



 **COME LIST ME!**

BUILD THE ULTIMATE LISTING BUSINESS WITH SELLERS WHO CALL YOU!



BY MIKE COSTIGAN

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TABLE OF CONTENTS

CHAPTER 1	
How I Became The #1 Agent At The Largest Single Re/Max Office In The World	06
CHAPTER 2	
The Real Estate Lie Agents Have Been Sold	07
CHAPTER 3	
The Leverage Shift — How To Stop Working Like a Laborer and Start Marketing Like a Millionaire	11
CHAPTER 4	
Building Your Strategic Area of Marketing (SAM)	16
CHAPTER 5	
Creating Outrageous Offers	20
CHAPTER 6	
Crafting the Magnetic Headline That Pulls Sellers In Instantly	23
CHAPTER 7	
Sub-Headlines That Hook Harder Than a Late-Night Infomercial	27
CHAPTER 8	
Call-to-Action Mastery	29
CHAPTER 9	
Visual Proof: How to Use Photos, Symbols, and Social Signals to 3x Your Response Rate	32
CHAPTER 10	
The Postcard: A Small Space With a Big Job	36
CHAPTER 11	
How to Test Like a Pro — Eliminate Waste, Scale With Confidence, and Create Predictable Marketing That Works Everywhere	39
CHAPTER 12	
Designing the Perfect Marketing Message	43
CHAPTER 13	
Building the Perfect Landing Page	46
CHAPTER 14	
The Perfect Ad Formula	49
CHAPTER 15	
The Dashboard That Turns Marketing Into Listings On Autopilot	53

TABLE OF CONTENTS

CHAPTER 16		
How to Use the Power of Video to Stack Trust and Get Listing Calls on Autopilot		58
CHAPTER 17		
The Magic of Omnipresence: How to Become the Only Agent Your Market Sees		61
CHAPTER 18		
The Power of Video — Multiply Trust, Build Authority, and Create Come-List-Me Momentum on Autopilot		64
CHAPTER 19		
Building the Warm Seller Pipeline		65
CHAPTER 20		
The Power of Pre-Selling – How to Have Sellers Already Saying Yes Before You Even Talk to Them		72
CHAPTER 21		
The Listing Call That Practically Closes Itself		76
CHAPTER 22		
The Come-List-Me System Sales Machine (a.k.a. The Seller Journey)		80
CHAPTER 23		
Pulling It All Together — Your Full Seller Attraction Machine		82
CHAPTER 24		
Scaling the System: How to Build a Listing Machine That Runs Without You		85
CHAPTER 25		
What Happens When You Stop Begging and Start Attracting		89
CHAPTER 26		
What You Should NEVER Do Once This System Is Working		92
CHAPTER 27		
Why There's No Objection Handling Chapter in This Book		94
CHAPTER 28		
The System Recap That Changes Everything		98
CHAPTER 29		
The Moment Everything Changes		101

THIS BOOK IS A WEAPON.

Let's get one thing straight before we go any further: This book isn't some fluffy motivational gimmick, and it's definitely not a collection of warmed-over scripts, recycled advice, or theoretical BS that's been passed around for decades in the real estate industry like a bad cold.

This book is a weapon. It's a roadmap. It's a manifesto for the *anti-typical* agent who's done being average and is ready to dominate their market by learning how to *truly* get sellers to chase *you* — instead of you chasing them.

If you're tired of begging for listings... If you're done with dead-end prospecting methods that leave you feeling rejected and exhausted... If you're smart enough to know that real marketing is what drives real money...

Then keep reading.

Because what's inside these pages isn't just how I built one of the most profitable listing businesses in the country — It's how you're going to build yours.

I've coached over 60,000 agents. I've led the #1 sales team at the largest single RE/MAX office in the world. I've been featured in *Billion Dollar Agent*, the *Forbes Business Council*, and on national media. But more important than any accolade or appearance is this: I figured out a way to stop *selling* and start *attracting* listings like a magnet.

How? Direct response marketing.

And this isn't just another "learn marketing" book. This is the system that gets sellers calling you every day asking *you* to come list their home. It's a playbook. A business machine. You're not just going to read about theory. You're going to learn exactly how to engineer a predictable, leverage-based listing business that scales without grinding you to death.

