

High-Level In-Field Sales / How to Eliminate the Competition by Being the Competition.

Attack the Card by Al Lewis

Part I Attack the Card

Ever heard of an Elevator Speech?

An Elevator Speech is a clear, brief message about you. It communicates who you are, what you are looking for and what you do briefly and succinctly. Its aim is to define in a few moments' time how you can benefit a person, company or organization. It runs thirty to sixty seconds in length, the time it takes to ride from the bottom of a building in an elevator to the floor selected, hence its name.

It's supposed to be a persuasive speech given quickly to stimulate interest in what you and your company does to someone you bumped into in an elevator that you would like to do business with, but don't have more than a minute or so to motivate to do this.

When the person you bumped into opens the door by exchanging pleasantries with you, you redirect the conversation by suggesting that you're glad you bumped into them because there's something on your mind that you've been wanting to share with them, and you lay in.

Now, the laying in, this is your pre-prepared speech that explains what you and your organization can

do for him or her clearly and succinctly in a minute's time: your Elevator Speech.

This encounter won't occur, obviously, only in an elevator, but the idea of only having a ride between floors to make your point and get to

Unique Selling Proposition. Your pitch needs to be snappy and compelling but, moreover, exciting. This is accomplished by your merely being an enthusiastic practitioner. Like anything else, practice makes perfect.

It's always a good idea to have a small takeaway item with you, which you can give to a prospect after you've delivered your speech. This brings us to our "Turnaround Sales and Marketing" card, the object of this discourse, doesn't it?

I hope you saw that coming.

First, Though, a Bit of a Sidebar.

Every discipline whether academic, scientific, spiritual or philosophical has its founding fathers, or lead thinkers that laid a path for all to follow. In advertising, three were instrumental in shaping the way things work best. They were David Ogilvy of Ogilvy and Mather, Leo Burnett of Leo Burnett Worldwide, and Bill Bernbach of Doyle Dane Bernbach; all worldwide advertising agencies during the 50's, 60's and 70's, and still today. Think of TV's Madmen, think of them.

All said in their various writings the same things at one time or

TURNAROUND
SALES/MARKETING

HOW TO TURN SLOW-SALE REAL ESTATE / AN EXPIRED LISTING INTO FAST-SALE REAL ESTATE / A CLOSED ESCROW

You can get anything you want in real estate if you realize they are gained by bold and enterprising sales and marketing that move through the market like juggernauts: unstoppable forces that crush whatever are in their path. Sell at the top of the market, first, in your neighborhood irrespective of price, place or conditions of the time.

Real Estate Professionals of Southern California / Our programs and strategies both local and outreach, personalized to (1) Your house (2) The local market and (3) The international community, stretch and break the boundaries of the mass-solution to real estate sales practices by conventional area-bound agents, companies and franchise giants. Leadership, a structured program and personal involvement will distinguish my service. Call any time to talk.

Get to Know the Broker and Program that Will Sell Your House
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where you want to go with a prospective customer for the sale of your product or service clearly defines the magnitude of importance of having a plan for doing this quickly with interest-stimulating clarity.

You'll want to (1) Describe what your organization does (2) Focus on the problems that you solve and how, and (3) Define the steps you will take to deliver your product or service.

In advertising lingo, this is defined as communicating your USP, your

another: that (1) Each advertisement must make a unique proposition to the consumer (2) Each ad must say to each reader, "Buy this product and you will get this specific benefit" (3) The proposition must be one that the competition either cannot, or does not offer and (4) The proposition must be so strong or innovative that it can motivate action.

An innovation is such because it stimulates a sudden shift of attention onto some previously neglected aspect of experience, it uncovers what has always been there, yet is revolutionary; an innovation is such because it establishes a new, meaningful relationship between previously unrelated things in a fresh, new light.

This altogether is the power behind our specialty, Turnaround Sales and Marketing, our program for turning Slow-Sale Real Estate into Fast-Sale Real Estate and our takeaway, the marketing card that expresses it all.

The greatest marketing ideas in the world, though, aren't worth a penny's value if we (you) can't articulate them to anyone and everyone we meet upon a moment's notice, so to speak, with force and fortitude.

Back to the Elevator Speech.

Great marketing is a team sport. Think of it, if you work for Century 21 you sell the image and content of the franchise, its product, service and image that teams of marketing people have been working on for decades. The same goes for KW, CB, BHHS and so forth.

Writers, art directors, advertising people of every discipline, franchise owners, operators and salespeople all depend on each other for getting

the message out. This goes for boutique real estate operations like ours as well. A major factor in how well you do in the business of your business is how well you work with all the above. In cooperation, a lot can get done; in discord, not much.

Helmut Krone, an influential art director at Doyle Dane Bernbach, is quoted as saying, "The meeting is the media." He said, "You probably think you do **Ads** for print and television. Wrong. You do meetings! Your medium is not the newspaper, magazine page or TV screen he told both trainees and high-level executives, it's the meeting room wall and the conference table."

"Visualize the meeting," he said, "How big is the room? Where is the wall? Where are the people you'll be presenting to? Who are they? You'll have to make an impact on 'That' space. Own the room with the power of your work. **ATTACK THE WALL!** Get the theme up nice and big. Give the meeting a headline. Have a right brain visual to go with your left brain verbiage. Remember, if you don't do the meeting right, the ads don't run. Or worse."

