

# AGENTON<sup>®</sup>FIRE<sup>®</sup> BLAZE

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**Special!**

**Highly Effective  
Real Estate Exposure  
at HALF the Ordinary Cost,  
Even a Smaller Cost-Even FREE!**

**YES!  
It's Possible...**

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**I ran a small postcard campaign once** in a moderately priced neighborhood and then followed it up with a 2-sided simple letter over the course of 30 days, using the formula I created called “Mass Attraction Marketing”, and it turned into 6 listing appointments. 4 were EXCELLENT appointments that turned into listings right there on the spot, not ONE was “wishy-washy” and the remaining two eventually listed with me also! “Mass Attraction Marketing” definitely causes a lot of excitement in the neighborhood, gets all of the neighbors’ attention, creates a lot of “buzz” and attracts good, solid, quality, sellers!

**Would you like to have a predictable flow** of interested, ready-to-list seller prospects calling YOU and “selling” you on accepting them as clients? Perfect prospects, who already know what your unique offer is all about?

**If you’d like to have complete control** over your listing process, regardless of whether the market is “hot”, “cooling” or “cold” and put an end to the mindless prospecting and cold-calling that you and every other agent has become accustomed to, then keep reading.

**Getting ready-to-list sellers to call YOU is incredibly easy...  
If you know the secrets behind “Mass Attraction Marketing”  
and how, when and where to deploy it!**

**Maybe you’ve found** that “listing” means door-knocking, going to HOA meetings and having to constantly be hitting people up with “pitches” and passing out business cards everywhere you go. Maybe it’s been quite a while since you’ve even had a decent listing (the market sure is tightening up like a slipknot choking the life out of a lot of agents at the moment). Whatever the case, maybe it’s that you just aren’t quite where you want to be at this point in your career. Perhaps you’re sick of listening to your broker tell you to work you’re “sphere of influence” (what exactly IS that anyway? Never seems to produce much business for most agents). Or maybe you are tired of being told to chase down past clients and kiss the butts of everyone you meet at the grocery store. How about those online listing training seminars that are taught by “gurus” who aren’t really that good at it themselves?

**Look, having success at getting plenty of ready-to-go sellers** has far more to do with understanding the secrets behind “Mass Attraction Marketing” than it has to do with chasing down people like a fool and begging them to list their home. Whether this is your very first year, month... or even your first day, or whether you’re a veteran of the real estate game, you will love not ever having to go on “interview” appointments again and only going on real “LISTING” appointments with sellers who have ALREADY CHOSEN YOU.

**Your Competition May Already Be Using Techniques to Swipe Listings  
Right Out From Under Your Nose...With Less Sales Skills Than You!**

**The opportunity to scoop up** the best quality, most likely-to-sell-FAST listings has never been greater. There are today far more people who WANT to sell, but are SCARED to make the move.

**So, why is listing inventory down?** The biggest obstacle in getting listings today is uncertain hesitation. Everyone listens to the same news, reads the same articles, watches the same stories about how the market is about to nosedive and they are flat out confused and SCARED to make a move. And just like when everyone starts drinking from the same keg at a Super Bowl party, it doesn't take long before everyone starts acting like idiots...including real estate agents who curl up as if in a drunken stupor and hide from the unknowns of this market.

**Keep doing what you've always done** and it's as sure as church bells ringing on Sunday that you'll never accomplish anything more with sellers than you already do.

## **Now, There's a New, 100% Predictable Replacement for the "Old-School Selling Grunt Work!"**

**Imagine how your life would be completely different** if you could wake up every day and know that qualified sellers would be calling YOU, instead of you having to run around like a crazy person, chasing them down? Do you think you'd feel more successful if you didn't have to go around badgering everyone, about selling their homes? This is no fantasy!

## **This Month's "Agent On Fire BLAZE" REVEALS ALL!**

**You can be the greatest salesperson** of all time, but it won't get you any substantial amount of listings in this "listing shortage" market, until you understand how to use "Mass Attraction Marketing" to ease the anxiety of sellers. So, if you're REALLY ready to have sellers lined up to list with you like the proverbial "guy (or girl) at the top of the hill" ...READ ON!

