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AGENT ON FIRE BLAZE



There's a Devious
Reason for the
Change of
Seasons...

**...and it ain't just the leaves that show their
true colors this time of year.**

BROUGHT
TO YOU BY

MILLIONAIRE
AGENT ACADEMY

CHIEF
EDITOR



Mike Costigan
FOUNDER

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...Forget Witches...

let's talk "WHICH-ES". After all, when election time rolls around, we are faced with the unenviable task of choosing the lesser of two evils. WHICH candidate will it be? And while that may seem like a grumpy utterance from the mouth of a "glass-half-empty" boo-hooer...I assure you, BLAZER, it's far from any deep-seated, pre-programmed disdain for change or hatred of anything related to government or authority. I LOVE our Country. I LOVE the freedom we are granted. I LOVE the opportunity to experience such a variety of cultures and people from all walks of life. And I generally believe that MOST people share my sentiment.

Sad truth is... our political system has made it virtually impossible for any citizen possessing even an ounce of critical thinking capability, to truly TRUST any of them....and that's particularly chilling...much like the changing breezes and dropping temps that come along this time of year in most places. And it's an especially downright frigid truth in a health and financial climate such as this. By the way...speaking transparently, I DO vote in every election...Bluntly, the choice isn't always so easy. *"Which, which, which?"*...ugh.

I find it hardly a coincidence that elections occur this time of year. In fact, I reckon the blustery feeling of fall temperatures coincide quite perfectly with the cold-blooded nature of campaigns and the barrage of negativity they bring out in people.

All of the bad blood and hatred we see on television DOES have a cooling effect on everything....and for you and me, we have to worry about the particular slowdown that it brings to real estate. Election year effects are very much akin to a NASCAR official waving the yellow flag to the entire field, warning of potential danger ahead...and causing EVERYONE to slow to a near halt.

And the HALT is coming to this current pedal-to-the-metal market...and soon.



Consider these things that we've been bombarded with for several months:

-Ads promising that *"the stock market will crash if "so and so" gets elected"*.

-If *"this guy" wins we will see a major outbreak of the Corona virus.*

-*"When "he" is president we will get into wars."*

-*"He" is racist"...*

-*"He" is a Socialist"...*

-*"He's" a fascist"....*

-*"The nation will be damned if "He" stays in office"...*

Same rhetoric from BOTH parties....yet constituents from each side believe that the other is the "bad guy" and the onslaught of continuous anger-inducing media bs effectively pits us all against each other, by design, in FEAR. We fall for it. Every. Single. Time.

Frankly, I don't concern myself much with the folly of political zapping that each party throws upon the other. I don't much care for either of the two "big" ones (or any party for that matter). Give me a guy or girl who promises to eliminate laws and beef up national security-then MAYBE I'll perk up my ears. But until that far-reaching fantasy rears its pretty head, I'll stick to remaining neutral and focusing on doing what I do-HELPING people and thanking God every day for the glorious opportunities to "experience" rather than "judge".

Problem here is that even though the enlightened few of us know very well the benefits of thinking for one's self, and we realize the consequential nature of paying attention to baseless, hateful verbal spewings from the boob tube...the "Mediocre Majority" do not...and many of these average "float-through-lifer's" are our potential seller clients...and they are paralyzed with fear into inaction. And the venom of negativity that's injected into their veins by vicious predators (ie: the News Media) KILLS their spirit, and their inclination to "act", largely on an unconscious level. As agents, our job is to provide the anti-venom for these "stuck" sellers.



Even outside of the political arena, think about the poisonous “programming” with which potential sellers have been filled, by friends, relatives and other so-called “experts”, since the very moment they developed the first inkling about potentially listing their home:

“You can’t sell a house in winter.”

“Homes sell for much less after summer.”

“No one buys a home during the holidays.”

“Everyone expects a deal around Xmas (fill in your holiday here).”