You won't find scripts here. You'll find strategy. You won't find hustle porn here. You'll find automation. You won't find rah-rah cheerleading. You'll find cold, hard truth.

So grab a pen. Take notes. Bookmark pages. Build this system step-by-step and don't skip ahead.

Because by the time you finish this book, you won't just *think* differently...

You'll *operate* differently.

Let's begin.



MIKE COSTIGAN



CHAPTER 1

HOW I BECAME THE #1 AGENT AT THE LARGEST SINGLE RE/MAX OFFICE IN THE WORLD

I've done every kind of nose-to-nose, toes-to-toes selling you can imagine.

In college, I sold newspapers door-to-door in downtown Atlanta — and I made more money doing that than most adults made in their full-time jobs. Then I jumped into car sales and became the number one salesperson in my first month. As a kid, I did telemarketing — setting appointments for timeshare presentations. Every sales job I ever took, I became #1.

But I wasn't just driven. I was obsessed.

And that obsession turned into something even bigger: a full-blown addiction to *direct response marketing*.

Not just casually studying it... I devoured it.

I read everything ever published by Dan Kennedy, Gary Halbert, Eugene Schwartz, Claude Hopkins, Jay Abraham, John Carlton. I read their ads. I studied their psychology. I dissected their offers. I reverse-engineered their campaigns. I wrote by hand the best-performing sales letters of all time — because that's how you internalize genius.

I didn't just want to sell better.

I wanted to understand *why* people buy — and how to engineer that desire.

And because I had already tasted what success felt like from direct selling, I was smart enough to know that leverage and scale would never come from one-on-one calls and prospecting scripts.

So when I got into real estate, I entered the business already armed.

And what did I see?

A broken industry. Full of well-meaning people using tactics that stopped working 15 years ago. An endless loop of cold calling, door knocking, chasing FSBOs, buying bad leads, attending the same training sessions with the same tired scripts...

It was obvious to me: This industry failed to teach agents how to be great *marketers*.

And I knew right then that I wouldn't follow their path.

Instead of dialing for dollars, I built *systems*. Instead of cold outreach, I built *offers*. Instead of pitching myself, I positioned myself as the *only logical choice*.

And it worked.

In a very short time, I became the #1 agent at the largest single RE/MAX office in the world.

Let that sink in.

Not because I was the best negotiator. Not because I worked the longest hours. But because I applied direct response marketing to real estate.

What you're holding in your hands is the refined, perfected, step-by-step system I used to do it.

If you absorb and implement this system, you will build a business where sellers come *to you*.

You'll stop chasing. You'll stop begging. You'll start leading.

That's the game. Let me show you how to play it.

CHAPTER 2

THE REAL ESTATE LIE AGENTS HAVE BEEN SOLD

Let's pull back the curtain.

The average real estate agent is drowning — not just in overwhelm or busywork, but in misinformation. Misinformation about how listings are actually generated. About what really causes sellers to reach out and say, "Come list me."

They've been sold a lie. A giant, outdated, franchise-fueled lie. The kind of lie that's repeated so often it begins to sound like truth.

"You have to grind." "You have to cold call." "You have to knock on doors." "You have to chase." "You have to 'build relationships' and hope someone remembers you."

Bullshit.

The truth is, most agents are never taught how to become a *marketer* — they're taught how to be *beggars*. They're given outdated scripts, warmed-over strategies, and a bag of overused tricks that haven't changed since the '90s.

And they're told to be "coachable." Which, in franchise-speak, means "shut up and do what everyone else is doing, even though it's not working."

This is the real estate lie.

The lie that says the only way to succeed is to trade your soul for sales, your evenings for open houses, your weekends for walk-throughs — and to *hope* that one day, all that effort turns into consistent closings.

Let me be clear: There is another way.

And you're holding the blueprint in your hands.

The Marketing Void No One Talks About

The typical agent is expected to be a miracle worker:

- **A negotiator**
- **A salesperson**
- **A customer service rep**
- **A scheduler**
- **A marketer**



But most agents never really learn *marketing*. Not real marketing. Not the kind that works while you sleep. Not the kind that positions you as the obvious choice, that causes listings to flow to you like clockwork.