## **"Mass Attraction Marketing" Not Only Gets The Very Best and Most Serious Sellers to Call You....It Also SAVES YOU MONEY!**

**If you want to see "pretty" sales pieces** with glamour shots of you with a million-dollar hairdo, fancy marketing slogans with braggadocious slogans that announce your #1 status, or silly pictures of you and your favorite little furry friend smooching each other, then my "Mass Attraction Marketing" technology really isn't the stuff to use. But if you mostly want good, solid seller prospects calling you, ready to list their home right away, who have already made up their mind that YOU are the agent they will hire to help them, you'll love "Mass Attraction Marketing". And if you're ok with just using one or two marketing pieces, over and over again, it will help you get as many listings as you want.

**WARNING: THE REST OF THIS NEWSLETTER IS LOADED WITH MATERIAL CONSIDERED TO BE HIGHLY EXPLOSIVE TO YOUR BUSINESS WHEN YOU LIGHT A SMALL FIRE UNDER YOUR BUTT AND PUT IT TO USE.**

**So now you've been adequately warned, BLAZER.** You're stuck in a market where sellers are truly experience paralysis from doubt and uncertainty...and if you play this out right, it's truly your biggest opportunity in YEARS to "Takeover" the top spot from cocky competitors. Frankly, played correctly, your game will leave them standing there with jaws dropped in utter disbelief!

**"Mass Attraction Marketing" is a proven formulaic approach to getting new clients.**

And it's specifically engineered to:

...Erase Uncertainty

...Evoke Excitement

...Eliminate Premium Commission Objections

...Ease Decision Making

...Four of the most CRITICAL "E"s that need to be addressed in order to get sellers to make any sort of move in this market that's quickly turned warm prospects ice cold.

**It starts with a simple PROCESS...**

**"Mass Attraction Marketing"** is a combination of inbound call inducing headlines, containing "Outrageous Offers" and "Future-Pacing" conversations. Bluntly, stand-alone, it's magical. But when you incorporate it into the perfect "environment" it becomes as irresistible to sellers as a runaway convict is to a police K9 (man I love to watch those mutts take the bad guys down! Almost as much as I love to see agents take down the fears of worried sellers with the stuff I teach.)

**When You Set Up The Perfect Environment  
and then Unleash "Mass Attraction Marketing",  
Your Results Multiply, Costs Go Down...and Some Business Comes in FREE!**

**So here's EXACTLY the formula** for getting started and a quick explanation of the benefit of each step in the process:

**-Start out with a solid and SMALL SAM "Small Area Market"**...the very best SAM is loaded with potential sellers who are located in very close proximity to each other. Keep in mind, the effectiveness of a SAM not only comes from the "Predictability Principle" which is based upon

previous sales data, prices, etc. It's also the VISIBILITY of your name and brand in the SAM. In other words, when you plant your "For Sale" sign in yards, they are seen by other would- prospects in the SAM. And because your SAM is, by definition, "Small", the multiplier effect of having several signs in one small area, gives the illusion of you being THE big agent who handles ALL of the homes in the area. You get intense saturation by concentrating your efforts in a tighter area versus spreading yourself thin and "blending in" at very best...likely a pipe dream unless you have hundreds of property listings in your stable. The result truly is like lighter fluid sprayed into a grill. Business just accelerates instantly. You see, generally people are downright lazy. And as an elite marketer, I've learned that praying on that particular weakness can give you a massive advantage over lesser marketing rookies who will blindly saturate far too wide an area. When these sellers see your name in what they consider to be "everywhere", they subconsciously attach your name to "selling". And in doing so, they selfishly eliminate the need to interview other agents...a task that no sane person could possibly enjoy...yeeessshhh...can you imagine being on the other side of the kitchen table listening to 5 different BS "pitches"? Should make your skin crawl. They simply TRUST the sentiment that "if the neighbors all use him (or her) then this MUST be the one to use!" It's the bandwagon effect in full glory! USE IT!

**-Widen Your SAM Slowly...**As you begin to reach a decent level of saturation, simply expand the outer limits of your Sam to neighboring subdivisions or communities. It very NATURALLY will produce even greater results as your name recognition spreads. And the sheer beauty of it is that it takes NO EXTRA EFFORT. Just a few more letters and postcards in the mail and you're quickly and effectively cemented as "The Real Estate Expert" in the minds of MORE sellers and thus, you AUTOMATICALLY get more listings. RESIST the urge to expand too quickly...or you'll sink. Costs will rise, your income to expenditures will become uneven and the ship will swiftly capsize. Wait until you are getting frequent and consistent seller calls...to the point where your sales are predictable. THEN you begin your expansion into adjoining, fertile ground. MOST agents expand far too quickly...Don't fall victim to anxiousness. The payoff in the end will be worth the wait.