“Cold weather keeps buyers away.”

“You’ll lose money if you don’t wait until Spring to sell.”

HOGWASH! Every bit of it is BS. Yet, perception seems to drive reality and it naturally slows the world down...particularly the real estate world...and negative seasonal perception CAN and MUST be neutralized with good messaging on our part.

Perhaps it’s just me, but I truly believe that the post-summer season should be called “Excuse Break” -a time when the “lesser” members of society can feel justified in throwing in the towel on the rest of the year and just “plan for next year”...ugh. The inherent “give-up-early” culture of society today really makes my stomach turn.

Have you ever seen those videos on YouTube of athletes *“Celebrating too early”*. They’re hysterical and they’re incredibly sad metaphors for how most people THINK that they’ve won...only to watch real winners who push and push THROUGH the finish line, kick their sorry arses in the final few meters. If you haven’t seen these clips then go watch them after reading this issue and think of how eerily synonymous they seem to be with the behaviors of lazy, fat-bellied fruitcake-gobblers this time of year.

PEOPLE QUIT WAY TOO DARN EARLY AND AS A RESULT, THEY LOSE A RACE THEY WOULD OTHERWISE HAVE WON.



Real estate has always been a game of “Follow the leader” (off a cliff) ever since I can remember in my almost 30 years of licensure.

Here’s the typical path that the sheep take:

- Take your licensing course.
- Choose a broker (purely on personality or location).
- Sit down and make out “referral cards” and send to your so-called “Sphere of Influence”.
- Show up for Tuesday office meetings.
- Go to Luncheons and Caravans.
- Hold time-sucking Open Houses for a more “successful” agents.
- Finally luck up and catch a good “buyer” after blowing lunch money on 15 tire-kickers.
- Sell one house.
- Rinse and repeat from Square One.
- QUIT (the unfortunate fate for most agents who otherwise could have “won” had they been given adequate instruction and a few swift “*go get ‘em*” kicks in the rear).

It’s a losing proposition from Day 1. Heck, most have lost BEFORE their first 5 minutes on the job. Why? Because the loser who trains them at Real Estate School TELLS (programs) them to “*expect to not make money for 6 months*”...and they believe it! Remember hearing that when you first started? What a way to set expectations, huh? What antichrist came up with that hope-stealing sentiment?

LANGUAGE IS THE MOST POWERFUL FORCE IN THE UNIVERSE. WHAT YOU SAY-BOTH INSIDE AND OUT-DETERMINES YOUR FATE.



The greater blasphemy involved with labeling most never-have-beens as “trainers” is the practice of relying on them to tell you the first thing about “sticking and moving” when the colors of the real estate landscape shift.

There’s never any recommendations for:

- Change of “pitch”
- Reorganization of WIFM (What’s In It For Me?) in your ads
- Timing of message delivery
- Unique presentation of Offers.

Nope. Same old crap...you learn to stuff envelope after envelope with worthless “Me, Me, Me” messages and unseasonal, “low-attraction” sales and “marketing” approaches and you also learn to sit out the rest of the season once summer is over.

It’s the rotten kind of “training” that ultimately steals your kid’s Christmas gift money from your bank account. Poor little Junior....no Red Ryder BB gun this year ‘cause Momma sat on her butt sucking down Turkey legs and Egg Nog when it got too cold for mini skirts! Haha! A vivid picture but you get it I’m sure. And She’s probably married to a Clark Griswold type who’s relying on the Xmas check for holiday purchases....ugh...losers.

So, why is it that agents buy into the “slow” season bullsshheeeeeiiiiittte? Because. Lazy. You see, as I stated above, people look for reasons to shut down...and post-summertime is the ultimate excuse garden that’s ripe for the pickin’.

But would your attitude about Fall and Winter change if I told you that historically December was usually my most successful month of the year? Would you hop up like Jack (Mr. Nimble & Quick) feeling a little flame on his butt as he jumped too close to the old candlestick, if I told you that you could make THOUSANDS of extra dollars during the proverbial “slow season” in real estate?