Instead, they learn "brand awareness."

They're told to put their face on a bus bench. Hand out branded pens. Drop pumpkins off on porches.

None of this is marketing. It's nostalgia. It's what your broker's mentor did thirty years ago when interest rates were 14% and the fax machine was cutting edge.

Modern marketing is a system. A replicable, measurable, scalable system that consistently generates inbound listing leads.

It's not about being "better" than the agent down the street. It's about being *different*. It's about becoming the *only* choice — not one of many.

Why Most Agents Are Tired, Broke, and Burned Out

Let me ask you something:

Have you ever felt like no matter how many open houses you hold, how many buyers you drive around, how many networking events you attend... you're still spinning your wheels?

That's because you're on the wrong path. The path of hustle. Of grind. Of trying to outwork a broken model.

A woman with curly hair is sitting at a desk, looking down at a laptop. She is wearing a white long-sleeved shirt. The background is a blurred indoor setting with a teal wall and a wooden chair.

**“THIS ISN’T
ABOUT BECOMING
A BETTER AGENT.
IT’S ABOUT BECOMING
A BETTER MARKETER.”**

YOU ALREADY HAVE A CALL BOOKED.
KEEP READING — THIS IS YOUR PREPARATION.

Let me paint a picture:

Agent A wakes up at 6am. Scripts with their team at 7am. Cold calls expires until 10. Door knocks until noon. Grabs a quick lunch, shows homes all afternoon, hosts a twilight open house, follows up with Zillow leads until 10pm, and collapses into bed.

Agent B runs five marketing campaigns per month. Seller leads come in while they sleep. Their brand precedes them. They're not just seen — they're sought out. Their schedule is packed with listing appointments, not prospecting blocks. They're working fewer hours but closing more deals.

Which one do you want to be?

Exactly.

This book is about becoming Agent B.

Becoming the Obvious Choice

When you understand direct response marketing — not just the tactics, but the *strategy* — you realize that sellers don't want to be sold. They want to be led. They want confidence, clarity, and certainty. They want someone who *owns* the process.

The Come List Me System turns you into that person.

Through targeted messaging, irresistible offers, and positioning strategies that flip the power dynamic, you no longer chase listings. Listings chase you.

And that's not motivational fluff. It's a fact. I've coached thousands of agents across the country to install this system and watched their businesses transform.

The secret is *message-to-market match* — identifying your perfect seller, then crafting a message that makes them say, "That's exactly what I've been looking for."

When you combine that with the right delivery vehicle — postcards, Facebook ads, YouTube pre-rolls, neighborhood-specific landing pages — you create a *gravity* that pulls in your ideal client.

Not just a lead. Not just a click. *A listing opportunity.*

Stop Blaming Yourself. Start Blaming the System.

If you've been struggling to get listings... if you've been losing to other agents... if you've ever felt like real estate just isn't working for you...

It's not your fault.

It's the system you were handed.

It was never designed to make you rich. It was designed to keep you busy.

Franchises make their money whether you win or lose. Brokerages collect desk fees whether you list or not. CRMs keep charging your card even when you're stuck chasing leads.

No one is incentivized to help you build a listing machine.

That's why this book is different.

This book isn't a motivational pep talk. It's a manual. A playbook. A roadmap to reinvent how listings come to you — without begging, chasing, or compromising your life.

It's not about being loud. It's about being *effective*.

This isn't about becoming a better agent. It's about becoming a better *marketer*.

And the moment you embrace that shift — the moment you stop thinking like a salesperson and start thinking like a strategist — your entire career will change.

So take a deep breath.

The old model is dead.

You're about to build a new one.

Let's move forward.

CHAPTER 3

THE LEVERAGE SHIFT — HOW TO STOP WORKING LIKE A LABORER AND START MARKETING LIKE A MILLIONAIRE

You didn't get into this business to become someone's assistant. You didn't get your license so you could chase tire-kickers, host open houses, or cold-call strangers who don't want to talk to you.

But that's what most agents spend their lives doing.