Conference room settings for meetings as described are such that the walls are covered with storyboards defining the visual drama, name awareness and product benefits of some new advertising campaign and strategy proposed by the agency for the client. When an art director or presenter, whoever within an agency, presents or pitches the program to a client, by focusing on the wall and attacking it by explaining one image, structure or strategy at a time pinned to it, they lose all sense of self-doubt because they talk to the art, so to speak, and not the client.

Maybe, during the presentation, they need not even look at the client, but talk to the wall only. This, I thought when I came upon it in an old advertising book I found at a used book store, was genius.

The inference I want to draw from this is that we, like an art director of a worldwide advertising agency making a presentation to a client about a new strategic marketing plan, don't do **Listings** just like they don't do **Ads**, we do meetings too. We also have to own the room, so to speak, but our room is the front porch of some luxury home, estate or resort-oriented residence on which we stand and we have to own the room with the power of our work just like they, but instead of **ATTACKING THE WALL**, we will **ATTACK THE CARD**. The card, of course, being our "Turnaround" sales and marketing card, and the attack, our Elevator Speech.

Everything you need to say about our program and service, as said above, is printed on the front and back sides. It's only 4.25 inches by 5.5 inches in size and easy as 1, 2, 3.

After an introduction taken from our In-Field Talking Points and a moment's pleasantries, hold your card up, look at it, not the home owner, and (1) Express the headline to define your specialty and make a unique proposition to the home owner (2) Express the subhead to define a specific benefit they will get for taking action with us and (3) Express the copy to define a service the competition either cannot, or does not offer. **ATTACK THE CARD!** This should only take about a minute, then give it to them.

By attacking the card, you will speak with forthrightness and a fortitude not common to your cus-

tomary way of talking. Your pitch will be lion-like, your stance tiger-like, and your intention eagle-like. Like a predator admired by all you will strike at the heart of the matter of your reason for being there in the first place and because you are merely reading, sort of, you will do this without self-doubt. Remember, we all are in this together: I prepared the message, you deliver it.

One of the main reasons most people don't present well is that most people are just afraid to present with fortitude because of self-doubt. Will I say the right thing? Will I be accepted? Will I be rejected? These are common questions derived from fear that put off doing the work along with the detestation of having to do it alone.

"There are two times in life when you are totally alone," goes the saying, "just as you die and when you make a speech." No one likes being alone so putting off the work is actually a pursuit of pleasure and, as we all know, Sigmund Freud coined the phrase The Pleasure Principle to define how we in life pursue pleasure and avoid pain. You have to decide to be a presenter, a public speaker so-to-speak, a pitchman even if you don't want to if you want to be successful in real estate and being alone or doing it alone parallels the activity, so get over it.

Additionally, a good presentation needs great art, graphics, exciting layouts, juicy ideas, terrific storyboards and a few extras. This is what your in-field Listing Book is for. It's icing on the cake.

After you ATTACK THE CARD, ATTACK THE BOOK!

Tell your prospective client you can't do your program justice here

on the porch, but that you can share this with them, that your program is made up of blueprint structures and strategies like these itemized here (on your foldout Marketing Plan) and shown within your Seller Services Portfolio.

Opening your Marketing Plan and Listing Book gives you something to attack. It's the wall so-to-speak.

In Closing / Sellers want to win just like you. Be confident in that. Think of yourself as the agent they have been waiting for. Attack the card to get their attention and attack the book to close on the client cultivation process. As you talk, silence indicates acceptance.

Revel in this and be confident.

Sellers are Not Buyers.

Sellers are not buyers. This would seem obvious, but agents today are duped into thinking we market to them as though they were one and the same by people not even in real estate: high-tech social media and website developers for online portals like Facebook, Zillow and Trulia.

They have done a good job creating beautiful products that by their presence have made people, agents, think they have what it takes to bring them business; true if selling, but not true if seeking listings.

Relative to listing, real estate is a go-to business and not a come-to business; and relative to selling, real estate is a come-to business and not a go-to business.

What I mean by this is that sellers, once they have decided to sell, do not go onto the internet in search of an agent that can meet their needs. Generally, at least to the 95th percentile, real estate is a relationship oriented business and sellers list

with agents they have long known who have cultivated a relationship with them by one means or another.

Buyers, on the other hand, are commodity oriented and once they have decided to buy go in search of a house that will meet their needs by going-to locales they have in mind to see what's for sale or to advertising of one type or another to find.

A listing agent (one who wants listings) must go-to a seller to begin and build a relationship to find success while a selling agent (one who has a listing to sell) can advertise one place or another, especially on the internet, to have buyers come to them.

Buyers find agents and not the reverse. The corollary of that is that agents find sellers and not the reverse. One is a go-to aspect of real estate and one a come-to aspect.

Knowing this and keeping clear of all distractions is paramount to success listing in any numbers above what you can accomplish through family and friends; especially if wanting to list at the top of the market by the necessity of having to go to where the money is (the fat houses) and begin the cultivating of relationships by choice with sellers you had not known before.

