

AGENTON FIRE® BLAZE

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When the Flames of a HOT Market Start to COOL... Old Magic Mike Douses the Embers With a MASSIVE Splash of Marketing Juice!

The lazy, content, “take-things-as-they come” agents and brokers who watch their incomes go up in smoke as markets begin to correct themselves are DOOMED.. because for the lifeless and weary who are unwilling to fight, the end is near.

**PUT ON YOUR MARKETING HELMET AND
GET READY TO STIR UP SOME LISTINGS!**

...When others fail to start and start to fail, it’s prime time to swoop in and increase your share of the market. Happens every 8-10 years and we are beginning to see the flashes of its beginnings. Rates are slowly climbing (heck, even all the talk of it is stirring the doubt in would-be “movers” minds), prices are slowly beginning to tick downwards,

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...and FORECLOSURES are beginning to rear their little demonic heads again. Yep, that's right. BANK REPOS are climbing. In fact, as I write this, there's a report from a reliable data provider showing a national average uptick of **51.7%** month over month and **26.9%** year over year....

If that ain't reason to put on your boots and battle gear and get out there to set the market on fire in a fashion that you control, then I don't know what is!

The wind is shifting and so are the behaviors of your potential real estate clients. Now, if you aren't seeing this in your market, then it's for one of two reasons:

- Reason #1: You aren't paying attention to data and the obvious trends around you.
- Reason #2: It hasn't hit you, YET.

In either case, it's blazing its way towards you and if it follows the path of devastation that corrections before it have, it will EXPLODE ...Overnight!

So, lets begin basic training for what you will be battling in the coming months...

This month's issue is loaded with every "on-the aggressive" approach and safety tactic that you are going to need, in order to shield yourself from the burning effects of a market that will surely and swiftly put out the flames of many agents and brokers around you. Always does...this time won't be different.

It's truly KILL OR BE KILLED.....

...So, gear up and let's get started.

First, we talk about something that may sound as cliché as "All's fair in love and war"...and worn out and often improperly used as it may be, it's VITAL to your survival in the heat of what's to come:

"SHIFTING YOUR MINDSET"

Towards GETTING LISTINGS

Away from CHASING BUYERS

Towards CHARGING MORE

Away from DISCOUNTING TO "BUY" LISTINGS

Towards POSITIONING YOURSELF AS "THE" AUTHORITY

Away from LOOKING LIKE AN "AFA" (AVERAGE FRUSTRATED AGENT)
Towards DIRECTING SELLERS TO OUTCOMES

Away from TAKING ORDERS

Towards COLLECTING CHECKS (LOTS of them)

Away from PULLING SIGNS FROM "EXPIRED"s.

Towards GROWTH

Away from STAGNATION AND SHRINKING

Look, the BIG "Best Case, Holy Moly, I'm a Freaking Rockstar Floating on Cloud 9 Watching the Sun Go Down with an Ear to Ear Smile" end result that I need you to start focusing on...like a batter's eye trained on a 100+ MPH home-run-to-be fast ball is...

...Get a LOT of Listings so You Make TONS of Money and NEVER Have to Ever Worry About the puke-inducing "Real Estate Roller Coaster" that drops most agents to their knees.

BIG SECRET to Real Estate Success:

"The number of listings you CONTINUALLY hold in your inventory is directly proportionate to your HAPPINESS."

So, I know that you don't want misery...that would be psychotic. Just keep your FOCUS ON LISTINGS....ZERO distractions from buyers. They Are TIME SUCKS!

And I know "shifting" your thinking isn't easy....

It's one thing to preach it or to understand the need to do it...
It's a whole different ball game to actually take a swing at making change.

And I'm going to harp on this for just a bit here....It's critical that you absorb this and start making the shift inside your own head right now.

You see, the most successful people I know have one thing in common..they control their FOCUS and they all answer this powerful little question the same way:

"How much is enough?"

"Just a little bit more..."