Why? Because they don't understand leverage.

Let me be blunt. Every day you spend doing \$15/hour work, you're burning the daylight that could be spent building a \$1,500/hour business.

You're not supposed to be the one driving across town to put up a sign. You're not supposed to be the one designing flyers, calling the lender for updates, scheduling the photographer, or putting balloons on open house signs.

Those are *labor tasks*. And your job is to become a *marketer* and *rainmaker*, not a laborer.

Let's unpack this. Because this one idea — this shift — can transform everything.

The 3 Types of Work in Real Estate

There are only three categories of work you can do in your business:

- **Labor Work (Low leverage)**
- **Sales Work (Medium leverage)**
- **Marketing Work (High leverage)**

Labor work is everything that could be done by someone earning minimum wage. Courier runs. Sign installation. Inputting listings. Following up with a title company. Setting up a lockbox. Doing admin tasks.

Sales work is working leads. Showing homes. Handling objections. Going on appointments.

Marketing work is creating systems that attract clients — without you needing to chase them down.

It's the only type of work that continues to pay you tomorrow for what you built today.

And the tragedy is... 95% of agents spend almost none of their time in the third category.

They're stuck doing labor. Or chasing low-quality leads. Or reacting to emergencies.

That's why they burn out. That's why they earn less. That's why they struggle.

But not you. Not after this chapter.



The Millionaire Agent's Formula

Let me walk you through something that flipped the switch for me.

It's the *leverage formula* I discovered after studying the highest-paid professionals in real estate (and in other industries).

It goes like this: Client Flow x Systemization x Value Delivery = Wealth

Let's break it down:

- **Client Flow** is your ability to attract high-quality listing leads — predictably, on-demand, and without cold prospecting.
- **Systemization** is how much of your business runs without your constant involvement. Think: marketing systems, lead nurture automation, showing assistants, listing coordination, AI follow-up, and software like ListingSystem.ai.
- **Value Delivery** is your ability to actually get clients results — to get homes sold fast, for top dollar, with less hassle.

Most agents are good at the third one. They care about their clients. They work hard.

But they're terrible at the first two. And that's why they struggle.

You fix this by becoming a builder — a business builder. And that starts with shifting how you think about your time.

Your Hour Is Worth \$1,500 — But Only If You Spend It Right

If you knew your time was worth \$1,500 an hour, would you still:

- **Handwrite postcards?**
- **Personally walk a photographer through the house?**
- **Go on a wild goose chase looking for buyer leads who will never buy?**

Of course not.

But that's what most agents do. Every day. They live in reaction. And then they wonder why they're overwhelmed, underpaid, and stuck.

Here's the truth:

You can't out-hustle a broken model.

You fix the model first. You build the systems. You install the leverage.

You step into the role of a true business owner.

And you treat your calendar like it belongs to someone earning a million dollars a year.

The First Leverage Shift: Get Out of the “Technician” Role

There’s a concept from a book called *The E-Myth* by Michael Gerber that applies perfectly here.

Most agents operate as *technicians* — people who “do the work” rather than design the system.

The technician mindset says, “If I want something done right, I have to do it myself.”

The entrepreneur mindset says, “If I want something done right, I need to build a process and a team that can do it without me.”

When I stopped being the technician... everything changed.

I started focusing 80% of my time on marketing, positioning, building systems, training my team, and installing automation.

And my income 10x’d. My lifestyle improved. My stress dropped. And I fell back in love with the business.

Installing Leverage: Start Here

You don’t need to overhaul your entire life today.

But you *do* need to start.

Here’s how to begin your leverage shift — this week:

- **Do a Time Audit** – Track your activities for 3 days. Log every 15 minutes. Label each item as “Labor,” “Sales,” or “Marketing.”
- **Highlight the \$15/hour Tasks** – Make a list of everything you could delegate to a part-time VA, an assistant, or even an AI tool.
- **Design Your Ideal Week** – Block out time for deep work on marketing systems, campaigns, and strategy. Make this sacred.
- **Use Tech + Talent** – Leverage tools like *ListingSystem.ai*, outsource admin, and delegate anything that isn’t high leverage.