I close with this because it is paramount that you ATTACK THE CARD, ATTACK THE BOOK and ATTACK THE MARKET to get to where you want to go listing Luxury Homes, Estates and Resort-Oriented Residences. One follows the other both frontwards and backwards.

In Closing / Think outside the box if you want, but not outside the calendar. Once you make a plan of action for Monday, Wednesday and

Friday of this week (or any other such schedule) that includes seller contact for the purpose of client development, stick to the plan whether you want to do it or not.

What may be (or seem) painful at first becomes pleasurable once you (1) Start getting listings (2) Execute basic For Sale marketing (3) Sell your listings (4) Close your escrows and (5) Get big fat checks.

Part II Paradigm Blindness

It is said that we – you, I and every person we meet – are unable to observe, recognize or understand a situation, event or idea until there's a prior context, language or relative experience from which we can draw inference for (1) Framing it, which is the same as boxing it and for (2) Labeling it, which is the same as cataloguing it for filing and recall.

If a prior context for framing, labeling, cataloguing and filing a new idea or proposal does not exist, then woebe gone a presenter of “alien” ideas, because fear (of the unknown) is roused and the “fight or flight” response stimulated. Look what society did to hippies in the 60s just because they let their hair grow long and encouraged love over war, and what society did to individuals and groups simply seeking their civil rights about the same time.

This framing, labeling, cataloguing and filing is paramount to sticking our heads in the sand, a metaphor for not facing new challenges and ideas, which is the easiest way to get through life and what is dramatized by the saying “Think Outside the Box” which is what every person I ever met professes, but few except

free thinkers with warrior-energy actually do.

Sidebar / Like intelligence, everyone thinks they're smart; everyone thinks they are a free thinker too, but we know this is not true of everyone in both instances, don't we? Where we, you or I, fit on the scale dumb-to-intelligent or blocked-to-free is unknown except, I think, by our actions; one, I think, indicates the other but I can't be sure of this. What do you think?

This whole phenomenon is called Paradigm Blindness, and is the direct consequence of a limitation of experience (context) from which to draw inference. As salespeople, and because it is people that we sell our service to, it is our job to know this and have a plan for alleviating it in every situation.

Paradigm / A person's world view; their philosophical, spiritual and theoretical framework; how they see things.

How to Do This.

The best sellers are storytellers. Context building tools – stories, analogies and metaphors – are the tools of trade that lead to understanding and are the underscore of their sales techniques.

A compelling tale, they know, properly framed funnels thought along a line of reasoning a prospect is able to relate to based on past experience (context) and draws them into a sales-consideration cycle, one new idea or precept at a time, along the line of self-interest until self-interest is stimulated and drives action.

A New Story #1 / The next time an obtuse seller says, “When I go back on the market I know who I'm going to list with,” say something

like the following and then Attack the Card:

Thank you for that, that's what I thought I might hear. I'm not here to step on anyone's toes. I just stopped to share some information with you and advise, if I may, that to do better you have to get better.

Then Be Bold and Speak with Warrior Energy / Should you go on the market again with the same company or a similar local area agent who had equal access to MLS the whole time your house was for sale whose combined magic, when you get down to it, is just the multiple listing service, it's likely you'll have the same experience again and go another six-months or year unsold.

Then Speak with Impunity / Importantly, my company is not a neighborhood-only real estate company specializing in some small defined area, but a professional marketing company with more than forty years' experience doing Turnaround Sales and Marketing.

We specializing in turning Slow-Sale Real Estate (an Expired Listing) into Fast Sale Real Estate (a Sold and Closed Escrow at the Top of the Market). You can get anything you want in real estate if you realize they are gained by bold and enterprising sales and marketing that move through the market like juggernauts: unstoppable forces that crush whatever are in their path.

It's our objective to have you sell at the top of the market irrespective of price, place or conditions of the time and there's no obligation – when the time to sell again comes – for just looking our program over (open your Listing Book, fold out the strategy, close it quickly and flip

through the chapters of your portfolio).

To, maybe, encourage or remind you to do this, to open the door so-to-speak, I'll just drop this card to you in the mail once in a while. You can get to know bits and pieces of our program online, if you like, and maybe two or three months from now if in the neighborhood I'll say "Hi" again.

When the seller says "Fine" or some such closing comment, hand them the card and leave. You know how to end a conversation. When the seller says, don't bother, say no bother at all, hand them the card and leave; or if they don't open the door for you to do this, just say I'll set the card here and leave.

Go back to your car, grab your Lead Book, date and note your first contact: First Contact / Follow-up. You don't need to bother with any other detail. Send your card every other week three times, and stop to say "Hi" again before the fourth card goes out. By doing this you will show this prospective client that (1) You want the work, that (2) You are Reliable, and that (2) You believe you have a great program for them to look over, which you do !!!

This is how you begin the "Manufacture" of a relationship, whether invited to our not, with a seller you had never met before that will lead to a program look over when they decide to sell again irrespective of anything they said to you or not about some agent they were planning to list with the second or third time out. Remember what I shared in The Golden Key of Success, that most anything they tell you is a lie or stall because it is just their job to get rid of you however and by whatever they have to say to do it.

