

# AGENTON FIRE® BLAZE

ISSUE 43

NOVEMBER 2018

**Philosophically Speaking...**

**“It’s ALL in Your Head!”**

**The “Rules” are Made Up.  
The Boundaries are Limitless.**

**So, Get off Your Butt and DO!**

**Well, as you might have already guessed, you’re in for a bit of a doozy this month.** Maybe you’ll take it as a little wake up call or just a needed post-candy-overindulgence antidote for a sugar coma that could glide you in sweet bliss right through the holidays, if you’re not careful....

# COPYRIGHT AND DISCLAIMERS/LEGAL

PLEASE READ THIS CAREFULLY BEFORE USING THESE MATERIALS AND/OR ANY OTHER MATERIALS, SERVICES, PRODUCTS, DIGITAL PROGRAMS, AND/OR WEBSITE OFFERED, PROVIDED OR MAINTAINED BY AGENT ON FIRE, LLC ("AOF") OR MILLIONAIRE AGENT ACADEMY, LLC ("MAA") (COLLECTIVELY, THE "AOF MATERIALS"). FOR THE SAKE OF SIMPLICITY, AOF AND MAA ARE HEREINAFTER COLLECTIVELY REFERRED TO AS "AOF." BY USING THE AOF MATERIALS YOU, THE END USER ("YOU", "YOURSELF" AND/OR "YOUR"), ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND AND AGREE TO BE BOUND BY THE TERMS OF THE AOF PURCHASE AND HOLD HARMLESS AGREEMENT, TERMS OF USE AND PRIVACY POLICY (COLLECTIVELY, THE "AOF AGREEMENTS"). IF YOU DO NOT AGREE TO BE BOUND BY THE TERMS OF THE AOF AGREEMENTS, YOU ARE PROHIBITED FROM USING THE AOF MATERIALS.

Only a member who has paid his or her membership fees ("Member") may use the AOF Materials. By using the AOF Materials you acknowledge that you are a Member and you have paid your membership fees. If You are not a Member, you may not use the AOF Materials. Upon payment of the membership fees, and subject to the terms of the AOF Agreements, AOF grants You a limited, non-transferable, royalty-free, and non-exclusive license to use the AOF Materials during the Term of the AOF Agreements. Your use of the AOF Materials shall be strictly in accordance with the AOF Agreements. Nothing in the AOF Agreements grants or transfers to You or to any third party any ownership rights in the AOF Materials, including the software and other intellectual property rights related to the AOF Materials. Except as specifically set forth in the AOF Agreements, AOF owns and retains all right, title, and interest in the AOF Materials.

All AOF Materials are exclusively owned or licensed by AOF and/or its affiliates. The AOF Materials are protected by federal and international copyright and trademark laws and no portion of the AOF Materials may be reprinted, republished, modified, or distributed in any form without the express prior written permission of AOF. Access to the AOF Materials is for Your own personal use and may not be shared with any third party. You shall keep intact any proprietary notices, including copyright and trademark notices, contained on any AOF Materials and shall comply with the AOF Agreements. Any rights not expressly granted by the AOF Agreements are reserved by AOF.

You may not in any form reprint, republish, modify, distribute, reverse engineer, or decompile the AOF Materials, or create derivative works based on the AOF Materials. You may not distribute, rent, lease, sell, license, or otherwise transfer any AOF Materials or the contents thereof to any other person or entity or make any other commercial use of the except as provided in the AOF Agreements.

You understand and agree that real estate is an inherently local industry, and each local market differs from the next. AOF cannot advise on the particularities of Your local market (including, but not limited to, whether housing prices are rising or falling, whether REO and/or foreclosures, soliciting and/or taking on listings and/or buyer clients, spending time and money on marketing or spending time and money in real estate at all are advisable). It is Your responsibility to research and determine for Yourself (including the use of local and/or regional experts) whether or not the subject matter of any AOF Materials either owned or marketed by AOF would be suitable and/or profitable for You. While at some times and in some markets, places or business environments, use of the AOF Materials may be profitable, in others they may not. AOF makes no covenants, representations, warranties or guarantees as to the suitability or profitability of the AOF Materials. You should consider all statements made by representatives of AOF to be statements of opinion and You should not rely on those opinions in making Your decision to purchase or use any AOF Materials. AOF makes no covenants, certifications, or promises of any financial gain from Your use of the AOF Materials and expressly disclaims any guarantees of any reward whatsoever, financial or otherwise, from (a) Your purchase or use of the AOF Materials; or (b) any advice You might receive as a result of any sort of coaching or consulting embodied in any of the AOF Materials. Results in testimonials are not typical. Individual results vary. All AOF Materials are for informational purposes only.