**-Formulate an Educated Assessment of Seller "WANTS" in your SAM...**Let's face it, sellers want something a bit different today than they have in the recent past. Prices are plummeting faster than Kevin Spacey's credibility and fear of not being able to do exactly TWO things is scaring sellers into inactivity. 1.) Not being able to sell for enough money and 2.) Not being able to secure a new home for the least amount of money (if at all). REALLY give this some thought. Base your theories on YOUR current market conditions locally. Heck, if you're a crazed OCD type overachiever then SURVEY your SAM. Send out random questionnaires. Make calls to a core group of residents. Hire someone to call ALL of them. Then take note of the feedback. Talk about data that anyone would walk over hot coals to get their hands on-you've got it! You know their precise, most gotta-have-it WANTS...just serve them up a delicious offer that promises to deliver them...right to their kitchen table.

**-Write out and PRACTICE Your "Future-Pacing" Conversations...**Old Magic Mike is really pulling back the curtains to reveal some behind the scenes trickery here for you. And when you see the effects of this type of verbal sorcery start to work for you, you'll never return to "plain" conversations. I've included several examples of these wondrous "convincers" in The Vortex and in back issues of "The Agent On Fire BLAZE" newsletter, that you can find posted inside your AOF Member's Area on the website for your reference, so I won't be going into them here. Tweak them. Make them yours. Use them...over and over again.



**-Test Your Offers and Give Them Ample Time to Work...**Start out with a few different offers...two or three at most. Craft each one of them around a different seller "WANT". Remember...Screw the "NEEDS". Prospects buy on "wants". So sell them that way...give them what they need later. Trust me on this BLAZER...if you're one of those have-to-see-it-to-believe-it hardheads, take a stroll down the aisle at your local Wal-Mart. Do you see a long line of people waiting to pay for their veggies and pure mountain spring water or are they having trouble balancing the jelly jar on top of the frozen pizzas while stuffing Reese's Peanut Butter Cups in their mouths? They want sugar...they need clean food...sugar wins...every time...we are a fat and happy society statistically. Sellers are a "sell fast and get me the most money" group. And in today's uncertain market, they've become a "sell fast, for more money and make damn sure that I can find a good house" group. Create your offers accordingly, measure the results and GO BIG with the ones that work the best. Data is king in keeping costs down. Track it and use it...simple logic. Even the most math-averse person can add up seller calls and commission checks.

**-GO BIG With Your Winners...**Test, test, test until the EVIDENCE reveals which ads are the true "pullers". Look, no one EVER hits it over the fence with every ad and offer that they concoct. Instead of home run hitters, many will end up more like runners tripping over their laces...falling face down in the dirt, You WILL have plenty of failures in your marketing attempts. Frankly, if you don't, you're simply not trying hard enough. But once you DO have your All-Stars in hand just put them up to bat over and over an over again and watch the scoreboard tick up in your favor. Run after run after run...soon you will be in the BIG SHOW taking home the trophy. Toss the losers aside, never to be seen again. Low batting averages are for the minor leagues. We have no use for them on our level.

**-Let Them Work Until the Data Says "STOP"...**A common foul made by even very skilled marketers is to tire of your own ads BEFORE your audience does and then discontinue them prematurely. You see, we look for our ads every day. We see them far more often than our prospects do. And inevitably we get sick of them...and usually WAY too soon. Then we pull a winner down too early and...BOOM...business drops out drastically. Even then most marketers aren't smart enough to simply resume the ad. Instead they go right into testing replacements (testing replacements by the way, isn't a bad thing at all when it's done with the right timing. It inevitably HAS to be done when it IS time to bench a previously successful ad that has lost it's luster.). TRUST THE DATA. Never make a decision based upon your own perception of what's working and what's not cutting the mustard. ALWAYS formulate your sales plan using actual numbers. Then stick and move as necessary.