A New Story #2 / The next time an obtuse seller says, "I will not list the house, but bring a buyer and I'll pay you a commission," say something like the following:

"Thanks for the offer, I'll take you up on that, but you know real estate is a business and not a happenstance. Marketing, as you know, is the key to success in business whether a mega retailer like Macy's, or a manufacturing monster like Mercedes, or a maker of Big Macs like McDonalds.

"The future belongs to those who create it and in big-business it is created by marketing; the same holds true for real estate. We, at Real Estate Professionals World Enterprise Marketing (said slowly and clearly) are marketing professionals and brokers, and have a plan for marketing your property to get it sold at a price you want without an Exclusive Listing or going on MLS if that's how you want to do it, a unique and extraordinary way of proceeding under the Long Forgotten, Misunderstood, and Never Used Open Listing. We will perform, though, as though working under an exclusive listing except for the standout features of our program that require broker-cooperation."

Sometimes, when working with a seller, maybe on a six-million dollar house that won't take action in an appropriate conventional way, baby steps are needed to move them in that direction. This is a process for doing that over a reasonably short period of time.

A New Story #3 / That's enough for now. Get it ???

Every time you get a Lie, I mean an objection, designed to put you

off that you don't have an answer for, go home and make up a story that will lead to you getting what you want the next time you hear it; and, possibly, I actually recommend this, go back to the same house a few days or week hence and apologize for returning so quickly, but add that you've been thinking about what they said to you, such and such, and you would like to turn that around by advising this, then lay it on.

There is nothing a seller can say to get rid of you that you can't turn around for the purpose of following-up to the point of a program look over somewhere down the line. Sure, it takes a little practice, a courageous outlook and warrior-like energy to do, but who said making a half-million, or three-quarters of a million, or a million-dollars a year wouldn't take some shape-shifting effort on your part. Change into the agent you want to be one story at a time, you can do this.

Lastly, May Advise?

Nasty, obtuse, crabapple sellers mostly are such just because they are in the depressed phase of their manic-depressive personality cycle. They can't be nice to anyone. You, really, are not a target for their vituperative comments, just next in line for showing up.

Some research indicates this is true of most people in the US seventy-percent of the time. This is telling of what to expect at seventy-percent of the doors you visit.

As such, keep at it, visit after visit with obtuse sellers and you'll see, that you'll one day show up when they happen to be in the up phase of their manic-depressive personality cycle. They'll show revel in your

visit, express how glad they are you came by, invite you in for tea and plan a time to list with you, not merely a time to look your program over. You'll find it hard to believe it is the same person.

Most agents don't do this because they just don't know. They think rejection is real. Sounds like Paradigm Blindness to me.

Part III **On the Other Hand**

I hope you can see by my roiling dialogue about selling that I love every aspect of it both frontwards, backwards and downside up.

By on the other hand, I want to admit that I mostly suggest ways and means of assertive future making but we, really, need not be assertive at all and, still, we can succeed to any degree wanted. The great thing about real estate is that there is room at the top for every type of person whatever the personality, Warrior or Milquetoast, and every type in between.

What if, for example, relative to our program, you wanted to only manufacture relationships with persons you had a great affinity for, people you liked right off that met some criteria of personal dynamics before you would even talk to them such as gender, age, height, weight, race, style of clothes, grooming, personality, smile, etc. and in a blink upon first meeting decided whether they met these criteria or not and whether or not you would talk real estate with them or just turn and walk away?

The walkaway puts you in power and not them, doesn't it? No longer would you be or feel like a hungry-beggar but, instead, the decider.

That's power.

When you stay and talk real estate with persons of choice it's because you know by some inner perception that things will go according to plan. You know (1) You'll establish a relationship upon first meeting (2) You'll nurture the relationship over time into a friendship (3) You'll show your new friend that you want the work and establish your reliability, and (4) You'll share your over-the-top program for getting them to where they want to go with the sale of their home when the time for doing that arises.

By walking away from crabapples of every type imaginable and working only with prospective clients you have a great affinity for, you put a twist on the business of climbing the ladder of success and, instead, just start at the "Top" and stay there: no climbing necessary.

The Walkaway / Consider this my authorization for you to do this, unless, of course, on the other hand, you want to work with impunity in all situations and go for the jugular.

The choice is yours.

Part IV **Destiny/Fate**

I coined a phrase long ago that defined my take on both Destiny and Fate, for they are both so similar that they probably are one and the same thing: Divine Self-Sufficiency.

Fate is somehow entwined with things thought of as divine, thus the word Divine, but in laymen's terms isn't your Fate merely that which you must inevitably experience? Thus the complete phrase, Divine Self-Sufficiency, because we definitely have something to do with it.

I don't know much about the Divine aspect of Fate, because that's

the whole point of things Divine, that they must be taken on faith, but of Self-Sufficiency, I know something about that.

If, for example, you were to jump off the San Francisco Bridge, I could foresee your Fate; and if you were to drive more than eighty- or ninety-miles an hour every time you got onto the freeway and weaved cars zig zagging across lanes to do this, I could foresee your fate relative to that too.

In the first case, about four seconds after jumping you will hit the water below at a speed of about ninety-miles an hour. Only three of more than 1600 known jumpers since the bridge opened in 1937 survived the jump. I'd say, jump, and your fate is pretty well wrapped up. In the second case, I'd say you will eventually get a ticket and, possibly, have your car impounded for reckless driving if you are not first snuffed out by having a major accident; all, actually, will follow, but which happens first remains to be seen, maybe that's the Divine aspect, uncertainty?