Well, BLAZER, you can...and should.

To successfully claim your share of the stuffing, you just gotta convince these home selling Turkeys that their fears and woes are unfounded...and that instead of getting their feathers ruffled over fables, they need to FEAR nothing except LOSS incurred by NOT taking SWIFT and IMMEDIATE action to cash in before the market tanks!

Incidentally, the approach about listing and selling “before the upcoming crash” applies to this year particularly well, but EVERY YEAR, there is ALWAYS the picture to be painted around potential loss incurred by fence-sitting sellers when supply increases in the early Spring when prices consequently drop.

You see, there’s some artistry in being a wordsmith. Written craftily, a good marketing piece can spin up visions of “loss” or “gain” in the mind of a prospect at ANY time...and in ANY market. You just need to grab your canvas and practice a bit, my next Da Vinci-to-be BLAZER you.



Let old Magic Mike illustrate this for you, so that you understand how the seasonal mindset differences get pre-programmed into the grey matter of home selling “dummies”. Just for kicks, let’s break it down into seasons:

Spring (the time of “whew! Let’s Go!”)

...“Get your home on the market NOW before everyone else!”

...“The first sellers are going to catch the best buyers and TOP prices!”

...“Before school gets back in, you’ll sell for the most money!”

...“You waited through winter so now you need to sell fast before the market floods with listings.”

Summer (the “Round 2” of “HOT” Season)

...“Hurry up and sell before school once again is in session. Buyers pay BIG money now.”

...“Better sell before fall because the market is going to cool down and you’ll be stuck!”

...“Houses sell super fast this time of year. If you’re going to sell, now is the last big selling season.”

...“You’re going to lose a lot of money if it doesn’t sell now.”

...“No one buys after September except people who have to move...and there are a lot of other good deals to choose from.”



Fall (the “MAYBE” there’s still hope season)

...“Well there’s less demand now so you’re going to get less.”

...“The best buyers already purchased homes. It’s going to take you longer now.”

...“Just price it lower so you don’t get caught not selling before Winter.”

...“People waited through Summer for the leftover “deals”. You’ll have to take a little less.”

Winter (the Kiss of Death season)

...“Only buyers who HAVE to move are out there and other sellers are cutting their prices. This is a bad time to sell.”

...“You should only sell now if you absolutely need to.”

...“People don’t like to disturb you during the holidays and they are too busy also.”

“Just wait until Spring. THAT’S the time to sell.”

Recognize any of these success-limiting notions?

Yeah, I do realize that we are in a “weird” market and that some of this sentiment may differ slightly at the moment (BUT it differs a LOT less than you think...this is deep programming that sellers have been exposed to...even in the hottest markets, these concerns lurk below the surface, unconsciously nagging at your prospects’ psyche).....and you may think they have little impact. But you’d be dead wrong.

You see, even the most self-proclaimed “savvy”, “smart” and “wiser-than-the-rest” sellers act on one thing-EMOTION. And there’s an emotional BIGGIE that you can use to manipulate their decision-making and turn their inaction into action-taking....

...FEAR



Blazer, this time of year, you almost literally gotta scare the pants off of these fraidy-cats and REVERSE the long tape of negative doubts and illogical concerns that they've been running through their heads, day and night.

You need to FORCEFULLY instill:

FEAR of LOSS

And

HOPE to GAIN

Consequently, one sort of naturally evokes the presence of the other, and we will talk about the latter another time. I ALWAYS like to lead with fear....because people are generally Chicken Sheeeeeiiiiittttt when it comes to stepping outside of their comfortable "programs", and well, it's just a lot of fun to shock them out of their boots and then watch them curl up nicely next to you like a dog who "Heels" on command.