**FEAR is the Grim REAPER**  
**That Will Come Calling for the Weak in Scary Markets...**  
**Like a Blood-Thirsty Shark...He'll Smell Your Distress and You're Doomed.**

**So I want you to hear me loud and clearly right now, BLAZER....**

Do EXACTLY as I Say to Do...

Have FAITH in My Methods

TRUST the Process...Unquestionably

CREATE and DEPLOY Outrageously Irresistible Offers and Programs

## **When You Simply “DO”, Magical Things Begin to Happen... With Frequency and Predictability.**

**By a giant landslide**, the single biggest roadblock that stops many of the best would-be real estate listing Rockstars dead in their tracks is inaction. Perhaps you won't feel “comfortable” running outlandish offers with seemingly unbelievable promises. Maybe you're nervous about the consequences that may ensue when other agents see what you are doing...the criticisms whispered behind your back...the claims of “unprofessionalism” for going against the grain of the real estate culture. Pssshhhhh....What a joke! The real estate “norms” that produce a meager life barely afforded, due to the infrequency of commission checks and lack of clients...Whatever it is that the little voice in the back of your head is trying to use to suppress your awaiting MASSIVE success and your imminent, empowering transformation...STOP IT!

## **Doing NOTHING Equates to Moving Backward...Not Simply Standing Still.**

**The world is going to move forward** with or without you. You CHOOSE to either take steps to move yourself forward, BLAZER. Or you choose to fall behind. It really is a conscious decision. And you should know that every new venture brings with it some hesitation and doubt. However, the “crazier” the idea, the BIGGER the rewards...every time. Ask yourself; do you think ANYONE believed that they'd be shopping for vitamins, clothing and everything in-between from the comfy seat in front of their computer monitor? That a website could threaten GIANT retailers like Wal-Mart and put some of the biggest stores (a plethora of Kmart locations, Toy R Us and more) out of business?-Jeff Bezos DID! And I sure wouldn't mind having the ability to write blank checks like he does! How about Elon Musk? An ELECTRIC CAR that DRIVES ITSELF? Please! Yeah, well now he's sending rockets to the moon as he develops his SpaceX program to soon take customers for the rides of their lives!

## **ANYTHING Is Possible When You Trust In Things That Are Already PROVEN to Work and You Simply DO Them...**

**Understand that my “Mass Attraction Marketing” system is the result** of feeding my brain with lessons from some of the world's best marketers OUTSIDE of real estate, merging them with techniques derived from NLP and Hypnosis (largely “conversational”), and years of testing and PROVING their effectiveness and then using them to sell literally THOUSANDS of homes in short order. Put simply-It Works...REALLY well.

**Below, the remainder of the contents of this newsletter** is comprised of a SAMPLE marketing strategy in letter form. (I prefer letters because they allow me more “real estate” to weave my story and “pitch” into the reader's grey matter and partially, because I enjoy writing copy.) Bear in mind that this is merely an EXAMPLE. I wish to express to you the power in “writing your own rules” in both your offer and in the actual rules themselves (to be agreed upon in writing



by all parties.) I also wish to give you sort of a template for creating something of your own. I find that the easiest way to get my clients into “DO” mode is often to lay out a blueprint of sorts and hand it over to them on a silver platter to merely tweak and launch. So be CREATIVE...it’s CRITICAL that you truly do make this “yours”.

### **A few keys to personalizing:**

**-Change the Offer...**or use this EXACT one. Whichever you choose, be certain that it truly fits within the biggest, most keep-them-up-all-night-tossing-and-turning WANT of seller prospects in YOUR market. Virtually all markets have different degrees of want for certain things. Be sure that you haven’t skipped the step above where I discuss making an educated assumption of or surveying the wants in your market...aimlessly jumping ahead and “shortcutting” is a deadly trap that will shoot down your efforts faster than an F22 Raptor drops a Mig29 out of the sky (fast, easy...virtually done by “Aces” with eyes closed.)