Aristotle pondered the paradox of this Divine Self-Sufficiency thing at great length, though he didn't coin that nifty phrase, he instead came up with this: Entelechy. It never really caught on, did it?

The term Entelechy, though coined by Aristotle, traces to the Ancient Greek word entelecheia, from the combination of the Greek words enteles (complete), telos (end, purpose, completion) and echein (to have). Entelechy could possibly be translated in English as, "having the end within itself." To Aristotle, entelechy referred to a state of being in which a thing was actively working to be itself.

“Working to be itself,” and “having the end within itself,” these are definitely self-reliant goal oriented principles of self-sufficiency: decide it, see it, though action is always part of the formula; and, again, “having the end within itself” is Destiny/Fate even if self-determined.

The thing about Destiny/Fate as I am proposing is that it is intertwined with an infinite number of individual destinies (other peoples' and, possibly, every other living thing on earth), each seeking self-fulfillment at your expense. This can be a problem. This is why, within whatever environment, circumstance, job or profession you find yourself, it becomes your task to learn to compete within it according to the principles and practices of success relevant to the environment itself and, thusly, self-rely your way to the top one incremental step at a time intertwining your entelechy with theirs.

This all begins with how you think about things. Be negative, get negative results derived from non-action; be positive get positive results derived from action. One thing always follows another, that's the rule. So be positive.

The possibilities inherent of a lifetime's activity pursuing one thing or another are infinite. Because of this the idea that there is some one ultimate Destiny or Fate you must experience is not only ridiculous based already on just the “Bridge” and “Speedster” stories I shared above, but intellectually inconceivable. When we understand that the first reality above all else is consciousness, that “I think, therefore I am,” Descartes, and following that, self-reliant action, we are compelled to live inside-out.

Your consciousness is therefore the creator of your destiny. What you think about expands.

Irrespective of occasional experiences that seem to contradict this, it is your destiny to rise to higher and higher states of success – expected, wanted results – because you know that's what you want; and that's it, the wanting. A wanting consciousness is the harbinger of action, and action of change.

Ralph Waldo Emerson, “There is a time in every man's education when he arrives at the conviction that envy is ignorance; that imitation is suicide; that he must take himself for better, for worse, as his portion; that though the wide universe is full of good, no kernel of nourishing corn can come to him but through his toil bestowed on that plot of ground which is given to him to till. The power which resides in him is new in nature, and none but he knows what that is which he can do, nor does he know until he has tried.” *Self-Reliance and Other Essays*

And again, “Prayer that craves a particular commodity—anything less than all good, is vicious. Prayer is the contemplation of the facts of life from the highest point of view. It is the soliloquy [an act of speaking one's thoughts aloud when by oneself or regardless of any hearers] of a beholding and jubilant soul. It is the spirit of God pronouncing his works good. But prayer as a means to effect a private end is theft and meanness. It supposes dualism and not unity in nature and consciousness. As soon as the man is at one with God, he will not beg.” *Self-Reliance and Other Essays*

“He will not beg,” need I say

more? That single phrase preceded by a statement as to the importance of prayer (thinking) in the spirit of unity with life's Creative Force puts consciousness at the fore of Destiny/Fate followed by toil, the catalyst of becoming.

These altogether are Divine Self-Sufficiency, Emerson style, and the name of his book says it all, *Self-Reliance and Other Essays*. That single book has changed the world many times over. This was required reading of English-Lit 101 my sophomore year in college (Now Yours!).

Ernest Holmes, the founder of a Spiritual movement known as Religious Science whose spiritual philosophy is known as “The Science of Mind,” calls this unity of thought and toil Spiritual Mind Practice.

“It is necessary that a spiritual mind practitioner [you] assume authority in his or her work,” said Holmes, and “In actual practice, when a wrong condition in life or work does not seem to change it becomes necessary to resort to a process of gradual change of thought from fear or indolence into faith and action.” *How to Use the Science of Mind*

You are not to look upon the process as an end itself, Holmes taught, but as a way of arriving like getting into a car to go somewhere. The path is not the goal, just the vehicle. If we could do away with the process and instantly arrive at a goal, if we could turn water into wine or command manna from heaven, well, that would be good but don't count on this happening.

We must be willing to use a process until the thing we want starts to be our experience by our turning into that which we most think about.

Spiritual Mind Practice is faith in action; back to the Divine part of Divine Self-Sufficiency: faith. Just do the work like a farmer plants seeds to “See” a harvest a few months hence. Your thoughts are seeds that will sprout as action appropriate to the want. Count on it. This is bringing the personal to bear on the impersonal, the Universal Creative Force from which all life sprouts.

Causes (thought and action) and conditions (experience) are identical, my favorite way of stating this is that “Action and Success are Mutually Arisen.”

Conditions are always a reflection of consciousness. You can take that as far as you want, even to say that existence itself, here on Earth, our only personal awareness of it is a body of Divine ideas ordained and organized by the Universal Creative Force for the definite purpose of Its own self-expression: a tree, a rock, you, I, etc. operating as though they were laws unto themselves; and, since we as individuals are looking through our thought patterns at the whole, we interpret the world in light of how we choose to see it.

