changed our mind (with no pmt to him at all).** Again, he took all the fear out of the whole process. Just a heck of a guy and he takes on all the responsibility for our success. He either gets the job done or he loses. Now THAT'S unique!*

*Anyway, I could ramble on and on about this guy. He's truly an example for others to follow. I just wanted to give you this information in case you were thinking about selling, so you could call him. If you're not, I figured you could send this to someone else who could use some help and YOU can be the good guy. ;-)*

*Mike Costigan's info:*

*Costigan Realty  
123 Main Street  
Atlanta, GA 11111*

*Here's his cell# 770-000-0000*

*It's been great being neighbors. This community is the best! Mike already has a bunch of interest in our home so I'm sure we'll be moving soon. We just wanted to leave you all with something we have found useful!*

*Yours truly,*

*Jay Smith  
123 Flower Street*

Hahahaha! I get an evil grin on my face and an electric charge running through my crafty evil mind when I envision the effects that this sort of marketing mastery will bring! No advertisement or slick salesperson can even begin to raise the eyebrows of a prospect whose been served up with such hypnotic sales sorcery. This stuff puts them deeply into a trance. They are MINE. I am their ONLY choice.

**The elements are ALL there doing the selling for me**

- Affinity with the sender
- Trust of a friendly "do-gooder"
- Removal of FEAR
- Pre-Supposed "CLOSE" (the letter pre-frames their expectation to sign a listing agreement when I come over)
- Elimination of ALL competition. I'm the choice. Game Over.

**You see, when you TELL people what they WANT to hear, it compels them to toss rationality out the window and to feel secure in making the decision that they WANT to make-an EMOTIONAL one.** And when you use a tool like this to sell them “covertly”, you don’t have to close them. Sleazy sales pitches and boring listing presentations are gone forever. Toss ‘em right in the trash my friend. NOBODY wants to hear the rotten stale garbage they contain. They BORE seller to tears. They make you sound average. Frankly, they are embarrassing. Yuck...just thinking about how you feel after giving someone an hour of that greasy sales job makes you want to douse yourself in kerosene. Don’t be a con artist-EVER.

**Now, there are some VERY IMPORTANT tactical measures** that you’ll need to employ in sending Letter #1. Making sure that it appears genuine, sincere and real are VITAL to its success. Failing to accomplish both of the things below are akin to just typing it up, turning on the gas stove and holding the edge over the flame. POOF! Up in smoke! (I guess you’d save some cash on stamps but I’d rather see you scoop up all the Benjamins that a good piece can send your way.)

So, here’s what you do...

- **GET PERMISSION!** Duh, you have to ask the seller to allow YOU to write the letter on their behalf. NEVER let a seller write what they consider to be a worthy endorsement themselves. They will MISS the key points. Every. Single. Time. I usually say “I’ll write it for you so you don’t have to be bothered. You have a lot going on.” If they insist, I’m just transparent...”I’ve actually perfected this letter to have incredible results for me. All I do is insert your names and send it out. I’d really like to use that.” Regardless of how you do it, make sure it’s YOUR words and not theirs. Let them review it so they know what neighbors are getting. This is key. You want them to be your advocate here. If they get calls from neighbors, they will need to be able to speak congruently with the message. Depending on the type of people they are, I may or may not include their phone number. I usually don’t. I’d rather they not screw up the perfect pitch given by the letter. I only give out the numbers of the rare super salesperson type who I know will talk me up BECAUSE they enjoy the thrill of the sale as much as I do. Even then, I coach them.

- **Get the letter opened.** This wonderful piece of marketing mastery deserves to be seen. You must treasure it...hold it up with white gloves...bask in it’s glow...absorb energy from it’s other-worldly aura...hehe! I just love this type of marketing. NO ONE does it. And they all fall to its power. For it to have effect, it must be first opened by the recipient. Imagine walking to your mailbox and retrieving the mail. See yourself walking to that place where you sift through it. You are sorting it into two piles..the “open up” pile and the...”no chance” pile. What do the pieces in the “open” pile look like? Are the hand-written or do they have machine printed addresses? Do they have real stamps or have they been run through a

postage meter? You clearly see which pieces strike you as “important” or “personal”. You know which ones you will choose to open.

So a piece in the “open” pile has the following elements:

- Handwritten address
- Handwritten return address with the SENDER’S home address listed. NOT your business address, your name or your business name.
- REAL stamp (perhaps a tiny bit crooked in it’s placement)
- Plain, regular NO. #10 envelope
- NO BUSINESS CARD INSIDE! (this is the FATAL flaw that tempts agents right into wasting a glorious marketing gem. RESIST! It must look personal!)