And they understand that the game is won before the first pitch is ever thrown. It's ALL in their BELIEF and WILLINGESS to apply the needed effort.

Look, I think we can both agree that life certainly changes when you add a degree of CERTAINTY. It's not an easy thing to do in Real Estate.

You are taught to do "stuff" that never moves you measurably towards a sustainable "business". Instead, you are pushed into things that create a "practice" that requires your involvement every minute of the day in order to make money.

Carting buyers around in your car

Sitting at Open House for the wealthier (and smarter) "listing agents"

Taking "phone duty" in hopes that a lead calls or walks its happy (and credit challenged) butt right through the front door with a bag full of cash.

Buying buyer leads from places like Zillow and other websites who will eventually use your money against you.

Chasing your tail all day, every week, every month.....

...Riding the real estate roller-coaster...up and down through the peaks and valleys between closings and hunting for the next buyer.

When the Doctor isn't in, the practice shuts down.
And this SUCKS!

Luckily, there is a cure. And it's simply GETTING LISTINGS. Makes it all better. One magic little pill that once swallowed, "fixes" ya.

So, gulp it down. Grimace if you need to...and embrace the change in thinking that is going to change your world...

And in this issue, I'm going to give you a little challenge to complete, in order to get you to "DO".

OK. I think we've got that covered. On to the "HOW" to get these evasive little suckers that are hiding in the shadows of this crazy market clouded with frightening inventory numbers and historically low home sales statistics.

First things you should know....

Economists cannot kill YOUR business.

Interest rates cannot kill YOUR business.

Rising and falling prices cannot kill YOUR business.

The stock market cannot kill YOUR business.

What they CAN do is affect perception. And THAT can slow the market very generally. In fact, any of these little evils have the ability to wipe out most agents. But they cannot hurt an agent, with determination like you (and ALL of my BLAZERS), BECAUSE you seek out knowledge and learning to adapt tends to come very easily for you.

They also cannot affect the EMOTIONAL desire of sellers who wish to move.

And they cannot affect the circumstances, like job transfers and relocations for family and other reasons.

SELLERS WILL MOVE...if you just TELL and then SHOW them how it's possible...even in the seemingly worst possible times.

There are EXACTLY three types of sellers (and would be sellers) that you should be focusing on right at this very moment. As the market continues, or if it hasn't already begun in your area, starts, to settle, they are becoming increasingly anxious for the perfect reason that makes them feel "Good" about selling.

So we have...

The “I’ve tried to impress my wife and now I’m waving the white flag” failed FSBO.

This is my favorite guy. He’s planted a black and orange Home Depot “For Sale” sign in his yard (probably busted his thumb pounding it in).

He’s skipped every kid’s soccer practice, holding open houses with zero visitors.

He has created amateur, and frankly, embarrassingly ineffective ads in the newspaper and on Craigslist.

He has worried his wife sick about missing out on the lovely new home that she wants, while he attempts to prove his masculinity and “natural raw selling power”.

Laughable...and ripe for the picking!

Then there’s the “rescue this sinking ship of a home sale” Expired..

Gotta love this guy. Hasn’t listened to a word his agent has spoken to him.

Knew it all when it came to pricing, preparing the home and showing it (probably accompanying buyers on tours instead of getting his “anti-sale” butt out of there for 30 minutes.)

And his wife and kids already are living in Miami while he’s toughing it out solo in the northern Ohio suburbs.

And finally, we have the old “fence-sitter”.

Yup. The “predictor”. The guy who sat around all year analyzing the data, listening to the fools who spew out worthless speculation on the news channels, while trying to pick the perfect time to sell....now realizing he might miss the boat if he doesn’t hop on soon.

In all three cases, you just have to give these guys the little shove they need to get them on board with your home selling pleasure cruise.

And like any good Captain would do...I'm going to give you the treasure map to follow, that leads you right into the pockets of ALL three of these seller types, who will pay you handily for your services.

