

AGENT ON FIRE® BLAZE

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RAGING

**Into the New Year Like
an ANGRY Bull on a Cocaine Binge**

**Charging the Bleachers
with FIRE in his Eyes!**

Damn if 2018 didn't fly by and leave you wanting MORE (or LESS of the BS that it spewed out it's angry nostrils)! BLAZER, I've never seen such a Texas....

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Twister full of worthless debris, come down from the clouds and engulf a real estate market like 2018 did!..Nothing but UNCERTAINTY AND PANIC. Rarely a gem in its wake worth saving.

Think about this:

- Prices were at all time HIGHS...yet sellers kept their homes off the market.
- Interest rates were at all time lows...yet buyers had nothing to buy.
- Builder confidence shot up...and crashed back down.
- Foreclosures spike to a 101.5% increase...then dropped...then rose again.
- Dow Jones?...another story I probably need not dive into.

Consumers and investors are left shivering in their cowboy boots in the aftermath of the Great Storm of 2018. And they DON'T LIKE uncertainty. Which is a telling sign of what's about to rush into the arena next, and have us all scattering like chicken shit rodeo clowns, unfit to protect anything.

Now, I may sound a bit dramatic BLAZER, but I believe in being direct and hard-hitting. Bullsheeeite only gets you so far...and me throwing it on the wall sure won't get you any listings. FACT IS: This market is in for a massive shift. In fact, it's already beginning...the perfect storm.

In the Northeast...foreclosures are out of control. (In MD, for ex: 1 in every 989 homes is in some stage of default.)

Further South in Florida...it's one in every 1589.

Out West in Nevada...one in every 1697 is skipping the old monthly payment.

And in neighboring California...you know, the "hot" market state.prices have come CRASHING down as the effects spill over.

The funnel clouds are circling, gaining speed and gathering momentum, faster than any armchair economist could have ever predicted, and we're in for one hell of a big cleanup once this on sweeps through!

So what do YOU do to make money in this market?

GET PISSED OFF!

You **SHOULD** be angry:

Angry at The Fed for “playing” with rates for too many years now and being too chicken shit to allow the market to handle the effects...and retreating on what NEEDED to be done.

Angry at MLSs for giving the MONSTERS like Zillow, all of OUR data, so that they could (and have) use(d) it against us.

Angry at Banks for loosening credit standards AGAIN in utter desperation.

Angry at yourself for not having ENOUGH “good stuff” ready to go already.

ALL of these factors are akin to a red sheet waved in front of a pissed off bull’s eyes...he’s gonna attack...just like this market will. And there’s going to be carnage.

So hopefully you’re adequately charged up with fire boiling in your veins.

If not, go back to your winter hibernation...You’re Dead already.

Fact is, you gotta change your mindset going into this year, or you’re going to be gored quickly.

And speaking of “quick”, let’s get right in to the theme of this month’s BLAZE...

BREVITY, CLARITY, UNDERSTANDING and RETENTION

I’m going to borrow a quote from the wisest man I’ve ever met, whom to my own fortune, happens to be a very close friend:

“Brevity leads to Clarity. Clarity leads to Understanding. Understanding leads to Retention.”

And in the spirit of Brevity, Understanding and Retention, this is likely going to be one of the most concise, to the point issues of The BLAZE that you'll ever receive... You need to get off to a FAST start here, with LOTS of things in motion and complete Clarity as to what you are doing.

Before we dive into charting out your path for 2019, let me tell you about what Old Magic Mike has been dealing with here for the past several months, just to give you some perspective and eliminate any bs excuses that might find their way into your head, for not "Doing"....

I've had a hell of a past four months...illness-wise. Frankly, it's tried its darndest to kick my ass backwards, but that ain't happenin' with Old Magic Mike. Nope, I'm ridin' high in the saddle, blazing new grounds, no matter how hard negativity bucks and kicks me in the gut!

In early September, 2018, I was planning for my 6 year old's first trip to Disney. Casey was so dang excited. Problem was, Daddy developed a nasty cold and a terrible throat condition where I'd cough and then I couldn't breathe! It was so irritated that one little bit of phlegm sent my throat into panic and it would clamp shut for several seconds...pretty darn scary! So, I got myself on far too many ephedrine-laced meds that I knew I shouldn't be taking due to my history of Atrial Fibrillation (fluttering/arrhythmia).