### **You are seeing the power of Magic Mike Marketing now BLAZER...**

It’s now time for you to follow-up and CONTROL the smooth transition from “suggestion” to “listing appointment”. (I think you should be VERY clear about MY definition of “Listing Appointment” vs what “lesser” agents define as a listing appointment. My INTENT is to LIST THE HOUSE. Thiers is to be interviewed. What a colossal waste of time and outright expression of weakness. Begging at best. Looking like a peasant at worst.

**The door is WIDE OPEN for you.** It’s time to slide right in with a “friendly” and genuine follow-up. And you can do this with total confidence that you will be welcomed into the prospects’ home now, because good old Jay the neighbor has created “Familiarity” (LIKEABILITY) for you. “Like” is another influencer that the brilliant Dr. Cialdini talks about in “Influence”...go to Amazon and just order it today. My goodness. It’s the Holy Grail of marketing tricks.

**Letter #2:** A super casual “Ice Breaker” from you to follow-up on Jay’s kind recommendation (and get a LISTING appointment.)

*Hey John! Mike Costigan here. I’m the real estate guy that Jay wrote to you about the other day (copy of letter attached). It was very kind of him to give me such a great endorsement, so I wanted to honor his gesture by following up with you.*

*I really do enjoy helping people. And I’m very good at it. I’m not bragging. That’s not my style. I am truly in this to help people and I want you to know that you aren’t getting the “average” real estate agent when you engage me to help.*

*This market can be SCARY if you don't know how to position yourself safely. Lots of sellers that I help are initially scared of being homeless. What I mean is that they fear that they will sell their current home and not be able to find another one. Jay and I had a good laugh about moving in with Lisa's parents! Lisa about smacked him! I smoothed it all over by giving them my unique "Safe Sale" Guarantee. Basically,*

***I GUARANTEE that You Will Find Your Next Home BEFORE You Close on Your Current Home, or You Cancel the Sale.***

*It's just my way of making selling **EASY** and **WORRY-FREE** when we put your home on the market. The truth is that no other agents will make this kind of offer to you because they are AFRAID to.*

*It's really kind of funny that others agents won't **GUARANTEE** you anything at all. And it's because they don't believe in themselves. So they put the risk on YOU. They can't lose but **YOU** can. Seems like it should be the other way around, don't you agree?*

*So, **I totally reverse the risk and make selling EASY.** I know that you don't know me, and I'm so glad that Jay was so kind to let you know about what he thinks of me, so I think taking on the risk myself is really the best and most sincere gesture that I can make. When I got into this business, I asked myself "What would make me trust someone?" And the answer I got was "putting his money where his mouth is". So, that's what I do for you.*

*I'd like to show you how much you could get for your home this week. I'm going to be in and out at Jay and Lisa's (I already have interest in their place) so we can set a time for me to pop by for about 10 minutes to drop off a little local sales data. I've been successful at getting **12.24% HIGHER SALES PRICES** than the average agent, so we can build that in too. It goes a long way in purchasing your next home. You get instant equity!*

*By the way, because I have interest in Jay and Lisa's home, it's likely that I have someone who may be interested in a similar home, like yours. I might be able to sell your home for a **very high price** right now and save you from going through the usual hassles of selling. This could be very **EASY** for you. Let's talk.*

*Here's my cell# 770-000-0000. Give me a call to let me know when you will be around so I can give you the home selling price data. You're going to love it. It's very high right now.*

*Looking forward to meeting you,*

*Mike*

*P.S. With homes selling fast and for so much more money than usual, you will want to be sure that you find a great new home. I'll give you the same "Safe Sale" guarantee that I gave Jay and Lisa. **You will find your new home BEFORE you close on your current one GUARANTEED, or you can tear up the contract and stay right ware you are.** This way you aren't at risk of being homeless...or having to live with in-laws ;)*

***P.P.S. I also give you complete assurance that you are doing the right thing by letting you cancel your contract with me at any time before we find a buyer.***

*Basically, you can go ahead and list your home and if you change your mind about selling, for any reason at all, you can just let me know and I'll come over and get my sign. I make it very easy and risk-free for you.*

*Good stuff!*

OK BLAZER, can you even imagine anything more cost-effective that has a higher chance of return than this? I'll save you the thinking...doesn't exist.