**-Speak YOUR Language...**Naturally...while my words may seem appealing and convincing, and while your inclination may be to just “copy from the expert”, this practice often leads to less than stellar conversion when you get into the second element of “Mass Attraction Marketing”- the “Future-Pacing” Call. You’ll need to be able to recite your offer very clearly and in complete congruency with the written words that you have presented to the interested seller. And when it’s not “You” on the page, rarely are you able to maintain the congruency necessary to close the seller on the phone (an important part of the “Mass Attraction Marketing” process). One slip out of sync and the offer sounds “iffy”...questionable at best. When they don’t fully BELIEVE you, they look around for alternative solutions. The inherent strength of “Mass Attraction Marketing” is the way that it closes sellers on the phone and then pre-frames them to list with you, in 30 minutes or less, and pay your full fee. Trust the process and be yourself. Write as if you are writing to a friend so that it flows off of your tongue naturally.

**-Write Your Own Rules...**and you’ll never be at any risk beyond the boundaries that you define. See, here’s where agents often fail to embrace this form of edgy and high-return marketing. It’s important that you understand very clearly that it is YOU who is in control of the game. You create it. You formulate the conditions under which it will even apply to the seller and if they qualify to participate once you’re in front of them. You determine the risk (which truly makes it not risky at all). The idea of “Mass Attraction Marketing” is to eliminate all competition...right up front. When done properly, the seller chooses you as the sole option for listing and selling, so even if you arrive at the home and discover that the seller (or his home) will not qualify, they will still choose you...Remember laziness? Make your programs fair to all parties. Make sure you are protected and make sure there’s clear BENEFIT communicated to the seller. Grasp this and you are going to be successful...pretty darn sure!

**-Have Your Broker or An Attorney Review Your Offer...**and never assume anything. Only the most fool-hearted agent will presume that an outrageous offer is legal or ethical in his or her

market. ALWAYS let your broker have a quick look and give his approval (this is required of ALL agent advertising in most states anyway) and even better, have a real estate attorney give it a thumbs up on the legality. This way, you minimize the risk of ANY consequences arising from misunderstandings. Incidentally, in selling thousands of homes, my programs have come under question by the real estate authority only twice (both incidents completely BS) and both times I was very quickly exonerated BECAUSE I had done my due diligence in their creation and all parties had signed the “rules” prior to engagement.

**To recap EVERY STEP:**

- Work a Small SAM
- Widen Slowly
- Assess the “WANTS” of Your SAM
- Practice “Future-Pacing” Conversations
- Test Ads
- GO BIG with Winners
- Let Them Run Until DATA Says to Stop
- Personalize Your Offer to Suit Your SAM
- Write in YOUR Language
- Have Your Broker and an Attorney Review
- DEPLOY

**Watch the Sellers Line Up!**

Ok, let's get right into a sample campaign...

**Sales Letter...**

**Are You Thinking of Selling But You're Afraid Of  
Ending Up Without A New Home to Buy?**

**My “Safe Move” Program Solves This and Removes ALL Worry!**

**WARNING:** This may be the most important information that you will ever read about selling your home for the most money and guaranteeing that you will find a incredible new home that exceeds your expectations, in an uncertain market that has other home sellers paralyzed and unable to move.

Dear John (John will be our seller), when you list your home with me, you AUTOMATICALLY receive the great benefits of my new and proprietary "Safe Move" program that outright eliminates the fear of selling too cheap and guarantees that you will find the perfect next home. I have designed my one-of-a-kind program to address the challenges facing sellers in this uncertain market and completely obliterate them.

**You Will Never Worry About Being "In Between" Homes....  
or Worse Yet...Living With Relatives**

Even though the market is a bit tight on inventory at the moment, I have a proven way of beating other agents to the punch and securing the BEST homes for my clients. And it works because I can bring ready-to-act purchasers who already have their homes sold.

**My "Safe Move" System Not Only PROMISES  
to Get You Into a New Home  
as Soon as You Sell Your Present Home...It GUARANTEES It!**

In fact, in the unlikely event that you are unable to find the PERFECT home, at the price that YOU want to pay, after we have your present home under contract (which will happen very quickly with very little hassle, if any) you can literally TEAR UP YOUR CONTRACT and stay right where you are...with no penalty or cost to you whatsoever. Could there be a more fair or safe way to guarantee a successful move?

**All You Need to Do to Ensure that You Have a "Safe Move" is  
Give Me a Quick Call**

So, call my office at 123-456-1234 and we will schedule a time this week to list your house and begin looking for your new one. The whole process is extremely quick, efficient and hassle-free with me...unlike the way it is with "lesser" agents. I'll be in and out and have your home LISTED in 30 minutes or less.