THE AOF MATERIALS ARE PROVIDED AS-IS, WITH ALL FAULTS, AND WITHOUT WARRANTY OF ANY KIND. AOF EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS AND IMPLIED, INCLUDING WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND TITLE/NON-INFRINGEMENT TO THE FULLEST EXTENT PERMITTED BY LAW. AOF DOES NOT WARRANT THAT THE AOF MATERIALS WILL MEET YOUR, OR ANY, REQUIREMENTS, OR THAT THE OPERATION OF THE AOF MATERIALS WILL BE UNINTERRUPTED OR ERROR-FREE, OR THAT DEFECTS IN THE AOF MATERIALS WILL BE CORRECTED. AOF DOES NOT WARRANT OR MAKE ANY REPRESENTATION REGARDING THE USE OR THE RESULTS OF THE USE OF THE AOF MATERIALS OR RELATED DOCUMENTATION IN TERMS OF THEIR CORRECTNESS, ACCURACY, QUALITY, RELIABILITY, APPROPRIATENESS FOR A PARTICULAR TASK OR APPLICATION, OR OTHERWISE. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY AOF OR ITS AUTHORIZED REPRESENTATIVES SHALL CREATE A WARRANTY OR IN ANY WAY INCREASE THE SCOPE OF THIS WARRANTY. YOU ARE ENTIRELY RESPONSIBLE FOR AND ASSUME ALL RISK FOR USE OF THE AOF MATERIALS. AOF IS NOT RESPONSIBLE FOR TRANSMISSION ERRORS OR CORRUPTION OR SECURITY OF INFORMATION CARRIED OVER TELECOMMUNICATION LINES

AOF materials (including the contents of this newsletter) are purely informational and are not meant to provide any legal, financial, tax or other advice. You should seek the help of competent experts in those matters. It is Your responsibility to research and determine whether or not the subject matter of any AOF Materials or Service(s) would be suitable, lawful and/or profitable for You.

Under no circumstances, including but not limited to negligence, shall AOF, it's members or affiliates be liable for any damages, consequential or special or otherwise that result from the use of anything in this newsletter. If your local laws prohibit this exclusion, in no event shall AOF, it's members or affiliates total liability to you for all damages, losses, claims and causes of action exceed the amount paid by you for this newsletter.

**So, here I sat last Wednesday**, my head full of all kinds of goodies to hand out to my BLAZERS. Typing away...revising...typing again...revising again...cooking up the most perfect brew of goodness for you to gobble up like hyperactive, anxious rug rats counting their Reece's and Almond Joy's the next morning after trick or treating...stuffing down every last tasty morsel until they turn green.

**Then "Alexa" breaks my focused silence...** (for those of you "Google" people, she's Amazon's version of Google Home...and a very good way for Kim to interrupt me at will, with her cute little *"I'm going to get whatever I want"* flirty smile on the screen directed right through my eyes and straight into my soul..and my wallet). *"Pumpkin carving time!"* she proclaims. Rats...Time for Scrooge to stop pecking away and to squeeze in some family time with the wife and little ones. Truthfully, I love it! It's just so dang hard to pull myself away from the doing what I do. It's as if I'm under some sort of spell when I'm locked away in my creative lair. I just can't stop!

**And it's a MASSIVE curse that most of us bear...We "GO" like Programmed Zombies until we are given an excuse to break focus... THAT'S when it really gets frightening.** As ghoulish as Halloween may be, the time of year that really sends shivers down my spine, is RIGHT NOW... the time when the weather starts to cool and most agents have already given in, counted their 2018 candy, and relinquished the rest of the year's production to "Holiday Mode". After all, you've *"worked real hard this year"*. You *"deserve a break"..."a little time to just wind down"* and just take what comes your way, right? WRONG!

**LOSERS celebrate early. Winners PUSH right through the finish line.** Ugh..If I had a long leather bullwhip that reached from GA to CA I swear I'd just spend the rest of the year with my left hand wielding that bad boy and making welts across people's butts! It's a seriously fatal "condition" that affects real estate agents every fall, I'm convinced..."Holiday Hemorrhage". That time when you're business is flowing so nicely and then, BAM! All the lifeblood just bleeds out in spurts and you collapse...a real estate corpse who "could have been". C'mon. I may be being a bit dramatic here but admit it. You've done it. So have I...until I found out...

**...How the last two months of the year are the "extra point" opportunities that make Champions.** And while everyone is sitting on the sidelines WATCHING the Super Bowl, you can be out on the field scoring countless, easy TDs like Tom Brady undefended (Oh how I HATE the Patriots but you can't argue that Tom could close his eyes and pass the ball even to the lovely Gisele and still put up the points because...IT'S EASY WHEN THERE IS ZERO COMPETITION.)

**In case you haven't noticed, EVERYONE quits working as soon as Turkey Day approaches...** then Xmas season (or whatever your December Holiday Time is) gets near and the real estate field is EMPTY. To give you some "proof in the holiday pudding" here, I'll tell you that the moment I started realizing that the end of the year blitz was my icing on the annual cake, during the pinnacle of my real estate selling career, and I started pushing hard all the way to the finish, December INSTANTLY and ROUTINELY became my highest dollar-earned per dollar-spent month! And I didn't do anything differently than I did the in previous quarters. I just called my best plays and moved the pigskin down the field...only with more passion. Lots of good things happen when you keep your momentum going...especially when no one is in your way trying to make you fumble.