So, I'm going to make this a little challenge, as promised. Below you will find a few sample headlines for you to MODEL (not copy). You are going to craft your OWN headlines in a way that speaks to your target seller (based upon seller type and whatever selling points make their mouths water in your market area). I will also provide you with a sample conversation to go along with the ad groups. My "Mass Attraction Marketing" technique is NOT just a simple headline that grabs them. It's a COMBINATION of a powerful, benefit driven headline that incites action, mixed with a very specific type of NLP and Hypnosis infused conversation. I will give ONE conversation sample for each ad group.

We are going to make this issue all about "Doing" and we are going to have FUN getting to work, by creating something RIGHT NOW that can get you IMMEDIATE and POWERFUL results.

The final pages of this issue are going to be simple worksheets. These pages are where you will practice writing your ads and the supporting conversation scripts that will convince sellers to hire you, right over the phone, BEFORE they ever meet you.

Don't believe it can happen?

I've personally sold thousands of homes and have listed **more than 100** in a single month.

And **MOST** listing appointments I have ever scheduled, **last UNDER 30 MINUTES** and I charge **MORE MONEY** than pretty much everyone in town.

If you haven't figured this out yet BLAZER...

IT'S ONE MILLION PERCENT IN THE SETUP!

And it's done purely with Mass Attraction headlines and the NLP/HYPNO conversations.

Here we go...

First, to understand what I'm doing, you need to grasp the fact that ALL sellers WANT to sell and each different type has a different "hot button" that when pushed, will send them running to you for help.

EACH of them has their own fears, wants and desires that either hold them back or push them forward.

In the examples below, I'll show you what fear or "want" that I'm addressing (usually I like to scare the pants right off of 'em) and how I quickly get them to call me to list their home.

The REAL goals of Mass Attraction Marketing

- Get Sellers into ACTION
- Remove any Doubt About Selling
- Spend as little money as possible to get results
- Create PREDICTABILITY that can be replicated and turned up or down at will, like a volume button on your remote
- Set up LISTING APPOINTMENTS...not "Interviews"
- Eliminate the Price Barrier by positioning you as the ONLY logical choice
- Get you in and out of there in UNDER 30 MINUTES
- Eliminate LATE NIGHT and Weekend Appointments

....again, it's **ALL in the setup**. When you learn to do this properly, everything above is a breeze.

Master it and you will:

- LIST MORE HOMES
- MAKE MORE MONEY
- HAVE (A LOT) MORE FREE TIME

The "I'M GIVING IN BEFORE SHE KILLS ME" FSBO

- What scares him? (other than the prospect of a "roommate" marriage).
- Looking like a fool.
- Missing Out on his new house.
- Paying More Interest on his next mortgage (and affording less house).
- Starting Kids Late in their New School.

All Valid fears....
...and REAL possibilities.

He knows it. You know it. You are going to use these to motivate his butt to get serious about selling.

A few SAMPLE headlines:

**“Will You Be the Laughing Stock of the Neighborhood?
Or Will You Put My “Reputation Saver” Home Sale Program to
Work for You...
...and Show the Neighbors Who’s the BOSS?”**

**“Your New Home Is SLIPPING Away ...
My “Sure Sale” System Guarantees to SELL Your Home BEFORE
Other Buyers Steal Your New One
Right Out From Under You”**

**“While Your Home Sits and Sits on the Market,
Your Cost of Buying a New One is Skyrocketing...
Don’t Let Another Day Cost You THOUSANDS!”**

**“Call me to Discover How my Quick Sale Program SELLS
Your Home in Under 14 Days, So you can Lock In Low Rates
and SAVE THOUSANDS.”**

**“Don’t Make Your Kids Take the “New Kid Walk of Shame”
My “Instant Home Sale” Program
Gets You an Offer in ONE DAY
So Your Kids Can Hop the Bus on Day One with Everyone Else!
(They’ll LOVE You for it!)”**

See... So. Dang. Easy. Each headline speaks to a specific fear and shows them how to overcome it. Oh, how sinister it feels to twist the knife a bit and see them squirm. Oddly pleasurable...I'm such a sicko marketer ;)

Now, you'll need a good conversation that seals the deal...