“Change the way you think about a thing and the thing you think about changes.” Wayne Dyer

This is free will in spite of the various principles and methodologies of defining, divining and determining Fate. It’s in your hands.

When, after all, was the last time you thought in great detail about brewing beer, but instead made pasta; or when was the last time you thought in great detail about playing a favorite instrument, but instead polished your car?

You could have thought about making pasta and polishing your car too, but the thought/action sequence that dominated your thinking was the energizer of the path you followed, likely brewing beer and playing an instrument.

The same goes for all the thought processes relative to the things we do to find success in real estate.

In Closing / I’m often asked by a prospective or new associate or affiliate how fast they can get things going, get their first listing, etc. If on the phone, I thank them for asking and tell them I just happen to have a crystal ball sitting before me and if I look into it I can see their future, that I can tell them exactly how fast they’ll succeed and I ask if they really want to know.

We laugh a bit and then I explain that the future belongs to those who create it and that their Destiny or Fate, even in real estate, is that which they must inevitably experience based on actions they take to get to where they want to go, or not.

“The best sellers are story tellers,” remember that?

To make the point and remove the blinders inherent of Paradigm Blindness I bring them up to speed, so to speak, by telling them the Bridge and Speedster stories as I did above. I emphasize that I am not a psychic or clairvoyant, but that I do know what their experience will be based on the work they do relative to “our” program or not and that, still, in spite of doing the work that their success will depend on their outlook about all things relative and not mine or the program itself. I provide the tools, I say, the hammer and saw, what they the carpenter do with them in hand is up to them.

In a house, well, that’s another story, I say. I share with them that I take on the burden of success there, but up to that point their actual future, I advise, the actual creation of it is determined by how fast they get to the work proscribed and stick to the program.

There’s an old saying at the rodeo, “It’s not enough to know how to ride, you also have to know how to fall.” Most people in real estate are oners (pronounced one’r or one-ers). That means they do something once and if it doesn’t work out just right, well that must be telling and they move on to something else. Man alive, you got to know how to fall and get up. Can I say it any more clearly?

“That’s life,” sang Frank Sinatra, “that’s what all the people say. You’re riding high in April, shot down in May, but I know I’m gonna change their tune, when I’m back on top, back on top in June.

“I said that’s life and as funny as it may seem, some people get their kicks steppin’ on a dream, but I just can’t let it, let it get me down, ‘cause this fine old world, it keeps spinnin’ around.

“I’ve been a puppet, a pauper, a pirate, a poet, a pawn and a king. I’ve been up and down and over and out and I know one thing, each time I find myself flat on my face, I pick myself up and get back in the race.

“That’s life, I tell you, I can’t deny it. I thought of quitting, baby, but my heart just ain’t gonna buy it, and if I didn’t think it was worth one single try, I’d jump right on a big bird and then I’d fly.

“I’ve been a puppet, a pauper, a pirate, a poet, a pawn and a king.

I've been up and down and over and out and I know one thing, each time I find myself flat on my face, I just pick myself up and get back in the race.

"That's life, I can't deny it. Many times I thought of cuttin' out, but my heart won't buy it, but if there's nothing shaken come here this July, I'm gonna roll myself up in a big ball and die.

"My, my..."

Couldn't help myself, had to give you the complete lyric.

That's Life, Baby!

Fall? Pick yourself up and get back in the race even if you have to die trying.

Divine Self-Sufficiency. Commitment. I think that's what Frank was singing about.

Me too.

Songwriters Vernon Duke and E.T. Harburg, published by Warner/Chappell Music, Inc., Universal Music Publishing Group.

The Really Last Thing / The really last thing I would like to advise to end this section with is to focus on the few simple but powerful marketing techniques that never change in real estate regardless of the ever-changing marketing landscape and digital world that envelops us today.

People by their very nature are people oriented. We look for guidance from religious leaders and pay great attention to celebrities. We pay attention to political candidates, business leaders, sports heroes, criminals, media spokespeople and even brokers.

Personality, therefore, is all-consuming. While we sleep, even, we

dream about people that we are captivated by.

Capitalize on this and you will dramatically boost your chance of gaining consumer attention over your competition.

There's a friendly smile and a waiting seller behind every door. I've said that before, haven't I?

The single most powerful marketing technique you can employ to get both you and they to where you each want to go in real estate is to stop by to say "Hi" to share a program for doing that.

Oh, yes, and when there, Attack the Card !!!

Part V **Branding**

Did you ever think that every individual, whatever their trade or business, and every business has a brand or is a brand?

In fashion this is merely thought of as having a personal style.

Apparels are grouped according to similarities in pattern, fabric, style line and color to create looks that convey a theme. A personal or fashion style generally refers to the groups of personality traits that are branded by the styles themselves like a character sketch that describes a person: artsy, chic, classic, exotic, flamboyant, glamorous, romantic, sexy, sophisticated, western, traditional, preppy, punk, tomboy, macho, goth, athlete, biker, etc.

A brand, though, is not merely a name, image, logo, concept or personal style about a person, product or service.