**So TACKLE it with a vengeance!** Look, there could NOT be a better time to unleash your fury! I can't count how many times I've told people to just "DO". And then they come back to me to report molehills or sometimes mountains of success, and I tell them to "DO" again. Then "DO, DO and DO" more. You gotta know by now, THAT'S the whole secret to having it all. You either decide to be OUTSTANDING, or you settle for "Good"...maybe even "Excellent", but "Outstanding" is what brings home the big shiny obnoxious rings...and the big paychecks. And you don't achieve that level of winning by slouching around the field after the 2-minute warning sounds.

**So, I'm going to spend this month, dedicated to giving you the push to PUSH...**harder than you thought you could. And as we plow through with determination and guts to the 2018 goal line, I'm going to give you all the plays and juice you need to win...BIG! You think Gatorade peps you up...this stuff is going to be like an infusion of electrolytes that puts your system into overdrive. So, buckle up BLAZER. It's going to be one hell of a final drive.

**As you can see, there's no reason to slow down early. It's a game of inches and it's PURELY a MENTAL one.** I've uncovered what I believe to be the most empowering methods and mental states (or adjustments to them) for racking up the first downs as you go towards and ultimately blow right past that goal line.

**And all you have to do is to remember to keep your head right and trust that the listings and commissions will just fall right into place.** Now, you may not WANT to hear or to DO all of these things that I'm going to push you to do, and "lazy you" might be just as happy drifting off with losers into holiday bliss. But as YOUR coach, I'm going to hit you square between the eyes with an immortal quote from Tom Landry, the long-time coach of the Dallas Cowboys:

***"A coach is someone who tells you what you don't want to hear, who has you see what you don't see. So you can be who you have always known you can be"***

...and I'm going to keep kicking you in the tail to DO, so you actually realize your potential. Now, here's a few things you'll want to put down in your playbook...

- "Knowing" is Potential Power. DOING is the real power.
- Success is created by motion.
- Your MINDSET controls the actions you will (or will not) take.
- Have an Empowering Meaning for Your Effort.
- Where you FOCUS is Where You will have RESULTS.
- FUEL! What You Feed Your Body Determines Your Ability to Excel.
- What Goes Up WILL Come Down.
- You Need to Be on the Right Team...Even If It's Just "TEAM YOU".

**You're actually only 2 inches from being who you know you can be...** and it may surprise you to realize that, until you just make that tiny little "shift" that gets you where you've been aiming all along. Consider how different your life would be, how radically better your world would become, if you could just stay on course for 60 more days and hit the extra numbers that propel you past your goals.

**Close your eyes and imagine it before continuing to read...** Pretty Darn Good Feeling, RIGHT? So, why not make the shift NOW?

### **Let's Do It Together BLAZER!**

- No More FEAR.
- No More EXCUSES.
- No More PROCRASTINATING.
- No More SELF-DOUBT.
- No More "THINKING".

**Put on the helmet and shoulder pads. We're tackling each of the empowering methods I mentioned above, immediately!**

## **Empowering Method/State #1**

**"Knowing" is Potential Power. DOING is the real power.** Bluntly, you're going to need to drop the *"I gotta know it all before I take action"* mentality if you want to be a player. The real players aren't the guys who know every move that they're gonna make in advance...every stutter-step, sprint, quick turn-around or post up. No...the franchise guys are the ones who take a quick glance at the playbook, memorize the key secrets, and then get their butts on the field....They get IN MOTION. You can't become an all-star if you don't practice, fail, fall down, get up, fall and get up again...a zillion times.

**I remember my days at Coldwell Banker.** I was fresh off the real estate exam, as wet behind the ears as a person could be, and I was scared sh\*tless of getting in front of sellers. I spent weeks on end learning precisely how to calculate pro-rated taxes, how to estimate mortgage interest and payoffs and how to do a silly net sheet. And yet, I was paralyzed with fear of not being able to answer potential questions accurately. I was a top door-to-door newspaper salesman, a seasoned telemarketer, the son of a crazy good sales guy, yet I was a complete failure to launch in real estate. I spent the better part of my first month collecting FSBO phone numbers and sending out business cards to my so-called "sphere of influence" (none of whom I'd ever influence into selling their home by the way), and I went home every day, tricking myself into feeling "good" that I had done SOMETHING...even though I hadn't actually accomplished anything....sound familiar?

**I could figure a “seller net sheet” in my sleep...but it wasn’t getting me listings**, and THAT had to change before the balance in my checkbook started with a ( - ) . Remember, I’d done a lot of prior selling. I just hadn’t sold anything as big or as expensive as a house! But finally, the time had come. I slithered nervously into the office one day and I called a FSBO. In fact, I called exactly ONE that day. Why? Because damn if my expert sales skills didn’t land me an easy listing appointment! Yeah...the FIRST CALL! And I was nervous! *“Holy crap! What do I do now?” “Do I know enough?”* Yikes!