...Right Over the Phone!

Bye bye "interview" appointment. Hello, "come list me NOW and I'll pay you whatever I have to" appointment (Incidentally, you'll be scheduling these appointments on YOUR time...not theirs.)

The conversation: (as advised earlier, I'll give you ONE magical conversation for each group of headlines. You can modify it to fit the others...that's part of our little BLAZERS challenge this month.)

"Hello Mr. _____. Yes. I'll have your home sold in under 14 days when you list it with me. I'll stop by on Wednesday at 4 or Thursday at 5. Those are my only available appointments left this week. As I am sure you can see, this program is highly unique and everybody wants it. I'll be there to meet with you for 30 minutes and we will put your home on the market and I'll have it sold in 14 days or less. In the meantime, call this loan officer so he can get you ready to lock in on the low rates. I'll see you Wednesday."

So, a quick explanation about the conversations....

You will recognize that I'm "telling" the seller EXACTLY what will happen and WHEN it will happen. This is a tricky, simple to use and EXTREMELY powerful technique called "future pacing". You will use it to "pre-frame" the entire experience with the seller. This way, there is absolutely ZERO confusion as to what will take place. In this case:

You will be meeting on Wednesday (or Thursday) on YOUR time schedule.

You will meet for 30 minutes (no long-winded, waste of precious time, bs-ing around).

You will LIST the home (not interview to be their agent).

Now, this may stretch your comfort a bit when you first try it.

Maybe it's not in your nature to take the lead. And that's perfectly ok. I'll need you to take a big leap of faith and just run head first through that daunting, commission-robbing barrier that's keeping you from getting everything that you deserve...and TRY IT!

With some practice, you're going to be highly amused at how this works.

It's truly comical to see how people will naturally follow direction when it's given to them by an authority, with confidence.

Now, there's a way to make this even more powerful. It's a way that you can make this work to get you just about ANYTHING from ANYONE in ANY part of your life. It involves using a little NLP (Neuro-Linguistic Programming) technique called a "Pattern Interrupt" and then dropping a command in precisely the right moment while using the correct tonality. See BLAZER, you're on your way to becoming a tactful little Hypnotist who can get people to follow your guidance, while you communicate it to them conversationally.

I'll do a special video tip in the Agent On Fire member's area that will show you how to do a simple pattern interrupt and plant a command at will. For now, just worry about the words that you choose.

Oh, by the way, once you've future-paced the events at the listing appointment and built quick rapport (taught in a previous issue and videos...and will be covered again), you will RARELY have to deal with the question of price.

When you stick to the integrity of the setup, they see value and they HAPPILY PAY YOU FOR IT!

The "Holy Crap. What Am I Going to do Now! Help Me!" Expired.

Oh be gentle with this guy BLAZER, for he is already riddled with fear. Of course I jest...dig that knife right into his heart and twist it with all of your might. This guy is an easy meal ticket. Just throw him a life line and show him how you can RESCUE him.

Hehehe....evil marketer in me again. I just love delicious prey like this. I'll gobble him up like a shark on a hooked sailfish. CHOMP!

What scares him the MOST?

- NOT SELLING AT ALL!
- SELLING WAY TOO CHEAP.
- FAILING...Again.
- FAMILY MOVING without him.

Incidentally, I'm using the word "him" over and over for illustration. Could be a female seller... heck, they're usually in charge anyway (admit if pal...she's got you by the short hairs...and YOU admit it girlie...he won't make a move without your blessing....remember the "roommate" marriage fear). I simply find it more fun to laugh at the dudes.