ALL YOU HAVE TO DO IS SCARE PROPECTS WITH FEAR OF LOSS AND THEY WILL OBEY YOUR "COMMANDS" LIKE A GERMAN SHEPHERD LOOKING FOR HIS REWARD TREAT.

This is so simple, BLAZER. Let me show you how to grab their attention in a manner that they cannot ignore...LITERALLY. When I say *"cannot ignore"*, I mean it. They truly will not be able to resist reading your ad or contacting you to find out what it's all about.

Remember, as we do this, that we are going to include BENEFITS to THEM in our marketing piece. Usually I lead very directly with benefits right in the headline. Other times, particularly when using FEAR as the primary motivator, I use them in secondary copy or "Sub-Headlines". (examples to follow below.)

Keep in mind that the formula for my proprietary **"Mass Attraction Marketing"** process is the use of an outrageous offer coupled with a "Future-Pacing" conversation. We will focus on the outrageous offer headlines in this issue of The **"Agent on Fire BLAZE"** so that you can get a solid grasp on attention-grabbing techniques. Later, in another issue, we can discuss the conversations at length.

Let's dive right in...

Below, I'm going to start with some ideas...in the spirit of Halloween...about how to scare the bejeezus out of home sellers who are shaking in their boots while struggling with the idea of whether or not to dip their toes in the cooler home selling waters of Fall.



If you look at some of the example reasons that I've written for you above, you can easily understand that they are gravely afraid of:

...their home being an abandoned Spook house that no buyer wants to enter.

...being catburglared out of their hard-earned profits.

...jumping the gun and selling during the witching season instead of hiding in the closet and waiting for the sunlight of Spring.

...sitting on the market too long and cursing their home sale.

Deep-seated "beliefs" and "un-truths" are hard to overcome with logic. So, in fairness, you gotta fight fire with fire, BLAZER. These silly ducks are frozen with fear...so turn up the heat with even GREATER FEAR! They'll jump...trust me, Blazer. They ALWAYS do.

So, before you begin your trail of terror, it's important that you spend a little time analyzing the types of potential prospects that you are going after. This way you can hit them square between the eyes with a haunting message that's perfectly crafted just for them.



Typically, you've got a few different types of sellers who are hanging on to hopes of treating themselves to a fat closing check:

-Sellers who simply WANT to sell (for kicks)

-Sellers who WANT to sell for good reason (opportunities elsewhere, quality of life, etc.)

-Sellers who NEED to sell (job relocation, pending foreclosure, etc.)

And as a serious marketing student who is wise enough to invest in the Blaze...the virtual Holy Grail of real estate marketing secrets...of course you understand the need to craft messages that have specific impact and BENEFIT for each type of prospect.

WHEN YOU CRAFT A MARKETING PIECE THAT SPEAKS DIRECTLY TO A PROSPECTIVE CLIENT'S SPECIFIC "WANTS" VS. SENDING A MORE GENERAL "PITCH", YOU AUTOMATICALLY INCREASE YOUR RESPONSE RATES BY MANY MULTIPLES, LOWER YOUR NET MARKETING COSTS AND MASSIVELY INCREASE YOUR COMMISSIONS EARNED.

An important distinction that you need to make, before we go further, is in understanding that even though we are talking about two types of clients...those who NEED to sell and clients who WANT to sell...we are still going to "sell" them the same way...

We will SELL them on.... WANTS!

Remember the Magic Mike Rule of Sleaze-Free Selling... *"Always sell on WANTS and then give them what they NEED later."*

When thinking about the commonalities that the "Need" and the "Want" sellers share, just understand that while one party may be a bit more casual in their desire, and ultimately in their decision to sell, while the other may be more serious in his need to sell, they both possess very strong "wants".

Here's what I mean...

The guy who WANTS to sell for kicks-he's as laid back as they get...BUT...underneath his casual approach, he does have a "want" for what he is undertaking. Let's be real. As much as we like to think of "selling" as a pleasant experience, for most it's a royal pain in the arse.