The Come List Me Model Is Built on Leverage

This entire book is about helping you install the Come List Me model in your business.

But the whole system rests on *leverage*.

You’re not going to cold call. You’re not going to chase. You’re going to *attract*.

You'll have marketing that runs without you. AI follow-up that never sleeps. Campaigns that generate calls. Workflows that turn strangers into appointments.

And every week, while the typical agent is stuck reacting to other people's emergencies, you'll be waking up to come-list-me calls from sellers who already want to work with you.

That's leverage.

That's how you scale.

And that's what we're building.

Coming Up Next...

In Chapter 4, we're going to begin mapping out your Strategic Area Market "SAM" where you'll create massive authority and trust through high visibility, fast.

This is the foundation upon how a profitable marketing campaign is built.



**DOUBLE YOUR LISTINGS.
TRIPLE YOUR CLOSINGS.
LEARN HOW I DID IT —
AND HOW YOU CAN TOO.**

BOOK A FREE SESSION WITH ME.

BOOK NOW



CHAPTER 4

BUILDING YOUR STRATEGIC AREA OF MARKETING (SAM)

Why Most Agents Get Lost in the Wilderness

Most agents try to market “everywhere.” They spread themselves thin, chasing listings across an entire city, hoping something will stick. And what happens? Their message gets diluted. Their budget gets burned out. And sellers never see them as *the authority*.

It’s like trying to boil the ocean. Too big, too costly, too overwhelming.

That’s why we don’t do it that way. We create what I call your **Strategic Area of Marketing** — your *SAM*. Think of it as your *puddle* where you, the shark, dominate every inch. Inside your SAM, every homeowner knows your name, sees your signs, and thinks of you first the moment they consider selling. That’s authority. That’s leverage. That’s power.

Step 1: Understanding What a SAM Really Is

A SAM is not just a farm. A farm is random — an area agents pick because it “feels right.” A SAM is scientifically chosen. It’s small, specific, and based on hard data.

Your SAM is:

- **High Turnover:** Homes actually sell here — year after year.
- **Clustered:** Tight geographic overlap, so your marketing layers build like bricks.
- **Visible:** Yard signs, postcards, ads, and online retargeting stack to create celebrity effect.

Think of it like planting seeds. A farm might or might not grow. A SAM is fertile soil, guaranteed to produce fruit if you keep watering it.

Step 2: Calculating Turnover Rate

Here's how to find your fertile soil.

Turnover rate formula:

$$(\# \text{ of homes sold in the area last year} \div \text{total number of homes in the area}) \times 100$$

Example:

- Neighborhood has 300 homes.
- 24 sold last year.
- $24 \div 300 = 0.08 = \mathbf{8\% \text{ turnover}}$.



That means nearly 1
in every 12 homes sold.
That's gold.

There's no "magic" number. Don't worry if your turnover is 4% or 9%. What matters is this: choose the areas with the highest turnover compared to others nearby.

Step 3: Look for Consistency, Not Flukes

A single hot year doesn't make a SAM. Pull data for 2–3 years (4 if you can). If you see steady turnover year after year, you've found a reliable pocket.

This way, you're not chasing "lucky streaks" — you're building inside a proven cycle.

Step 4: Cluster Your SAMs for Overlap

Here's where most agents blow it. They pick one neighborhood on the east side, another way across town, and another 20 minutes north. That kills your momentum.

Instead, **choose multiple SAMs that touch each other.**

- Mail overlaps.
- Signs overlap.
- Ads overlap.
- Authority multiplies.

Before long, you're not just "the agent with a sign in one subdivision." You're **the agent who OWNS that entire pocket of the market.**

That's what I call the *shark in a puddle* effect. Your puddle might be small, but to the fish inside it... you're unstoppable.

Step 5: Psychology of Seller Perception

Here's why this works. Sellers don't hire the "best agent in the city." They hire the agent who feels like the local authority.

When every seller in a small cluster sees:

- **Your postcards**
- **Your signs**
- **Your Facebook ads**
- **Their neighbors bragging about listing with you**

...they subconsciously decide: "*This agent is THE agent.*"

You never have to sell them. Your marketing did it before you walked in the door.