**CALL ME NOW AT 123-456-1234  
Or visit [www.MySafeSale.com](http://www.MySafeSale.com) and...Start Packing!**

\*Certain conditions apply. You simply cannot beat my unique offer.

**Pretty darn STRONG huh?** What seller in their right mind, who is serious about selling WOULDN'T call me? They ALL will. Are you starting to see the power of making Outrageous Offers? They are full of BENEFITS to the seller. They make their thirsting mouths water and their tongues hang out like starved dogs staring down an owner teasing them with a dangling juicy Ribeye.

**Compare MY offer** to the average sort of "marketing" (term extremely loosely used) sent out by the typical agent...

**"Call Sally Mae.**

**#1 Sales Agent In Cobb County  
Your Hometown Agent & Resident  
CRS, GRI, BS"**

**Ugh...utter garbage!** I have a hard time getting my fingers to even apply the pressure on the keyboard to display this crap!

**And this is how "Mass Attraction Marketing" costs you less:**

- It gets MORE RESPONSE spending the SAME amount of money
- It gets MORE RESPONSE spending LESS money

You Get FREE Referrals and "Unconscious" Self-Referrals  
when you saturate a SAM

**Now, on to the "Future-Pacing" Conversation** that goes along with the ad...REMEMBER, this is what makes my "Mass Attraction Marketing" technology so uniquely different from ANYTHING else that's ever been taught-it's NOT merely a headline and creative ad copy (and some "canned" script that you use to simply reiterate the offer and get an "interview" appointment where you need a fancy listing presentation). It's the COMBINATION of the ad and a "Future-Pacing" conversation that gets you actual "Listing Appointments" where you are showing up to LIST the home instead of having to give sleazy sales pitches and compete with other agents for the listing...and it pre-frames the whole event to last only 30 minutes. BIG DIFFERENCE.

**The conversation...**

*Hi "John" (seller), I'm glad that you called. So you are serious about moving? Great. My program really is only for serious sellers like you who are ready to go. It's very unique and I'm able to give you security that other agent's won't. I'll be selling your home for the highest price very quickly and we will find your new home in a matter of days. You have no risk. If I don't make it happen, I lose...*

*and I never lose. I only take on 5 at a time and I've got a spot open. I'll be at your house Thursday at 5:00 (I assume no objection. I am leading the process here. If he objects to the time, I offer only ONE more available time and inform him that he may miss out because of demand. This ALWAYS closes them.), you will just have the key on the table for me to put in the lockbox, you'll show me the house and we will sign the agreements and have you listed in 30 minutes. See you Thursday."*

**Are you recognizing the "Future-Pacing" elements?**

I have led him right to understanding:

- I will be selling his home for the highest price very fast
- I will be accepting him into one of 5 precious spots
- He will have a key ready and I will be installing a lockbox
- He will be showing me the home
- We will be signing the agreements and having him listed
- I will be in and out in 30 minutes or less

**Do you see the difference** in an "Interview Appointment" that most agents schedule vs. a TRUE "Listing Appointment" that I close right over the phone? Agents go through so much BS and begging (and making multiple trips) in order to get listings. I've never understood it and I would NEVER put myself in such a position of "weakness". Nobody REALLY wants to hire a spineless person or a wet noodle to represent their interests. Be in full control. Take command. LEAD them. Future-Pacing is so easy. It's just TELLING them what will be happening and then getting a series of "YES"s, either consciously or unconsciously (by way of not objecting and by scheduling the appointment after hearing what you've told them WILL be happening when you meet.) Contrary to what you may believe, people really do WANT to be sold. Take me for example. I have a fun car-buying habit. Truly not smart economically. Routinely I may lose tens of thousands on a trade-in (and I trade a LOT.) I frequently "hang out" at the Candy Store (dealer) and I know I shouldn't buy a new car and I have ZERO intention of doing so when I walk into the showroom...but let a good salesman get his hooks into me and we're swapping keys 30 minutes later! Ironically, salespeople are the biggest "laydowns" of them all. So when you encounter a seller who professes to be slick at selling, just chuckle inside knowing what an easy target he is!

Now for the RULES....