NOBODY...not even Mr. Casual here...lists their home for sale, struggles to keep it clean night and day, allows strangers to trounce through and generally deals with the inconveniences that go along with selling..."just for kicks"...without a big "want".



Maybe he:

....has his eye on a shiny new house.

...hates his neighbor.

...is sick of the maintenance and just wants an apartment.

...has California dreams because the babes are all tan and sexy (us men are shallow...let's face it. ;)

WHATEVER "it" is...."IT" is his "WANT". So, SELL him on it.

Conversely, there's the woman who NEEDS to sell...and FAST!

Hubby got a new job, moved to CA (with the hot babes), and left her to handle the kids and sell the house (us men are jerks too!).



Her WANT is pretty easy...she's actually got a few...

...She's ready for a break

...She wants to be the only sunbaked cutie in her hubby's arms.

I'm painting a silly picture here for you, obviously.
But you get it I'm sure. EVERY seller has huge WANTS that motivate them.

YOU NEED TO CLEARLY UNDERSTAND YOUR PROSPECT BEFORE YOU TRY TO "SELL" THEM.

It's not always easy to drill down the "wants" of a specific client. Sure, if you have a single FSBO or an Expired listing that you're going after and you've had a chance to speak to them...that's easy.

But what if you want to cast a wide net over a pondful of potential sellers in your real estate fishing hole? Simple...you create a "client model" and use it to create a piece with universal appeal.



To create your "client model" you follow this easy formula:

- Determine the main type of seller (first time or multiple time seller).
- Analyze data.
- Use the "common fears" that I listed above to weave a story around all of these points.

This is easy stuff, BLAZER. Let's put it all together.

What would scare MOST first-time sellers?

Would they feel uncertain?....

Do they NEED lots of cash from their sale due to lack of a large savings account?...

Does the thought of strangers in their home make them nervous?....

Have they been heavily influenced by the opinions of relatives and friends who are telling them to “wait”?

BINGO to all of the above. So, you blend all of this together and you create a “client” model that clearly lays out a path for them to get their “Wants” by hiring YOU.

....They WANT to know that YOU can sell the house and WHEN.

...They WANT to know that You can get them a high price (and a fat check at closing).

...They WANT to know that YOU can minimize their risk (from virus-infected or untrustworthy strangers).

....They WANT to know that YOU can SELL the home no matter what ANYONE has told them.

This truly isn’t brain surgery. You’ve identified common “wants” for this “client model”, now scare them like a Gazelle being pursued by a pack of hungry lions!

Check out this example of a solid headline and sub-headline(s) combo and think about how it might create a strong sense of “Hope to Gain and Fear of Loss” in a prospect’s mind...and more importantly, how it will compel them to ACT!

**If You are a First-Time Seller,
You Can SELL...Right NOW....**

**...And get a WHOPPING CHECK at
Closing,**

**Plus, You Can Avoid the Dangers of
Strangers in Your Home!**

My “Smart Sale System” GUARANTEES that
you will SELL Your Home SAFELY and for
the HIGHEST PRICE!

Call Me Now to Discover why Fall can be the
BEST (and most PROFITABLE) time Ever to
Make Your Move!

“Waiting” may be a **FATAL** Mistake!

Magic Mike
770-XXX-XXXX

P.S. While others sit on the fence waiting to list. you can get your house SOLD and put a fat check in your pocket...safely and easily. Call me today to try out my “Smart Sale System” and...Start Packing!

Like shootin’ fish in the proverbial barrel, Blazer. These guys will be darting to get to their cell phones so they can call you and ask; “How?”. Then all you do is engage them in a “future-pacing” conversation and close them down right over the phone.

Remember, the engineered end result of a “*Mass Attraction Marketing*” ad and future-pacing conversation is a 30-minute pre-closed listing appointment.