**And the big day came...and went.** Swing and a miss. Most valuable learning day in all of my award-winning real estate career. You see, I was so darn scared of screwing the pooch on my own, that I asked a “seasoned” agent to go on my appointment with me, offering to split the deal... I figured that I’d created the layup and the star player just had to slam it home...WRONG!

**We go to the appointment...** a good house in a great area. The “guru” who accompanied me proceeds to take a tour of the house, to chit-chat and make small talk with the owner, while I followed behind like a lost puppy in training. We made it back to the kitchen and here was our moment to finally introduce me to the big leagues (hell, a jump from newspaper to houses was pretty dang huge). I get all warmed-up, ready to throw in a little two-cents here and there at strategic points during the upcoming “pitch”, so as not to look like a complete brainless fool. I’m nervous...waiting...and suddenly, to my utter amazement (and disgust), my “expert” accomplice simply says to the owner; *“well, we think we’re the best, so call us if we can help”...even worse, she says it as she is walking out the door!* She was maybe a know-it-all in real estate procedure...but a total freaking FLOP of a salesperson. She SCREWED me...and what’s worse was...she didn’t even realize it. She just sucked NATURALLY!

**You’ll almost always find that the brainiacs can’t close a door...much less a client into listing with them.** This “pro” was a rank amateur at marketing. And frankly, that’s ALL there really is to real estate....marketing. If you can’t do it now or you aren’t willing to put in the hours to master it...QUIT...or be eventually forced out by your ignorance. It’s no different than selling papers. You put on a smile, tell them what they want to hear and then give them what they need. You don’t have to be an expert. You don’t hardly need to know a dang thing. You just have to be able to sell them on their WANTS and show them why it’s YOU who can deliver them.

**Never again did I ask ANYONE to accompany me on ANY appointments.** I made tons of calls, went on ridiculous amounts of appointments, got my street smarts, and soon, old Magic Mike showed up at that office full of wanna-be’s and pretenders with a boatload of listings! Trust me, once you becomes the Van Gogh at the art of getting listings, you’ll experience no greater joy than chuckling as the water cooler dwellers watch with jaws dropped as you proudly post those new properties on the office listing board.

**Moral of the story...just DO stuff. Save the “thinking” for the sheep. If you don’t want to get slaughtered in this uncertain market, then you really have no choice. Go DO!**

## Empowering Method/State #2

**Success is created by motion...** and it comes in many forms. However, universally, once you get in the groove, just hit the gas and hold on. You'll find it easier and easier to build up your speed with each action.

### Listing Success Motions

- Researching your perfect SAM (Small Area Market)
- Developing Outrageous Seller Offers that REALLY Work for Them (and You)
- Creating Marketing Pieces
- Hiring Your Printer/Mail House
- Split-Testing Marketing Pieces Against Each Other
- Writing and Practicing Your Seller Conversations
- Locating Non-Saturated FSBOs
- Putting Your "FSBO Ally" Program in Place
- Creating Your Expired Marketing Sequence
- Developing Your Daily Expired Marketing System
- Creating Your Single-Offer Seller Website

**When it comes to Motion, it all begins and ends with using it to create LEVERAGE.** If you look at the list of motions above, each one of them very naturally...and easily...creates some sort of LEVERAGE for you. Leverage is what allows you to scale. Leverage is what allows you to work LESS and take home MORE. Leverage is FREEDOM. And it's what separates losers from winners in this business. Now, you can take my direct statement about W's vs. L's with a pouty lower lip, or you can use it to recognize the things you HAVEN'T quite done yet in order to join the upper ranks. You hire me to teach you. So I do so...DIRECTLY.

**The ONLY things that matter in business are MARKETING and INNOVATION...**and in each Motion item above, unless you're as blind as a winged Halloween rodent, you'll see that they ALL center around one or the other.

**"Marketing" is when you are luring them in and making them WANT to do business with you.**

**"Innovation" is giving them what they want in the most easy and beneficial way.**

**Once you master the Motions of Marketing and Innovation you can literally take your business to any scale that you dream.** Dial it in like a scientific formulation and you can just double, triple or even quadruple the ingredients, or more...and watch your creation morph into something of mammoth proportions.

## MOTION is THE Most Critical of the Empowering Methods

**If you were to do NOTHING else**, except to put every one of the Motions outlined above into place in your business, and stay consistent in their execution, you'd see meteoric growth in income and an increasing degree of free time. Funny, how they work hand in hand. Most believe that to make more money you have to work more. When in fact, once the setup is complete and the processes are systematized, you'll actually work LESS while reaping the rewards...ah LEVERGE!