And sure enough, while at Disney, the old ticker went as sideways as bull kicked between the legs... CRAZY and UNCONTROLLABLE! Yup. You guessed it partner...instead of saddling up for another ride on Space Mountain with my boys, I was strapped to a hospital bed with IVs and EKG leads stuck to my body! What a sight for my kiddos to have to see. Pretty quickly, the smiles produced on my kid's faces by Mickey and Minnie were replaced by looks of horror, hoping Daddy would be ok.

After 2 days of unsuccessful treatment in Orlando, I ended up back in Atlanta, at St. Joe's Hospital, a world famous heart center, where I spent an additional 2 days, until my heart converted itself back into sinus rhythm. Thank God for that! I had prayed and prayed and was given a blessing. I did not want to have to be "shocked", which is what the docs were preparing for.

I enjoyed a brief recovery (although scared sh*tless of the blood thinners I had to be on for 2 weeks) through most of October and November, except for the fact that I STILL had no relief from this throat "thing" (still don't as I write this...just coughed and gasped). And it's serious. At one point, I didn't sleep for three full weeks. I'd doze off for 15-30 minutes and wake up gasping for breath! Not exactly my idea of rest!

Then came the stomach flu in early December! And dang did it come (up)! I woke up one morning at 5:30 AM, felt that dreaded boiling in my stomach and hit the couch. 10 mins later...BAM! I on the bathroom floor, praying my guts out quite literally, to the porcelain God every 30 minutes for more than 6 hours!

Pro-Tip: Eating lemon pepper wings the night before illness...BAD idea! Very, very bad!

Another two weeks of bliss....fully recovered (except the throat thing) and then I'm given a wonderful Christmas gift...The FLU! I'll spare the details BLAZER. Let's just say it wasn't a Happy New Year celebration for me this year.

I just now got "over" the flu today and sat down to write this for you. The throat thing is still driving me nuts. I'm hacking away while typing, sipping water and trying to get through....and I WILL. Nothing keeps Magic Mike down long!

And I'm sharing this with you because you need to know:

The WHOLE Time...my businesses kept running.

I STILL did webinars.

I held live coaching calls.

I wrote countless marketing emails (at least 4x/week).

I sold hundreds of coaching products and memberships.

I began recruiting for a new company.

I redeveloped one of my programs.

I designed and had two websites built.

I've updated my national marketing list and filtered through hundred of thousands of contacts to prepare for "targeting".

I wrote FIVE issue of The BLAZE (including this one).

I've answered countless emails from clients.

I COMPLETELY revamped TWO of my BIGGEST Programs that I run with a partner.

My partner and I have created a Shopify store (soon to launch).

We've downloaded and begun studying 3 of the BEST courses that we NEED to understand in order to operate our business together this year. (yeah...I'm always soaking up new knowledge jut like YOU).

The MACHINE STILL CHURNS!...In fact, at a FASTER rate than ever! ALL WHILE BEING "SICK".

You see, There are no good excuses. *"Excuses are just bullshit reasons for not doing what you are supposed to do."*...another quote from my wise friend mentioned earlier.

Yet, I know that if you're like MOST agents, your brain will resort to all kinds of them to keep you from being profitable, especially early in the year while you're still all sugared up from holiday crap you've subjected your body to.

This time of year, it's too easy to be freaking lazy...so STOP IT!

Haha BLAZER...I know. You're different, right? I certainly hope so! I EXPECT all of my BLAZERS to be. Collectively, we are action takers, bull-slayers, listing takers and money-makers!

So, let's get right on to what YOU need to be doing, and we will wrap this sucker up until February!

Here comes the Brevity, Clarity, Understanding and Retention...

WHAT DO YOU WANT?...REALLY WANT?

What is the one (or two or three) thing(s) that you really want out of life this year? Is it... financial freedom? Is it more free time? Is it peace? Is it a glamorous vacation to Fiji to sip Coronas on the beach with Tony Robbins? I don't care what it is. This is YOUR dream. Not mine. Jus write it (them) down below. And be BRIEF! Use one or two words maximum per line below.

I WANT:

WHAT IS GETTING IN THE WAY OF YOU GETTING THEM?