No more “interview” appointments where you show up and have to compete with a long line of “lesser” agents for the opportunity to list a home. Nope. You show up, do paperwork and leave. That’s a true “listing” appointment. Let beggars with weak marketing waste their evenings going to “interview appointments”. By now, Blazer, you are far too good and your time is far too valuable to waste effort on things that aren’t already pre-framed to go your way.

AMATEURS AND SALESPeOPLE WITHOUT THE CONFIDENCE TO
“CLOSE” UP-FRONT, GENERATE FAR FEWER COMMISSIONS THAN
EXPERTS WHO PRE-FRAME PROFITABLE OUTCOMES.

Follow the same formulaic approach with ALL types of sellers...

How about 2nd or 3rd (or more) time sellers....

Don't risk LOSING Equity
When You Sell Your Home!

Avoid Springtime Competition
like COVID-19....

“Waiting” can be **DEADLY**
to Your Bottom Line!

These “veterans” of the home selling battlefield already understand the pitfalls involved in waiting until it's too late. You just gotta give them the little nudge they need to get them hopping!

And there is no greater way to do that than with good old, blood-boiling, adrenaline-rushing FEAR TACTICS!

Admittedly I do have a bit of a wicked little smirk on my face and I just may have let out an evil chuckle or two while I've been putting pen to paper here about my favorite marketing action-creator, which is FEAR, of course.

And it's only because I know that if you follow my lead here and employ FEAR wisely and repeatedly, that you can achieve some pretty astonishing and more importantly, measurable and duplicatable results. That's ultimately why I'm here, Blazer....to help you line your pockets...effortlessly.



I'd like you to take a few minutes now, to consider the potential, end-of-year sellers who reside in YOUR marketplace.....

WHO are they?

What exactly do they WANT out of selling?

HOW can you convince them that YOU are the agent to deliver that WANT?

Answer those questions, Blazer, and you are going to sprint right across that finish line in December. While the lazy real estate bears who celebrated too early, go into hibernation, you can scoop up the last delicious spoonfuls of honey that they've unwittingly missed out on.

Let me close this issue of The **"Agent On Fire BLAZE"** with a short discussion about our Presidential election....

My bet is...we are going to end up in the courts for this one, no matter who is declared the "winner". You'll probably be receiving this issue shortly after Election Day, so you'll undoubtedly see for yourself. It's been a campaign that's too contentious, too divisive and too self-righteous on both sides for it to possibly go either way.

One immutable law that you can always count on is that "truth" is always masked by Selfish Personal Interest. In other words, people ALWAYS do what is best for THEM.

Much the same way that I have no faith that any of the political parties gives a damn about me to even the smallest degree vs. how much they care about what they WANT, I also recognize that sellers (by virtue of being human) behave exactly the same way.

Each will throw away life-long friendships, disown family members, spew hate and disgust upon others and walk-across glass barefooted in order to get what is important to THEM.

I don't say this with anger or negative intent in any way whatsoever. I give this sentiment to you merely as a gift...perhaps the greatest gift ever as it applies to attracting clients.

FOCUS on showing THEM how YOU can meet THEIR "WANTS" and you'll realize success beyond even your wildest of dreams.

Whatever direction this election ends up taking us, I remain your brother and mentor and I WANT to help you navigate the uncertain waters ahead.

God Bless the USA!

Until next time, I remain...

"Anti-Typically" yours,

-Mike

P.S. In the November issue of The "Agent On Fire BLAZE" I'm going to lay out a spread of gifts under your tree that will empower you to ring in 2021 like a Rockstar! The path to 6 or even 7 (or 8) figures next year has nothing to do with prior experience or the current size of your bank account. Stay tuned...

P.P.S... If you want to see if you'd be a good fit for my Nationwide real estate "team, please email me at mike@agentonfire.com with the Subject Line: "Your Team"

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! Here's the page link:

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



THE "AGENT ON FIRE BLAZE"

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