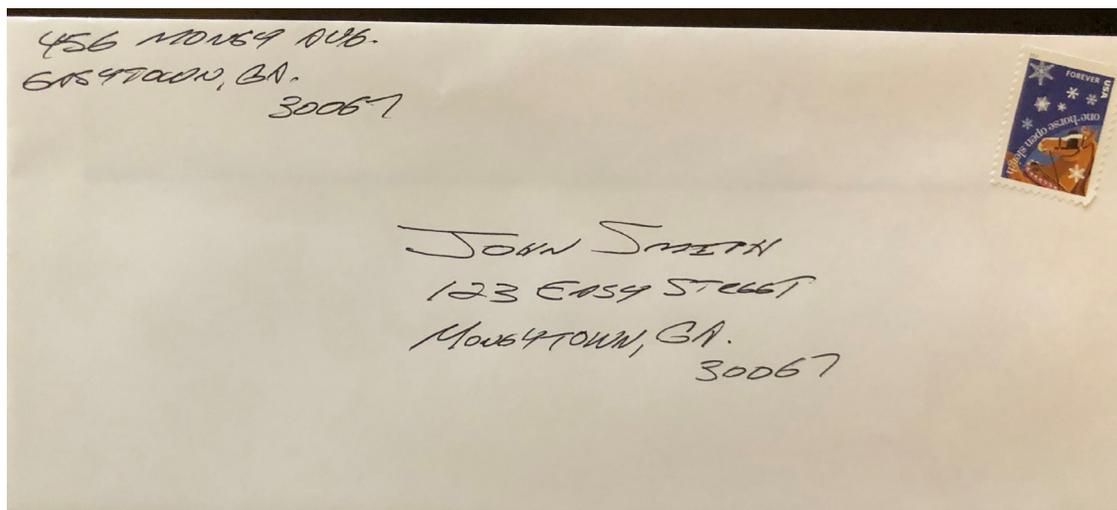
**Trickery, Slight of hand and just plain old Marketing Magic....**I use these words in jest, but what I do has truly sorcerous powers. This type of marketing is the secret ingredient to amassing a huge stable of listings...and heaps of future listings that will follow.

**You quickly become THE agent to call for selling,** when people see your name. You begin to saturate your "SAM" with signs, endorsement letters like these and marketing media that becomes recognizable to prospects. They may not even have the slightest of interest in selling for months, even years. But because of the "Top of Mind" consciousness that you've covertly established in their brains, you become the ONLY choice when they do decide to sell. You are freed from the shackles of door-knocking, begging, cold-calling and butt-kissing. You are the wizard of home sales who rules over his coveted "SAM". You are in a truly competition free zone BLAZER. Life is GOOD.

**"Covert" is the key element** in these first two pieces that I've laid out for you to model after. The trick is to NOT look like "marketing" at all. THAT'S the greatest level of mastery. These simple letters arrive in the mailboxes of sellers just as if they would arrive from a friend...an innocent looking little white envelope...just a "hello, I'm thinking about you". I've described the look to you but I think it's also prudent for me to show you an example. Agents fail so miserably at this because they see (and copy) what they think is "marketing" done by others. Fact is, most are rank amateurs who employ what I call "dead-to-me" marketing campaigns that cause sellers to slam the doors

on ANY chance of listing them. For the love of everything HOLY...TRUST in Magic Mike's methods. RESIST temptation to "sell". Let the "anti-typical" approach make the power of persuasion work to your favor.

Here is EXACTLY what your Letter #1 and Letter #2 envelope should look like:



**"Unprofessional" is the way of the REAL Professional when it comes to disguising your marketing pieces.** In fact, getting your marketing piece opened is actually the HARDEST part of marketing. So, I'll use every bit of mental agility to outsmart and run circles around the brains of the recipient every time.

I do this for their own GOOD!

**They cannot BENEFIT from what I have to offer, if they never get a chance to set their lucky little eyes on it!** Seriously, I TRULY BELIEVE that I'm the best at what I do and that I offer the most beneficial solution to their problem. And I'll sleep VERY well at night having to trick them into reading my stuff...Because in the end, it's so darn goooooood. And they NEED it. YOU need to understand and BELIEVE this yourself too. That's half the battle. Agents think "I need to be very clear that I'm advertising" and they die. Harsh but very real truth. Friend, you are now in the "marketing" business...and I ain't talkin' 'bout marketing homes. Homes sell themselves. I'm talking about marketing YOU. So get with it. Follow what I tell you to do and DO NOT DEVIATE. I've tested this with millions of dollars and you are getting the reward from my efforts. You're welcome.