### Empowering Method/State #3

**Your MINDSET controls the actions you will (or will not) take.** Kinda self-explanatory here but for those who need this put more plainly...*"give yourself a check-up from the neck up!"* It's very easy to let yourself drift off into holiday wonderland this time of year. And while changing mental state is an easy concept, it's often hard to do. So, I keep a reminder on my desk that I can't miss seeing. It's actually one reminder in two pieces. And they are ROCKS. Yup. Two tiny little chunks of granite. Both picked up during special little trips with each of my boys. Gavin is 13 now and Casey, my little terror is 6. Those rocks represent moments of joy in my life. When I feel distracted or unmotivated, I pick 'em up in both hands and squeeze them. I've anchored FOCUS, power and joy into them. One touch and I'm back on track. Changing state happens instantly. It's just a choice.

**Find your anchor.** Maybe it's a picture or some small memento. Heck, get your own dang rocks! But whatever it is...put it where it sees YOU every day. Then give it the attention it deserves when your own mind wanders. Symbols of joy keep the glass half full as they say...

...Which leads us rather nicely into the next little nugget for unworldly success.

### Empowering Method/State #4

**Have an Empowering Meaning for Your Effort.** Much like controlling your Mindset above, it's critical to have a truly meaningful thing that drives you....like the new 5-Time Formula One racing champ, Lewis Hamilton, blasting his Mercedes past the Red Ferraris at Circuit Of The Americas. He's relentless. He's got his focus so dialed in. He races for a purpose. He professes that his memories of being the underdog, the poor kid competing against the rich kids growing up, is what fuels his desire to win. And that's precisely WHY he wins. Sure he's got great cars, but so do others. The edge isn't mechanical. It's mental.

**Identify the WHY that fires up your ignition and lights up your tires when the flag drops!** Everyone has "goals." We aren't talking about that sort of meaningless bs. We're talking about something that your heart truly desires! Something, that when you imagine it, sends electrical impulses through every nerve ending in your body...from the top of your head to your fingertips and toes. Like a lightning bolt that charges your Energizer battery and makes you a literally unstoppable Jackrabbit! THAT'S what you need to find!

**What is it for you?** A luxurious trip to Italy? A Lamborghini? Paying-off your mortgage and living STRESS FREE? Picking up the expenses so that Mom can relocate from across the country to be near her grandkids? Feeding homeless? A mega-yacht named "THE BIG CHEESE" in Miami?



**Yeah...it's completely cool to be SELFISH with your WHY!** It's YOUR WHY! And if you aren't COMPLETELY and transparently honest with yourself, it just isn't going to have meaning...and it's power will diminish.

**Stop now while you've got visions in your head. WRITE DOWN YOUR WHY BELOW!**

*"MY WHY IS..."*

---

---

---

---

*...And I'm going to get up every day and bust my tail until I get it...like a pit bull digging with both paws to get his teeth into a furry mouse-eater teasing him on the other side of a chain link fence!"*

Compare these goals...

"I'm going to sell 100 homes".  
"I'm going to make \$100K".  
"I'm going to improve 10%".  
"I'm going to be the top listing agent".

To these WHYS...

"I'm buying a Beach House in a private cove in Boca Raton".  
"I'm getting that Lamborghini I dreamed about as a kid".  
"I'm paying off EVERYTHING and Living Without Worry".  
"I'm going to Italy and eating Pasta and Sipping Wine for a YEAR".

**Goals don't motivate you. They are boring. Meaningless.**

**WHYS light you up!** They evoke feeling! They get you fired up at just the thought of them. They conjure up images that set your soul on fire! WHYS MOTIVATE YOU...and because the brain works on symbols, it remembers the images and they "stick", subconsciously driving you, pushing you forward automatically...without you even having to think.

**Identify your great big WHY and post it everywhere...**bathroom mirror, kitchen table, desk. Attach it as a sticky note to your PC monitor. Make it your screen saver. Fold it up on a tiny piece of paper and stick it in your pocket to carry around with you so that every time you reach for the cars

keys you feel it. You won't even have to read it. Your mind knows and each time you touch it, it becomes more deeply anchored as your WHY to achieve. This is NLP/Hypnosis at work. And if the processes inside the mind have ever fascinated you, this is your chance to try out and play with it. Anchoring is one of the most powerful methods of self-hypnosis (programming).

**Make that note.** Carry it around. Feel it in your pocket. Pull it out and read it frequently. Make those symbols visible around your house and office. Watch and see how your subconscious CAUSES you to behave. It's nothing short of miraculous.

**The very best business people I know...the richest...the happiest...ALL have some sort of symbol of their own WHY that empowers them to excel.** Use this trick. You'll amaze yourself with what you become...often without consciously trying.

## Empowering Method/State #5

**Where you FOCUS is Where You will have RESULTS...**try this on for size. You've become an *Agent On Fire BLAZE* subscriber for ONE reason...to learn to GET LOTS OF LISTINGS! If you didn't then you have bigger issues with FOCUS than I can help you with! ALL I talk about is planting signs!

**Anyway, right NOW, just for a moment, think about where your focus has been in your business over the last week.** Was it getting listings? Did you spend time Doing things to get listings? Did you work on any of those Listing Success Motions...REALLY work at them? Or did you spend time chasing buyers and wasting countless hours looking up homes that other agents have listed? You know, the smart agents who want YOU to do all of the running around while they just wait for the contracts to come in?