Are there things in your life, both personal and business, that are keeping you from getting EXACTLY what you want? Maybe you've had some great ideas but you just haven't put the effort into doing them (terrible habit by the way...remember, everyone KNOWS what to do...only successful people actually DO those things.) Maybe you've been stuck on the BS idea that *"I'm not good enough"* or *"I can't do this"*. Perhaps it's just a matter of motivation.

Often, we know that by taking one small step, by completing a tiny task, that we could vastly improve our current situation, but we just haven't made it a matter of great importance...or at least important enough to DO it. Whatever it is, write it down. You're going to be surprised at how literally looking your roadblocks in the face can make them seem silly. You're going to see that what looks like steel bars in your mind, really is nothing more than a wall of hay bales that you can knock over with a little dropping of the head and driving of the horns right through it. So write it down and look at it dead in the eyes. It's never as ferocious as it seems. Again, remember to stick to brevity in your reasons. "Fluff" is just BS and it confuses you. I'm making the "lines" super short so you can't get long-winded anyway.

WHAT IS GETTING IN MY WAY?:

WHAT ARE THE “TIME SUCK” THINGS THAT I DO THAT DON’T REALLY MOVE ME MEASURABLY CLOSER TO WHAT I WANT?

Let this soak in...MOST of what you do every day is a complete and utter waste of time. Don't feel bad or even take it personal BLAZER. We ALL do it. It's a CONSTANT process of "elimination" that I go through in order to keep myself laser-focused on the highest-and-best-use-of-my-time activities. You have to be incredibly conscious of all of the BS things that you let into the precious time that you are given each day, to accomplish your mission. Small things may seem insignificant. Maybe it's the extra 30 minutes you spent creating a flier. Perhaps it's the 2 hours you wasted driving around planting open house signs. Or the entire wasted weekend that you spent tour-guiding buyers around. All horrific time sucks that could have been handled by someone else, but you chose to do them yourself. Now, you may think these little interferences are "no big deal", but EVERY SECOND IS PRECIOUS! Imagine yourself as a bull rider, strapped onto the back of a violent monster, who will do anything to toss you off of him, then kick around to get those horns squared up with your helpless behind. To beat him, all you need is 8 seconds in the saddle.

MOST riders are tossed like rag dolls before the buzzer...many at 7.9 seconds! You think TIME doesn't matter? Tell that to the cowboys. In fact, maybe you should practice seeing yourself as that rider as you create your "elimination list" now and every time you catch yourself "doing" things that are as worthless as a milk bucket under a bull in 2019. Write 'em all down BLAZER...and be brief. Then eliminate ALL of them from your daily "grind". You're going to find that you've got more time than you think. Just cut out the crap!

WHAT ARE MY DAILY “TIME SUCKS”?

(This should be a seriously LONG list. Be HONEST and THOROUGH but keep the descriptions BRIEF. Use another page if needed.)

[illegible]

WHAT ARE YOU GOING TO DO, BEGINNING RIGHT NOW, TO MAKE YOUR WANTS A REALITY?

Another big fat dose of reality here for you! Don't just fill the page with a lot of wild-eyed optimism about great feats you'll perform as if you're some superhero. Be REAL with yourself. Think about EVERYTHING that you will ACTUALLY be willing to do in order to get all of your wants. By the way, this also should be a long list. Just don't fill it with "fluff" or things that you know are going to be impossible for you to actually do. Keep in mind, that those who do the most reap the most reward. Your success in real estate is directly correlated with how hard you work. This has never been a game of chance or luck and 2018 sure proved that to be true, as agents fell right off the proverbial cliff in droves, one after another. And 2019 is going to be even tougher!

So write down everything that you can and are WILLING to do to wrap your hands around big fat bundle of those wants you spelled out above. Is it redefining your SAM marketing area? Could you create three new marketing campaigns and split test them against each other and then GO BIG with the winner? Will you devise a new “niche” program for a specific group or type of sellers and actually implement it this year? Will you add REO to your business this year (because we KNOW it’s coming again). Will you make a move to a company that gives you ownership and reward for your efforts? What are these things that you will do for YOU?

WHAT AM I GOING TO DO TO GET MY WANTS?