Step 6: Practical Tools to Find Your SAM

- **MLS Data:** Pull closed sales by subdivision.
- **Title Companies:** Many provide turnover reports for free.
- **ListSource / CoreLogic:** Paid, but powerful homeowner data.
- **Simple Spreadsheet:** Track neighborhood size, # of sales, % turnover.

Don't overcomplicate it. Spend an afternoon. Run the numbers. And you'll know exactly where your SAM should be.



Future Pacing: Your Life Inside a SAM

Picture this:

Every time you drive through your SAM, you see *your signs*. Neighbors wave because they've seen your postcard, your ad, your Facebook post. Sellers don't interview three agents. They interview you.

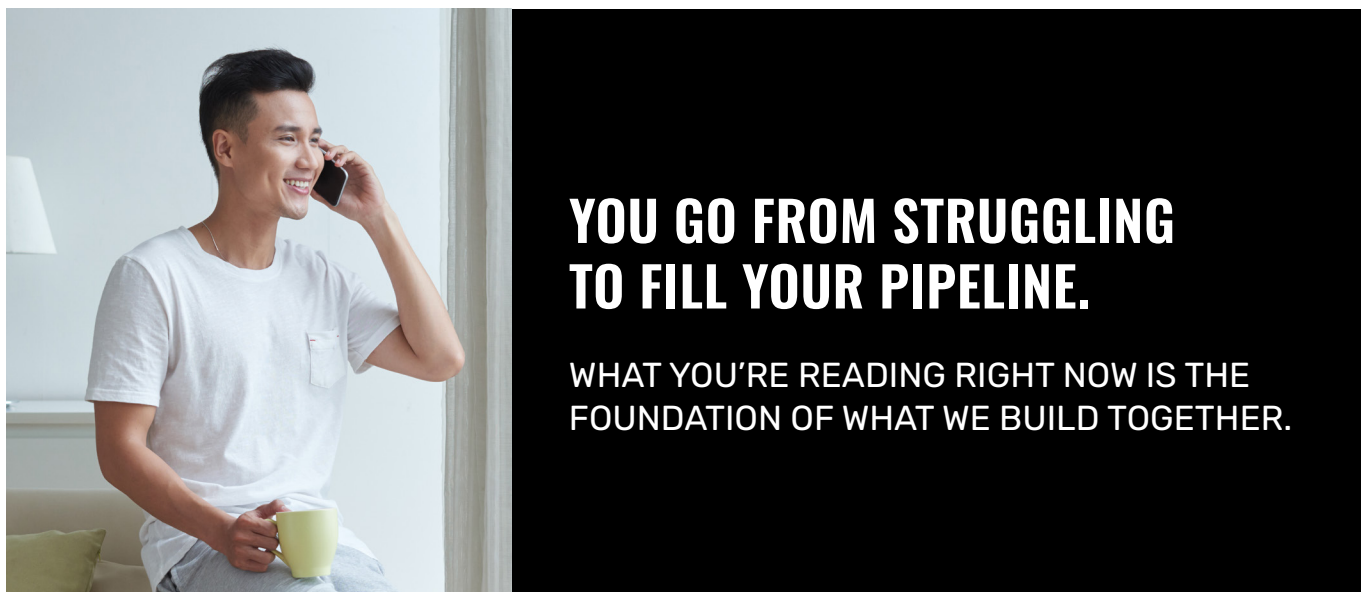
You're not chasing. You're attracting. You're not begging. You're commanding.

And because listings breed listings, every new sign creates two more calls. Your SAM snowballs into authority, trust, and dominance. You go from struggling to fill your pipeline... to *overflowing with inbound Come List Me calls*.

Closing the Chapter

Your SAM is the foundation. Without it, you're scattered. With it, you're focused, precise, and unstoppable.

In the next step, we'll take this chosen SAM and layer your **outrageous offer** and **magnetic marketing system** on top of it, so sellers inside your SAM can't help but pick up the phone and call you first.





CHAPTER 5

CREATING OUTRAGEOUS OFFERS

If there's one thing most real estate agents get wrong, it's this: they market themselves instead of marketing what the *client* wants. That's why most agents get ignored.