**Seriously think about this.** And then think about how you either won or lost the listing game this week. Did you GET listings? Did you get CLOSER to getting any? Did you FOCUS and give 1000% effort to it? Unless you completed ALL of the Listing Success Motions (or at least a Lion's share) then you didn't win any listing agent awards, friend.

**Crazy thing is...** it takes literally 7-10 days to have the ALL of those Listing Success Motions systems set up and rolling. Don't be shy to admit that you didn't really FOCUS on creating listing systems and sticking signs in yards. MOST OTHER AGENTS WON'T EITHER. And that's precisely why less than only 1% of agents will make most of the money in real estate...BECAUSE they have FOCUS on getting listings and they Market and Innovate to get them. Anyway BLAZER, it's solely your choice. I can't make it for ya'...I can pray for you though....Ugh...**just FOCUS.**

## **Common Times/Events Where Agents (“Failures-To-be”) Lose FOCUS**

### **Holidays**

- Count them all. It’s ridiculous. Multiply your non-productive “holiday” days by the average dollar of income earned per “working” day and it’s a massive cut in pay! WINTER HOLIDAYS are routinely HUGE production times. Competition is lower and sellers are more serious.

### **Closing Days**

- Once a check is collected, it’s very easy to hit the bank and write the day off. It should be the opposite of “break day”. The commission check should be a symbol of confidence and motivation to get out and create another.

### **Friday**

- We all like to get a head start in the weekend. Understandable. But do you know what the percentage of sellers who want to choose their listing agent and get their home on the market “by the weekend” is? It’s astronomical. Don’t take yourself out of the race because you want to hit happy hour. You can buy a lot of Margaritas on Sundays with commissions earned from listings taken on Fridays.

### **Buyers**

- Do you know how many listings you can rack up while you work just ONE buyer? More than you just guessed. If you spend just ONE day with a buyer, I could go right behind you and plant three signs in yards and be home for dinner while you’re frantically driving around corners on two wheels and making the “honey, I’ll be late” call. Seriously, blowing precious opportunity time on buyers is just not brilliant...and it’s never going to allow you to have a sustainable business. You have ZERO chance of surviving for long in real estate if you don’t get your focus squarely on listings. It’s so logical that my Pit-Chow could understand it. Give him a big pile of Filet in one bowl and a small pile of smelly “fish” dog food in another bowl....He’s eating the filet EVERY time. Look, buyers are an UTTER waste of your time. Bluntly, they are meal tickets for the listing agents. Sure, I know you may be in a place in business where you need to get a quick commission under your belt. I get it. Just be sure you CHOOSE the buyers who will afford you the most time to focus on listing activities as well...and be STINGY in your selection...both in WHO and HOW MANY you will spin your tires with. Listings first. Buyers second (or NEVER). Honestly, I wouldn’t personally work as a buyer’s agent for one of my sellers unless they already had a house picked out and I simply had to sign my name. I’d refer them out and take a cut- ALWAYS!

## Empowering Method/State #6

**FUEL! What You Feed Your Body Determines Your Ability to Excel...** took me a loooooonngggg time and several thousand pizzas to learn this. But the better you eat, the more successful you are. Food is directly related to ability to FOCUS, and we can agree by now as to the importance of that little discipline. Eat sh\*tty food...get sh\*tty results...the epitome of *"garbage in=garbage out"*. Not going to preach about this. You get it. Easy way to measure your progress... Scale and Mirror.

**\*Pro-tip:** Take it from a lifelong crash-diet failure (ie: ME). Do NOT starve yourself! Just balance out what you eat. Stay off the sugars. Reduce the servings. Eat good FATS (Avocados will do you wonders.)

## Empowering Method/State #7

**What Goes Up WILL Come Down...** and FAST, if you don't maintain FOCUS (This word is coming up quite a bit huh?) Look, if there's one thing I've learned about business, it's that once you get MOMENTUM you keep it going...at all costs! It is probably the hardest thing on the planet to get back. I've seen lots of guys and girls who were superstar agents, come and go, simply because they got cocky and thought they'd be hotshots and take 6 months (or even a year) "off". IDIOTS!

**You see, time is the great eraser...** especially in a business driven by brand recognition (which VERY few agents on the planet have the budget to establish) or "brand attachment" to a popularized marketing scheme (ala my trademark Mass Attraction Marketing...which ALL of my BLAZERS, including YOU, can easily and inexpensively do.). And when the repetition (hearing or seeing your stuff) stops, prospects' little pea brains replace the space with something else. There's only so much room in the human mind for "categories"...once you've filled the spot you need to keep it.

**A little anecdote.** There once was a guy here in Atlanta....an EXTREMELY well-known businessman who advertised all over radio. EVERYONE knew him...so much so that I'm going to keep his industry a secret, for sake of preserving his anonymity, as I call him a blithering fool here. He was THE guy to call if you needed his particular service. This guy spent MILLIONS of dollars year marketing himself and his business. He was edgy and cocky. He was a BRILLIANT marketer!