The EXP headlines:

“Help Me Save This Sinking Ship of a Home Sale!
Holes in Sales Plans Cause Homes to **Never Sell at All!**
My “Expired Rescue” Program Patches the Leaks
and GUARANTEES to Sell Your Home...**FAST!**”

“Homes that Sit Sell **Cheap!**
Will You Have to “Give Away” Your Home
to Compete with New-to-Market Listings?

Discover the Ways My “Fresh Start” Program Gets You even
MORE Money the Second Time-Around!”

“Your Home Sale Could FAIL Again!
8 Out of 10 Expireds NEVER FIX the Sale Killing Issues that
Prevented the Sale the First Time....

...and they End Up Failing...**Over and Over.**
My “Expired Fix” Home Sale System Identifies the Issues and
Sells Homes in **Less than 14 Days!**”

“Why Be Alone in a House that Didn’t Sell....and **WON’T**
Sell...Until You Make RADICAL Changes
to Your Selling Plan?

Call to See if Your Home Qualifies for
My “Quick Turn Around” Program that **SELLS** homes in
3 Days or Less...and Start Packing!”

My goodness, just picture now for a second, a guy sweating bullets because his home didn't sell, and then spotting an ad like ANY of the above. They are the answer to his home selling prayers. He will NEVER be able to resist calling you.

All you have to do is be congruent with your ad and future-pace him in your conversation...

"Hi Bill, good thing you called. I only take 3 people into this program every week. I can come over at 3 on Wednesday so make room in your schedule. We will get everything signed in 30 minutes and by the time I leave, you will zero fears of selling. You will feel totally relaxed knowing that you will have an offer in less than 2 weeks. See you Wednesday."

See how easy this is now? You're getting more familiar with Mass Attraction Marketing, each time you read a headline and you internally verbalize the conversation that go with it. It's only natural. Now, you'll be able to really understand and BELIEVE in the power of this. Because it works.

And as for the promises of 14 day, 3 day (or whatever) time frames for sales... These are just examples. You can use whatever you like. Just make them "better" than the average in your area, so they are attractive to the seller. And I'm always creative. For example, I know that in a market like this, investors will buy ANY good deal...especially when it's a nice solid resale with an anxious seller. So, for promises of "offer in 3 days" and the like, I have them ready to pounce. I give a handful of them exclusive access to these opportunities, on the condition that they make offer on EVERY house. This way, I can pull off the seemingly impossible for sellers and make promises in ways that other agents simply can't!

I promise you BLAZER, this stuff is magical. I'll never waste your time with "filler" that just doesn't work. You will only be getting the real goods...the direct map to the treasures.

The "I've sat on the fence so long that my butt hurts" seller. (SAM or Farm area)

What scares him?

- He waited too long and won't be able to sell.
- The market may correct too much and he will be stuck in a house he paid too much for.
- He will be homeless because of the inventory shortage.
- Rates will rise and he won't be able to afford his dream house.

This guy is a REAL joy. He has overanalyzed things so much that he's experiencing the dreaded "paralysis by analysis" syndrome. He is FAR more stubborn than the FSBO or the EXP but you can shake him right off his perch BLAZER. You just gotta push with just the right force.

“WARNING:
You Will MISS The Home Selling Market!...
...Unless You Do 5 Critical Things, Right Now.

My “5-Step” Home Selling Program Can
SELL Your House **FAST**
(and for the **Highest Market Price**)
...So You can Get Moving before it’s Too Late!”

“Don’t Get Stuck in a Home You Paid Too Much For!
My “Equity Saver” Home Sale Program Allows You to
Sell Your New Home **FAST**
And Pay **ZERO Commission**, If the Market Changes”

“Don’t End Up Homeless when You Sell!
My “Easy Out” Home Sale System Guarantees
that You Can **Cancel Your Contract**
and **Keep Your Current Home**
If You Can’t Find a New One!

“Will You **Miss Out** on Your Dream Home?