Reality here is that usually the first two letters possess more than enough magnetic power to attract the "NOW" sellers...those who are ready and willing to act...the ones we REALLY want anyway. I don't waste much time with "Follow-Up" sellers, and you shouldn't either. They fall right into the "time-suck" category and bluntly, someone else can waste their time kissing butt, doing favors and living in dreamland for three years. I'm grabbing the deliciously ripe sellers who are hanging low on the branch, just waiting for me to sink my teeth into them. CHOMP! With this type of offensively effective covert marketing, I'll swallow them all before anyone knows they are even pondering the thought of selling.

**Gamble on the Scramble...mix it up for the non-responders.** Even though I've told you that I

don't "nurture" seller prospects, I know as a master marketer, that different personalities respond to different types of marketing and different styles. So, I'll put in the extra effort to hit them with a few more "typical" looking pieces....but I'll still layer them with "Mass Attraction Marketing" offers to make them more effective (by many multiples) than the useless Joe Blow agent postcards they might find buried among the other junk mail pieces in their box...blows my mind how agents still use old school stale garbage and expect it to produce listings. No offense if this is what you are still doing....chances are, like most agents, you just don't know any better. But as of now it stops. Magic Mike is here to guide you into next-level real estate life and the freedom, financially and personally, that it will bring to you. Change happens in an instant. CHANGE now.

So, MIX IT UP!

My next few pieces are going to look entirely different from one another. They are designed to "shale the tree" and catch any loose fruit that might be wanting to drop, but just hasn't had the right shock yet to break free. Pay attention, I'm going to massively deviate from the style that we've started out with here.

### **Letter #3...**

The "Come and Get It" letter. Sometimes "quick and easy" is how people want to receive information. Meeting with a salesperson, (yeah, that's what we are and that's how they see us) is a nerve-racking proposition that they'll avoid like a room full of snot-nosed kids. We are the LAST type of person that some people want to be speaking to. Sad. True. Nevertheless, you're not going to let the insecurities of a sniveling, scared seller, keep you from doing what is GOOD for them! But, to do it, you gotta give it to 'em in the way they WANT it (remember, sell them what they WANT, not what they NEED...same goes for how you DELIVER messages to them and how you get them to act. Offer it up to them THEIR way, then turn around and give it to them the way they NEED it.) Oh, we're so sneaky huh? Hehe.

**So, here's how you can take the pressure off and remove their fear of the undesired sales pitch....**just give them an EASY and non-threatening way to get the treats you are enticing them with (Imagine a starving scared little stray puppy here. You can see his little bones protruding from his skinny little body. He needs to eat so badly, and you can reach out with the most delicious bite of filet mignon ever to hit the grill, but he won't bite. He'll lock eyes with it, drool will drip from his jowls, but as you push it closer, he backs away. But the minute you lay it down on the sidewalk, take a few steps back, he moves closer. Still not biting but the alluring smell pulls him closer. So you disappear out of sight for a moment, hiding behind the fencepost, and...CHOMP! He attacks it like the needy little pup he is!). You're going to get these hungry-but-nervous sellers the same

way. Soon, you'll be saying "come" and they will..like trained dogs.

*Dear John, I sent you a letter in follow-up to Jay's letter (both attached) the other day about getting together so I can give you this important home sale data, and I haven't heard from you. And while I'd very much love to shake your hand in-person, it's more important to me that you GET the data. It is so critical for you to see what is happening with home sales/values right now and you definitely will want to get your hands on it.*

*So, I'm making the home sale data available to you online. This way, you can grab it whenever you want without having to talk to anyone (I know that sometimes I like to just be able to do things in an easy and private way...figured you might too).*

*It's already online for you at [www.magicmikescriticalhomedata.com](http://www.magicmikescriticalhomedata.com). Just type that in your internet browser and you will find it. It's already there so you can go get it anytime. Oh, by the way, I have done the same thing for a few of the neighbors that Jay also wrote to, so I personalized it for each of you. Just enter your last name and email address in the form on the page and you 'll get your copy in your inbox instantly.*

*Of course, if you prefer that I drop it off in person, you can always call me at 770-000-0000.*

*Thanks!*

*Mike Costigan*

Oh, this is the fun part of the game BLAZER. See, You've given good old John a very easy way to retrieve his information, and like that scared little puppy, chances are, if he has any hunger for selling, he'll bite. And once he does, you've got him. You see, by getting him to "Raise his Hand", either by calling you or leaving you a trail to follow with his email address, he has IDENTIFIED himself as a potential seller. And THIS is precisely how you FILTER out the worthless prospects and get right to the good stuff...BEFORE your competitors even know that they exist!