**His marketing worked really well for his business...UNTIL...** he decided to sell the business. Rumor was, he went to Vegas many days prior to his scheduled meeting with his buyers (in Vegas). Partied his ass off the night before and showed up totally strung out with COCAINE still on his upper lip! Well, needless to say, the buyers backed out and the brainless fool lost his deal. So, what did he do? He took MONTHS off and came BACK on the radio using a DIFFERENT brand name. Didn't work. His ego was bigger than people's memories of him. POOF! Gone!

**I tell you this story, because once again, it's THAT time of year...** where agents and brokers decide to drift off into "Holiday Mode". We've covered this at length in the first pages of this newsletter. I'll let it go. But YOU don't let your BUSINESS "go". Work it right on through the finish line into 2019!

**On the FINAL pages of this month's "Agent On Fire BLAZE" newsletter**, I'm going to give you the Listing Success Motions again and a TIMELINE for completion. The set-up and the IMPLEMENTATION should keep you busy...and FOCUSED...and in a good mental STATE... through year's end and forever beyond ...because it will start moving you forward and hopefully getting a BUNCH of LISTINGS!

## Empowering Method/State #8

**You Need to Be on the Right Team...Even If It's Just "TEAM YOU"**. Real Estate today is different than it was in the old days. Used to be "Mary the friendly real neighborhood agent" that everyone knew and loved...and Mary didn't have to "work" to get business. EVERYONE naturally chose her. She was THE girl. Mary could count on SECURITY, LONGEVITY and PROSPERITY. Not so much today. Rarely will you meet someone whose aunt, bother, long lost cousin, best friend, friend of that friend's mom, or spouse, or some other brainless acquaintance, who doesn't have a real estate license. It seems that it's "the thing to do" when you don't feel like doing anything else.

**Problem is, for people like me and you BLAZER, who actually have a PURPOSE...** that this industry had gotten a bad name....But worse...the ignorance of the "casual" agent has allowed brokerages and "team leaders" to take advantage of the weak. The industry seems to have evolved around those "at the top" making money, while leaving the agents (who do all of the work), to fiercely fend for themselves and fight off vicious, unscrupulous competitors. We're all looking for the last bit of meat on the bone...starving for deals and trying to sink our teeth into our next meal ticket while the "boss" is pickpocketing us from above.

**It's downright cutthroat...** and it's created some really bad practices. And it makes it very hard to keep your head "right". It's so critical today that you maintain FOCUS (there it is again) on doing the RIGHT things, at the RIGHT time and doing them over and over again. Even more critical is surrounding yourself with the RIGHT people, who share your drive, passion and WANTS. You WANT security. You WANT consistency. You WANT a life beyond your last sale. You WANT to retire in comfort. And you DESERVE it ALL!

*\*Incidentally, I've single-handedly taken on the task of making sure that my BLAZERS have the very best opportunity possibly to grab the brass ring. Be sure to read the insert about joining my team. At this very moment, I'm assembling a group of dynamic agents like you, and we are going to work TOGETHER to make your business kick butt...and **put (a LOT) More Money in your pocket... QUICKLY.***

*You can skip the insert if you like and just email me now at [mike@agentonfire.com](mailto:mike@agentonfire.com) and I'll be happy to discuss the details with you personally.*

Back to business here...

**DON'T SETTLE FOR ANYTHING LESS THAN  
GETTING EXACTLY WHAT YOU WANT...And DESERVE!**

**So, to get you on the path to having it ALL...** I'm laying out for you, all of those Listing Success Motions that we've been discussing, in a timeline...a sort of "Listing Accelerator" plan for you.

**I'm going to spell out each one with a brief description** and I'm going to ask you to write out a very short description of each and/or a timeline for execution.

Listen, THIS IS GOOD.

It's so GOOD, that I wish that I could MAKE you DO it.

But we both know that that can't happen.

Only YOU know how GOOD this can be for YOU.

Only YOU know the GREAT BENEFITS that YOU will get from doing this.

And only YOU KNOW what you would MISS OUT on if YOU didn't do it.

So, DO IT.

**As you may know, I'm a bit of an armchair NLP (Neuro-Linguistic Programming) and Hypnosis practitioner (don't worry...I only use it for GOOD-haha!)...usually.**

**And something I can tell you with great authority is this...**

**Agents like you, who have taken the time to join a program like this, are always the very best subjects for making a business great,** because you have a creative mind. And people with creative minds easily recognize the power in taking ideas that are already proven to work, and crafting them into things that work REALLY well for themselves.

**And by virtue of you seeking knowledge, you are also a determined person.** And determined people naturally DO things in much more focused ways than others because they know how their efforts will bring them benefit.