They say things like, “#1 in the Region” or “20 Years of Experience.” Great — but homeowners don't care about *you*. They care about *them*. They care about their money, their time, their convenience, and their outcome.

This chapter is about flipping that around. It's about building offers so outrageous, so compelling, and so aligned with what your ideal sellers actually want, that they practically *have* to respond.

And the crazy part?

Most agents are too scared to make these kinds of offers. Which is exactly why they lose.

The Foundation: Understanding Wants vs. Needs

Here's the first thing you need to get: people don't buy based on what they *need*. They buy based on what they *want*.

Needs are boring. Safe. Logical. Nobody moves fast on needs. But *wants*? Wants light up the brain. Wants create motion. Wants get people off the fence.

A “need” might be something like: they need a trustworthy agent.

But a “want” sounds like: “I want to sell fast.” “I want top dollar.” “I want it hassle-free.”

That's where your outrageous offer is born — from the *dominant wants* in the seller's mind.

So before you even attempt to craft your offer, you need to find out exactly what sellers in your Strategic Area of Marketing (SAM) actually want most.

The Perfect Client Model: How to Discover What They Want Most

This process is simple, inexpensive, and stupidly effective.

We call it the *Perfect Client Model* — and it's built around a quick, 3-question phone survey, designed not to feel like a sales pitch. Here's the deal:

You *don't* make these calls yourself. You hire a third party — a freelancer, a VA, anyone — to make the calls for you. That's critical. When *you* call, it feels like a sales pitch. When someone else calls on your behalf, it feels like research, goodwill, and local interest.

Here's the script we use. (Feel free to copy and paste this and give it to a caller.)

“Hi, this is Lisa. I'm calling on behalf of Mike Costigan — I'm sure you've seen his signs around. I'm not looking to list or sell your home, and I've only got about 30 seconds here. I just want to ask two quick questions so Mike can better help your neighbors.”

“First, if you were to sell your home, what would be the most important thing to you? Getting the most money? Selling fast? Or avoiding all the usual headaches?”

“Second, what would be the *next* most important thing?”

“And just one more: if you were comparing two agents, what would typically make you choose one over the other?”

That's it. It's non-invasive, fast, and highly revealing.

You only need about 20–25 responses to see a trend. If 14 out of 20 people say “I want to sell fast,” you know your marketing message should lead with that.

That's your dominant want. That's what your outrageous offer must speak to.

Make sure you note the second- and third-most common answers too. You'll use those later in your landing pages, retargeting ads, and email follow-up.

And here's the truth: this 20-call survey can save you months — even years — of wasted marketing time. Instead of guessing what sellers want, you'll *know*.

Making the Offer “Outrageous” (Without Being Reckless)

Now that you know what sellers actually want, your job is to make an offer so directly aligned with that desire, they can't ignore it.

Let's say the dominant want is “sell fast.” Your offer might be:

“Your Home Sold in 19 Days — Guaranteed — or Fire Me & Pay Nothing.”

Is that bold? Yes. That's the point.

It's not a gimmick — it's a *performance guarantee* that triggers attention. And you don't need to be reckless to honor it. You'll build a system that consistently sells homes fast (we'll show you how). But the headline grabs them.

The guarantee gives you authority.

Want another example?

If the dominant want is “get the highest price,” your offer might say:

“We Sell Homes for 2.7% More Than the Market Average — or We Pay You the Difference.”

Again, outrageous. And again, backed by data and execution.

These offers create curiosity. They get people leaning in. And most importantly — they are *client-centered*. They speak to what the seller *wants most*, not what you want to say.

Don't Be a Coward. Be a Marketer.

Let's be honest. Most agents are terrified to make an offer like this. They hide behind phrases like “I provide great service” or “I care about my clients.”

That's not marketing. That's white noise.

You need to be willing to put your reputation — and performance — on the line. That's what makes you magnetic. That's what separates you from the army of agents all saying the same safe, boring stuff.

And don't worry — we'll show you exactly how to deliver on your outrageous offers using systems, strategy, and automation. That's what this entire book is about.