**RULES:**

- Dictate the TERMS AND CONDITIONS
- LIMIT YOUR RISK
- Certify an AGREEMENT

**And this is where many fellow BLAZERS find themselves stuck...**because they don't understand the SIMPLICITY of writing the rules. All you have to do is speak in plain English as if you were speaking to a friend. You don't need all sorts of legal jargon (trust me, your attorney will try to insert some so they can charge you...ugh..."Billable Hours"...the greatest conflict of interest of all time). Personally, I believe the more plain, clear and concise that you make the rules, the easier they are to understand and retain.

**Here is a sample copy of "Rules" that I might use for this particular program...**

**Addendum "A" to "The Exclusive Right to Sell Agreement" between ABC Brokers (Broker) and John Smith (Seller) for the property located at 123 Main Street, Big Town, GA 30066.**

**Terms and Conditions of the "Safe Sale" Program  
(certified as fully understood and accepted by signature of parties below)**

1. Seller and Broker have signed an Exclusive Right to Sell Agreement for a term of no less than 90 days.
2. This addendum is attached to and made a part of the "Exclusive Right to Sell Agreement" between Broker and Seller.
3. Seller understands that in order to participate in this program, at no time during this agreement may the Broker commission be reduced below the agreed upon rate as defined in the Exclusive right to Sell Agreement.
4. Seller understands that in the event Broker does reduce commission, by mutual agreement, this program will no longer apply and seller voluntarily "opts-out" of participation.
5. Under the terms of this program, Seller will receive the assurance that within a term of 7 (seven) days, beginning the date of acceptance of an offer from a Purchaser, to purchase seller's present home, that seller will be able to secure an agreement ("secure an agreement" defined as a contract to purchase signed by Seller and Buyer) to purchase seller's next home. A special contingency will be inserted into Seller's purchase and sale agreement to provide Seller this assurance. In the event that seller does not secure an agreement to purchase his next home within this time period, Seller, at Seller's sole option, may execute the contingency clause in the contract for the sale of Seller's home, and cancel the sale without penalty, by submitting "notification" on broker's approved form, in writing, to the Purchaser. Seller's failure to timely submit this notification within the allotted 7 (seven) day window as described herein will be deemed a waiver of Seller's right to execute the contingency and Seller shall be obligated to proceed with the sale of Seller's present home.



6. If this agreement conflicts with any terms of the “Exclusive Right to Sell Agreement” between Seller and Broker, this Addendum shall control.

All parties hereby attest that they fully understand, have received a copy of, accept and agree to the terms outlined in this addendum by signing below:

\_\_\_\_\_  
John Smith (Seller)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mike Costigan (Broker or Authorized Signor)

\_\_\_\_\_  
Date

**There you have it....A COMPLETE PROGRAM...**the type of which can literally change your life for the better VERY QUICKLY!

**Used wisely, “Mass Attraction Marketing” will be THE game-changer** for your business. You will see immediate results (no long-term, expensive “branding”...which truly is virtually impossible to accomplish in any meaningful way as a small agent). You will spend (a LOT) less money to get far more results. You will close serious, ready-to-list sellers right over the phone. You will schedule appointments where the EXPECTATION to list the home is already set. And best of all, you will SHORTEN your work week dramatically by not wasting time at “interviews” with wishy-washy prospects who don’t respect you.

**There is No BETTER or More SURE Way of Listing Plenty of Homes... Even in “Unlistable” Markets than by Using “Mass Attraction Marketing”**

**Even the most inexperienced marketer can use it** to literally TROUNCE all competitors in his path (regardless of even THEIR experience level.)

**BLAZER, I think we can both agree** that this is elite stuff that can radically elevate your stature in the real estate community without breaking the bank and without having any prior success in marketing. It’s truly void of any “theory or “guessing”. It’s PROVEN to get results in many multiples over the paltry crumbs that are produced by the crap that “typical” agents atrociously litter mailboxes with.

**You can take the letter above**, adapt it to a program of your own, send it out in letter form or cut it into smaller pieces and paste it onto a postcard and get sellers fighting to have your sign proudly planted in front of their home.

**Truly, all you need** at this point is the guts to make the decision to dominate.

**How much longer** are YOU going to accept not making the steady and predictably high income that you deserve AND the free time to enjoy it?

**Let's go, BLAZER. It's time.**

"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



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