**So, you ALREADY have a DOUBLE advantage over pretty much everyone else!**

Here's your Listing Success Motion Plan

**I am ONLY starting you off with an initial marketing plan here.** You can choose whether it's going to be targeted at SAM, FSBO or EXP prospects. I merely want you to get started with Mass Attraction Marketing and see its power in the way that it will get you listings. Once you get this first marketing campaign going, then it's up to you to implement marketing systems to cover other niches (SAM, FSBO, EXP).

Complete the following in order:

**1. Choose Your Perfect SAM.** If you are a newer BLAZER, look back at earlier issues from this year to see how to do this. I've posted them in the AOF member's area. In essence, you choose a "Small Area Market" to dominate.

Time to complete – Approx. 48-72 Hours

When will you have this finished? \_\_\_\_\_

**2. Develop Outrageous Offers to Test.** Back issues are FILLED with these too. Create two good ones to test. Write the Mass Attraction Marketing headlines below.

Time to complete – Approx. 1 Hours

These can be for:

- SAM Marketing
- FSBO
- EXP

Example Offer #1

---

---

---

Example Offer #2

---

---

---

**3. Design your marketing pieces for your offers above.** Just sketch them out on paper or on any digital software (even just WORD). A graphic designer from FIVERR (fiverr.com) can juice it up for you FAST and CHEAP.

**\*Pro-tip:** Use the SAME design for BOTH offers. Just change the offer itself. This way, the ONLY variable for testing purposes is the offer itself.

Time to complete – Approx. 1-2 Hours

When will you have this finished? \_\_\_\_\_





than I suggested. Less=WAY MORE here.

Time to complete: 24-48 HOURS

**6. Send the marketing out and split test the ads.** It's a good idea to send one offer to half of a certain percentage your target audience and another offer to the other half SIMULTANEOUSLY. This way, you can get quick results and go BIG with the top performer. So, just take a small segment of your total target market, cut it in half and send the offers out accordingly. DO NOT test with your ENTIRE market. Test small then saturate BIG. Save the BEST message for the rest of the people on your marketing list.

Time to complete (mailing and testing) – Approx. 1 Week

### Result Tracking

#### Ad #1

# of inquiries \_\_\_\_\_

# of appointments \_\_\_\_\_

#### Ad #2

# of inquiries \_\_\_\_\_

# of appointments \_\_\_\_\_

**WINNER** (circle)    Ad #1    Ad #2

**Now, you have a REAL plan for marketing, in place.** Remember, FOCUS on DOing. In case you've had one eye closed and missed it, that's what this ENTIRE issue has been about....FOCUS.

Keep your FOCUS on...

- DOing...a LOT!
- Keeping MOMENTUM going...right through the end of the year!
- Innovating...keep creating offers that show sellers how you can help them EASILY!

**...The simple discipline of FOCUS is what makes you go from "good" or "excellent" to "OUTSTANDING" ...Enormous difference.**

**Thankfully, the witching season is over.** The trick-or-treaters have returned to school. My little "Mario" and his big brother "The Astronaut" have hung up the costumes and gone back to regular old everyday life.

**They've had their fun. Admittedly, so did I.** Truly nothing better in this world than spending time with my kiddos.

**As most of you know, I had a pretty scary bout with Atrial Fibrillation last month while on vacation with my little ones at Disney World...**not exactly the way I want my 6 year old to remember his birthday trip...daddy hooked up to wires in a hospital bed.

**There's NOTHING I won't do to make it up to the little guy.** That precious little face of his, scared ghostly white as he looked into my eyes...I'll never forget it..EVER.

**So THERE is a Big "WHY" for me to do what I do...**

...to keep Innovating.  
...to keep Momentum going.  
...to keep Marketing.

THERE'S POWER IN THE "WHY" FOR ME!

**And I have a LOT more of these empowering WHYS that drive me to be everything I can.**

**You, BLAZER, are another WHY for me.**

**There is nothing I won't do...**to help you to get everything you want out of your career and life.

**I'm GENUINELY grateful...**to be able to do what I do and I'm SINCERELY Thankful for you!

**I don't need Turkey Day to remind me of this...**and I'm certainly not going to let a big plate of dead bird and sweet potatoes stop me from delivering!

**Have an AMAZING holiday!** (and get your butt back to work on Black Friday.)

"Anti-typically" yours,

*Mike Costigan*

**A quick Fakebook reminder:** If you aren't in the private BLAZERS Group yet, GET ON IT! request membership here::

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

**You'll want to "Like" and "Follow" the public page too.** DO THIS TOO! I'm about to start loading it up with "unexpected" content. Here's the page link:

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

# AGENTON<sup>®</sup>FIRE BLAZE



**The "Agent On Fire Blaze" Contact Info.**  
3162 Jonson Ferry Road Suite 260-108  
Marietta, GA 30062  
404.424.8418

[mike@agentonfire.com](mailto:mike@agentonfire.com)  
[www.AgentOnfire.com](http://www.AgentOnfire.com)

**Forbes**

Real Estate  
Council

**2018**  
OFFICIAL MEMBER