Discover how my “Quick Sale” System
SELLS Your Home **FAST**.....and Helps You Secure the
Lowest Possible Price
on the Home You **REALLY** Want.”

So this guy may seem a bit tougher, because he may or may not NEED to move. But remember BLAZER, people act on WANTS. So sell them on WANTS and give them NEEDS later. These programs (and many others) open the door for you to do just that.

"Hi Mr Smith. Yes. When we get together and you list your home with me this week, you will be able to sell before you miss the market. We will meet for 30 minutes and get everything signed and moving on Wednesday. I will be there around 3. You will just have a key for me to put into the lockbox so I can get buyers in. See you Wednesday. I look forward to the business we will be doing."

YOUR AUGUST BLAZER CHALLENGE!

On the following pages, you will create at least one headline and corresponding conversation for EACH of the three seller types (FSBO, EXP, SAM).

Do not COPY my Headlines and conversations. MODEL after them. You may use the IDEAS but tweak them to fit your market and the fears and wants that local sellers have. It's far easier than you think. It will become very natural to you after you've written a few.

PRO TIP. Before you begin, take out a pen and paper and do a little "free-writing". Ask yourself out loud "What scares them?" and write down whatever pops into your head. The WORST thing you can do is to try to rationalize your responses. Just write whatever comes to mind instantly as you ask over and over again "What else?" Do this until you've got a page full of answers. There truly is something very magical in doing this. The things your subconscious mind comes up with will surprise you. This is one of my greatest secrets in being the best listing agent that I know. I create very powerful marketing by ASKING my mind to produce the subject matter. Do it now.

When you've written your headlines and conversations.....pick the ONE PAIR (headline and conversation) that you consider to be your best work...one that exemplifies the ideals ATTRACTING sellers and then FUTURE-PACING them into listing and send it to me as a PDF via email at mike@agentonfire.com

******VERY IMPORTANT****** use **"AOF AD CHALLENGE"** as your subject line. I will NOT open the email otherwise.

I will be choosing the best submission and if I choose yours, it will be featured in an upcoming issue of The Agent On Fire BLAZE" PLUS, I will personally mark it up and help you to turn it into a fully market-ready ad that you can use to start getting listings. We'll also schedule a 1 on 1 call to be sure you have the concept down. In short, you're getting a CRASH COURSE to getting LOTS of listings, from yours truly...it can change your life forever for the better.....So, GET WRITING!

*******By submitting your ads, win or not win, you are giving me express permission to use your ad as example in future Agent On Fire materials and in materials for my related courses and programs. You are helping others to learn and in return, I will always be here to help you and my other loyal BLAZERS!

Your Challenge Worksheet
(Practice writing ads in blank spaces provided)

1. FSBO Ad

A large, empty rectangular box intended for writing an FSBO advertisement.

FSBO Ad Inquiry Conversation:

A series of horizontal lines provided for writing an inquiry conversation.

2. EXP Ad

EXP Ad Inquiry Conversation:

3. SAM Ad

SAM Ad Inquiry Conversation:

Final thoughts on this market are that it's just plain "WEIRD" and I think we can be in complete agreement that it's only the craftiest, un-average agents and brokers who will be standing when the sheeitte hits the fan. The market WILL take you down if you don't adapt. Never in almost 30 years of selling have I seen a market swing back and forth so wildly. Never has it been so hard for agents to make predictable income or to even devise a sustainable model that universally fits into the mold of the ever-changing atmosphere of seller vs buyer markets.

Now, more than ever, you need to be thinking on your toes and "DO"ing what others are unwilling to do.

Failing to shift away from traditional thinking is truly the kiss of death.

Get to work on your ads and let's make that change start NOW.

BLAZE ON!

Anti-Typically Yours,

Mike Costigan

A quick Fakebook reminder: If you aren't in the private BLAZERS Group yet, 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/>

AGENT ON FIRE[®] BLAZE



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