Now make a plan and EXECUTE! In fact, screw the plan. Planning is time suck in and of itself. It's also a common excuse that agents use to make themselves feel as if they've done work and a crutch to fall back on if things don't work out. *"My plan was flawed but I definitely tried."* Bullsheeeiitte! You need to lay out ideas and action items and just DO. When you see need for adjustments....STICK AND MOVE! Look, I'm telling you, after being in real estate for more than 25 years now and having sold literally thousands of homes, I'm saying with certainty, that it really IS this simple. Cut out the time-wasting, old school bull crap that you've learned from mediocre-at-best agents and brokers and DO THE RIGHT WORK!...Lots of it! It's a matter of choosing whether you want to be a loser or a BLAZER. Easy decision. Losers wander aimlessly and get nowhere. BLAZERS blaze new trails, stake their claims where weaker agents fall and cash big fat commission checks before heading to the watering hole to relax in their accomplishment!

THE INCONVENIENT TRUTH

TRUTH IS...life (particular the real estate business) rewards the hungry, the Doers.

PROBLEM IS...most people confuse "Hustling" with doing. Everywhere you turn, there's some half-cocked clown telling you that you gotta work 120 hours per week to keep your head above water or some lame-assed so-called "guru" with the latest, greatest, not complicated "Funnel" or method for reelin' in the big one...the catch of your life in real estate who's going to hand over a Wells Fargo wagon full of gold.

THEY ARE FULL OF COW MANURE!

Simple=successful. Read it. Memorize it. Live by it. In life, the secrets are all hidden in plain sight. You just have to open your eyes and look around a bit. This time of year, agents are all full of pee and vinegar, fired up and making empty promises to themselves to do a gazillion things to "blow past last year's production." Then they set off like a bull with spears up his butt chasing down a matador, steam billowing out of both nostrils! Sure, they do a little damage for a short time. But ultimately, they lay down and die in their own blood...carnage in the wake of a post-holiday adrenaline rush!

THEY ARE FULL OF COW MANURE!

People (clients) have become more aware. They don't "buy in" to BS "pitches" and sleazy sales slogans. They don't believe the old "I'm #1" crap that everyone proclaims as their position in their respective markets. They sure as hell don't need an agent in order to get information. So why do agents make this so difficult? I'll tell you why...THEY ARE CLUELESS. Most brokers and trainers haven't had an original idea since 1970 and so instead of teaching real sales skills, they fall prey to the goons with the fancy technologies and "automated this" or "automated that".

WHAT YOU NEED IS A SOLID GRASP ON MAKING IT EASY FOR SELLERS TO WANT YOU

Look BLAZER, by now you should know that there is NO CHANCE of making big bucks in this arena if you aren't charging full speed ahead with your eyes set squarely on getting listings. THAT'S the bullseye you need to be hitting over and over again this year. Resist you urge to let buyers steal your weekends and evenings. Do not let the allure of quick money (which rarely comes) to distract you from your efforts to get listings. Don't be a sucker. Buyers are for fools and idiots don't last long in real estate. They are by far the biggest reason for burnout of the agent population followed only by doing time-wasting "feel busy" activities, rather than dollar productive tasks.

And in order to GET lots of sellers (and there are PLENTY to be had for the savvy agent) you need to give them COMPELLING reason(s) to call you and you need to make it incredibly EASY for THEM.

So, stop and breathe for second before you go headlong into 2019. Simmer the wild-eyed optimism a bit and really give some thought as to what makes YOU the choice for sellers in your market...then very simply TELL them. And do it in the way that YOU do best. Maybe you're a heck of a telemarketer. If so, make a ton of calls. Perhaps you can write a sales letter that makes sellers' jaws drop and drool flow down their thirsty little chins. If so, WRITE like there's no tomorrow and send those letters out. Whatever it is...do it...do it a LOT. And make it fun and easy for THEM.

This market is yours for the taking BLAZER. Lesser agents will panic. Some will freeze in fear and do nothing. Others will do "too much". I've got some incredibly powerful stuff to give to you this year including winning ads and scripts to model your conversations after, and a stable full of new tips and videos for you to use to have sellers lined up to shake your hand and sign on the dotted line in 30 minutes or less. Just stay the course, follow my lead and together we'll rustle up a herd of listings and laugh our way to the bank. YEE –HAW!

Here's to a heck of a 2019 and you owing me a beer!

"Anti-typically" yours,

Mike Costigan

A quick Fakebook reminder: If you aren't in the private BLAZERS Group yet,
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<https://www.facebook.com/groups/agentonfireblazers/>

You'll want to "Like" and "Follow" the public page too. DO THIS TOO! I'm about to
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