Relative to business, it also is a promise to consumers made up of tangibles like the product line of

Mercedes, and of intangibles like beauty supply products that promise a feeling consumers get when they use them whether the products actually deliver on the promise or not. All this together is a brand promise.

If you were to think of a brand as a person and personify it, you would establish in mind what the person is like and what can be expected upon interaction with that person. A brand's "persona" is evaluated and judged by consumers as though a living thing.

The object of this discourse is to establish an understanding that you cannot escape being branded by both consumers and competitors and that, with this in mind, you realize the importance of communicating a clear, concise purpose of being: what you, your company and service are about.

If you focus on delivering excellence to sellers, you grow y/our brand in that direction. If you focus on your company's structured marketing plan delivered with vigor week-to-week, you grow y/our brand in that direction.

It is a moving target.

To elaborate on this (1) If you focus on communication, on the weekly activity reports we provide so that sellers always know what we are doing and the results we are getting, you grow y/our brand in that direction (2) If you focus on your reliability and ambition to serve, you grow y/our brand in that direction (3) If you are friendly and responsive to a seller's interests and not solely yours, you grow y/our brand in that direction, and (4) If you are not always selling, but strive to relate to a seller as a friend or companion as well as a real estate

agent, you grow y/our brand in that direction. Thus teamed, together, we are a brand.

Thus grown, y/our brand will one day, like “Skynet” August 29th, 1997, become self-aware and take on a life of its own, a persona you might say, that will confer feelings of safety and trust upon consumers and lead to listings and sales, though this is not exactly what Skynet did in *The Terminator*.

You can do these things, and more.

In a spunky little book about branding, *Talkable, Building Your Brand from the Inside Out*, author Guy Richards, a branding expert, states, “You don’t need a flashy logo, matching stationary or a Twitter account. These are not bad things, but for every organization, across every industry, the primary component of building a brand is providing more value than your competitors.”

Even as far back as the late nineteenth century, Ralph Waldo Emerson, again, understood the essential ingredient of branding, excellence, when he wrote, “If a man has good corn or wood, or boards, or pigs, to sell, or can make better chairs or knives, crucibles or church organs, than anybody else, you will find a broad hard-beaten road to his house, though it be in the woods.”

By all of this, you should be able to understand what a brand or a brand promise is. It is a claim of distinction made to the market about you and your service. The larger the promise, the harder, maybe, to deliver; but the more actual the promise based on history and experience, the easier to deliver. There’s always a sort of a tug-of-war

between the two. That’s merely the activity of pushing the envelope and puffing (a legally accepted type exaggeration): always trying to do better by means of one promise following another. Deliver on a promise, and your brand grows.

Be Clear About Your Brand Promise

Guy Richards, again, though not direct quotes:

A Brand Promise Demands Attention.

The primary purpose of a brand promise is to tip customers in your favor. The secondary purpose is to inspire yourself to push industry boundaries, which creates customer engagement by means of inspiration.

No Promise, No Standard of Excellence.

Not having a brand promise is comparable to having a bad one. Without a brand promise, there is no organizational standard to live up to. That places you in the ordinary category from a seller’s perspective and creates disengagement by means of boredom.

A Brand Promise Aligns Unspoken Seller Needs with Yours.

The claim you make about our company’s product and service should be something sellers are craving and something competitors lack or have trouble delivering.

Perfect examples of these are (1) Our Radiant-Outreach Network Marketing Program for marketing to the international community and nine other targets that stimulates interest and sales, and (2) Our Sale-by-Auction Program that we wrote and created for the crash of 1990

and have sold more than a few hundred long-on-the-market houses with since, often in only six-to-eight weeks from the time we post a sale-by-auction sign in the front yard.

Deliver, Deliver, Deliver.

The hardest part of any promise is keeping it. Over-promise and under-delivery are the main reasons organizations fail. There’s a saying, “Great marketing will put an average business under.” The corollary of that is that great marketing will put a superior business over the top.

Okay, I think you get it. Know what your cause is, know what you’re competing for, know your competitive rank, so to speak, average or superior, and work a plan to offer and deliver it.

The Better Mousetrap / The gold standard promise I speak of is our motto and theme, that we specialize in “Turnaround” sales and marketing. We take slow-sale real estate (an expired listing) and turn it into fast-sale real estate (a closed escrow), often listing, selling and closing in ninety-days properties that were long on the market: six months, a year, or longer.

We also advise sellers that, “They can get anything they want in real estate if they realize they are gained by bold and enterprising sales and marketing that move through the market like juggernauts: unstoppable forces that crush whatever are in their path; that they can sell at the top of the market, first, in their neighborhood irrespective of price, place or conditions of the time.”

We further state that, “Our programs and strategies both local and outreach, personalized (1) To their house (2) The local market and (3) The international community,

stretch and break the boundaries of the mass-solution to real estate sales practiced by conventional area-bound agents, companies and franchise giants; and that leadership, a structured program and personal involvement will distinguish our service.”

All this is stated on our “Turn-around” sales and marketing card and justified by bits and pieces from within our in-field seller services portfolio: The Listing Book. The works, though, the real works that manifest the ideas and promise, our brand, are not published here or there within my written materials because they are our secret weapons that deliver on the promise a way our competitors can't. The means and methods of delivery are solely presented both they (sellers) and you in-house.