### **THIS IS HOW YOU GET ALL OF THE LISTINGS IN YOUR "SAM"!**

They are most definitely there! You just need to be VERY SMART about how you get your message to them and then how you get them to raise their hands for you.

**There is no shortage of willing sellers.** There is simply a shortage a worthy

marketers who can compel them to act. Well, you've now entered into my world, and YOU are becoming one of "US"...the elite...the one's who CREATE opportunity. In this market, if you WAIT for it...you die. It's that simple.

**Now expand to your "WAM".** Once you've mastered this in your "SAM" and it starts working for you, just slowly roll it out to wider areas. But don't go too big too fast. That's where marketing dollars are wasted and return per dollar spent drops. Remember, we are using the principle of the "SAM" as way to dominate a small area market and build BRAND recognition to further strengthen the power of your name in your target area. As prospects begin to see your name pop up in yards and then they receive these "testimonial" style letters from neighbors, you're get a doubly powerful benefit. You are literally hitting them with both marketing barrels. Social Proof just CANNOT be beat. This becomes YOUR "keep out" zone, where other agents won't dare to enter. You should be putting riders on your signs with whatever program you are pitching so people associate your name with real estate and the irresistible offer that is hooking everyone. "Find Your New Home GUARANTEED or You Can Cancel Your Contract" (for example) should be synonymous with "Your Name". There's a bit of a psychology lesson here, and I'll keep it super short. The brain works on SYMBOLS. Your slogan and your name on your real estate sign is your symbol. A real estate sign in a yard is a symbol for what you do when you sell your home. Plant enough of YOURS in a small area and they ALL naturally come your way...they don't even realize that they are following you. THEY JUST DO.

### Supplemental Pieces.....

At this point, your three letters have likely spurred some action from potential sellers. Jay may have even gotten a few phone calls (and you should make a deal with him to pass on the names of the callers to you so that you can promptly follow-up), but to catch the stragglers, you can toss out some less refined bait and hope they bite. I'll usually use simple postcards. I choose them primarily because they get "opened" 100% of the time. Since there's no envelope, your message is seen. The problem is that they don't provide enough marketing real estate to effectively communicate your message, like a letter does. So, when creating a postcard there are tow things to keep in mind:

- Use a HUGE "Mass Attraction" headline, followed by some very short sales copy that directs them to a better marketing media (ie: a website), where you can explain your offer in greater detail.
- Create a web PAGE (not an entire site) for each individual offer. Each page should contain exactly and only ONE option for the visitor "Enter your last name and email address in the for to receive your "\_\_\_\_(specifically name what they are getting\_\_\_\_". There should be no navigation links or "home" buttons on the page. If you open a window for them, they will jump.

## Postcards:

I'll just give you a quick example of what the headline and copy might look like. You can design the actual look of the card yourself. That's not what matters. It's content...always content.

# **Secure Your NEXT Home BEFORE You Close the Sale of Your CURRENT Home, GURANTEED... ...Or You Can TEAR Up Your Contract and KEEP Your Home!**

My revolutionary "Safe Sale" program gives you PEACE OF MIND, knowing that you won't end up homeless when you sell your home. In fact, I guarantee this in writing even BEFORE we list your current home for sale. What could be a safer way to plan your next move?

To find out all of the details about my new, industry-leading program call me at 770-000-000 or visit [www.MagicMikesuperagent.com](http://www.MagicMikesuperagent.com)

So, I think we can both see how easy it is to separate yourself from the amateur marketers ("marketers" used gratuitously) among the real estate community. MOST do no marketing whatsoever, and those that do, are basically clueless. They have no idea how to compel sellers to act, much less do they know how to even IDENTIFY who will be selling soon. With some creativity and "anti-typical" marketing, you WILL be setting yourself up for one heck of a future in real estate. Stick with me for the long haul, BLAZER. There's lot's of knowledge to be extracted from the Magic Mike marketing mind vault.

2018 is certainly shaping up to be an interesting year. As I write this, I am seeing reports of enormous bank repossession jumps, rising interest rates, fluctuating rents and all sorts of other little buggers that are going to be putting even more pressure on listing inventory. Fortunately, you'll be getting all of the good stuff you'll need to stay afloat while others sink.

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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