To establish our brand, and yours, with a seller whom you do not know and had never encountered before knocking on their door, it seems to me that a good tact would be to, hmm, let me see, oh yes, that you should ATTACK THE CARD.

It's all right there.

Soldiers on the March / How many times have you sat within a theater quietly waiting for a movie to begin and instead of enjoying an opening sequence of soft images, music, credits and such of the film you came to see, you instead are attacked by the Coca Cola Company followed by noisy theater ads of one type or another and a seeming endless number of loud pounding previews?

Then, worn out, exhausted, and mournfully saturated with light and sound, your movie begins. After all this, it, the movie, or its director,

has an uphill struggle from the start to establish or reestablish within your body, mind and soul a state of being commensurate with the story you came to see.

Have you ever realized the magnitude of the pitch by, say, the Coca Cola Company on your psyche? The brand presentation by means of bright images, dominating sound, thrilling music and the ever present pop-fizz of the Coca Cola bottle and product are in essence marching soldiers on the attack.

Each are the boom, bang, roar, the familiar sounds of war on film and we are the target of the blitzkrieg: a war conducted with great speed and force; specifically a violent surprise offensive by massed air forces and mechanized ground forces in close coordination.

You wouldn't think that Coke needs to be so ever present in the media everywhere we turn because we all already drink coke. I mean we “all” already drink coke. There is not a place on earth you can go that you will not run into the Coca Cola image and that people don't drink coke; but they at Coke know, relax for even a moment and the people return to themselves.

Every conqueror has learned this. Presentness is the first rule of empire building and the first rule of branding as well; but mere presentness is meek, empire builders must be vigilantly on the attack, not always to harm the target like soldiers at war, but to saturate the body, mind and soul of the people with a message inherent of a brand, whatever, even to the degree of Capitalism vs. Communism or Freedom vs. Fascism, or Democracy vs. Autocracy. These too are brands.

Advertising is the euphemistic term we have devised to mask this assault and, essentially, it just means to make something known.

Companies, businesses, entrepreneurs, agents and such that advertise stay in business, however established or not, even Coke. Companies, businesses, entrepreneurs, agents and such that don't advertise, that don't consistently attack the market to both establish and reestablish their brands, go out of business.

Thus our business plan (1) Hello (2) Follow-up by card biweekly three times (3) Follow-up by visit after every third card (4) Repeated to infinity if needed; well, not really, but definitely up to nine months.

These altogether are the blitzkrieg provided you know that you are more than just an agent soliciting business, but a soldier of war and part of a brand promise yourself.

Sidebar / *New readers not familiar with our lead development and client-cultivation process can turn to The Fellowship Library and articles 7-A and 7-B for an elaboration on this.*

Until this writing, I hadn't realized myself the role effective branding has had on my career. However intuited I have from the start always sought to out-promise my competitors and striven to live up to the promises however hard I had to work to do this; I have always devised ways of being ever present so as to be in the right place at the right time to get the business; I have always striven to create images, stories, light, sound and music, theater, you might say, that wows prospective customers into paying clients; and I have always been a predator, vigilantly prowling and always ready to strike (the old “luck

is readiness meeting opportunity” thing); I spend endless hours year-after-year readying my program, portfolio, shoes, clothes, car and self for whatever challenges arise.

I seek by these writings to have you see that in partnership with me, you are these things too.

Branding is not a passive image thing, though it is mostly thought of as being name, logo, and packaging. Malarkey, it is an act of war. Coke does not advertise, they assault.

We, likewise, take ground every time we assault a house, bang on the door, boom our message, flash our card, overrun our competitors, execute (do the work), and occupy body, mind and soul to the point that everyone we do this with utilizes our service. Who wouldn't, after our doing that?

Join now with me the Army, Navy, Air Force or Marines.

This is figurative, of course, but realizing that in teaming with me that you, likewise, can exude the characteristics of a force to be reckoned with, our brand, honored by the people, feared by competitors.

Be All You Can Be. Honor, Courage, Commitment. The Few, the Proud. First In, Last Out. It's Not Just a Job, It's an Adventure. Let the Journey Begin. A Global Force for Good. Aim High. One Over All. Semper Fidelis (Always Faithful).

These are military recruiting slogans, but do speak of what we strive for, don't they: to stand tall, look sharp, be all we can be, and to be a force for good. As civilians we do this through our work.

Together, you, me, we, our pro-

gram, structure and strategies, our work and efforts represent our brand: the Force. When in the field, stand tall, represent with confidence, and always stake your claim.

This does not mean that we are loud and unruly in manner, that we are not soft spoken or polite beyond repute, that we are not humble and courteous, that we do not listen more than we talk, that we do not smile and bow or acquiesce and assent as we do our work. It means merely that we know our purpose and express it with confidence and courage.

This is attacking the market, but if you should become tongue-tied, or if you are nervous about doing this, or self-conscious about some thing, or like a singer that forgets the words to an oft sung song and just can't remember what to say or how to go about it in the presence of some daunting seller or stifling beauty or handsome man, then, well, here I go again . . .

. . . ATTACK THE CARD.

It's all right there.

Thank you.



Al Lewis

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