But for now, here's your assignment:

- 1. Choose your Strategic Area of Marketing (we'll go deeper on that).**
- 2. Run the 3-question survey.**
- 3. Identify the top 1-2 dominant wants.**
- 4. Write 2-3 outrageous offer headlines based on those wants.**

Keep them bold. Keep them short. Keep them about *them*, not you.

And in the next chapter, we'll begin assembling the system that surrounds your offer — so your postcard, your landing page, your video, your retargeting, your AI follow-up, your emails, your SMS, all work together like a machine.

You don't need a better personality.

You need a better *offer*.



CHAPTER 6

CRAFTING THE MAGNETIC HEADLINE THAT PULLS SELLERS IN INSTANTLY

Most agents have no idea that the most powerful part of their entire marketing message is the first thing a prospect sees—the headline. This is the single most important part of your outrageous offer. If you get this wrong, it doesn't matter how good the rest is. They won't keep reading. They won't respond. And they sure as hell won't call you.

But when you get this right—when your headline hits them in the gut, lights up the emotional part of their brain, and speaks directly to their *deepest desire*—that's when everything changes. You go from being ignored... to being irresistible.

Let's get something straight: this isn't about being clever. Clever headlines make people *think*. Great headlines make people *act*.

“How to sell your home in 19 days or less, guaranteed, or fire me and pay nothing.”

That headline punches. It creates tension. It builds curiosity. And most importantly—it taps directly into a powerful *want*(speed) *plus* a fear (risk).

That's the formula. And I'll break it down for you in a way that's simple, duplicatable, and insanely effective.

Why the Headline Matters More Than Anything

In marketing, we always sell the *next step*. Your headline doesn't need to sell your services, your personality, or your years of experience. It only has one job:

Get the homeowner to pay attention.

That's it. If it doesn't stop them in their tracks and light up the reward center of their brain, it's worthless. And you'll be forgotten in 3 seconds flat.

Here's what's crazy: most agents lead with fluff like "Top agent in the area!" or "Award-winning service!"

That's not a headline. That's a snoozefest.

Let's rewrite the rules.

The Headline Formula That Forces Attention

Here's the formula I've taught for years—the same one that's helped my students generate thousands of seller leads without begging or chasing:

[Big Desired Benefit] + [Time Frame] + [Risk Reversal]

Let's look at the pieces:

- **Big Desired Benefit** – What do they want most? This is where your perfect client model pays off. Is it selling fast? Getting top dollar? Avoiding showings? Make this hyper-specific.
- **Time Frame** – The human brain wants results soon. The shorter the time frame (as long as it's believable), the better.
- **Risk Reversal** – This is where the real magic is. You flip the risk onto yourself. Instead of hoping it works, the homeowner now sees that you carry the burden if it doesn't.

Let's bring it to life:

"Sell your home in 19 days or less, guaranteed, or fire me and pay nothing."

This is outrageous by design. It's not because you're reckless. It's because you're strategic.

What Makes a Headline "Outrageous"

The word outrageous doesn't mean crazy. It means *impossible to ignore*. It's magnetic because it violates their expectations. They're used to agents playing it safe. You're not.

Here's what makes it work:

- **Clarity** – They know exactly what they're getting.
- **Speed** – The benefit isn't "eventually"—it's now.
- **Powerful Language** – Words like *guaranteed*, *fire me*, and *pay nothing* are emotionally charged.
- **Simplicity** – One thought. One promise. One sentence.

Don't overthink it. Don't wordsmith it to death. You're not writing poetry. You're writing to trigger action.

More Winning Examples

Let's walk through a few more examples that follow the formula:

“Get a full-price offer in 10 days—or I'll Pay You \$5000.”

“Your home sold above market value—or I'll pay the difference.”

“Sell in 3 weeks or less—or I work for free.”

Notice what these all have in common? Specific, emotionally charged, and they flip the risk.

You don't have to use *my* exact words. But you do have to speak to *their* deepest desires. Use your market research. Use your client interviews. Use the perfect client model from the last chapter. Build from truth—not from guesses.

Common Mistakes Agents Make With Their Headlines

- **Too Vague** – “Top-rated agent” doesn't cut it. That's white noise.
- **Too Safe** – If it doesn't scare you a little, it's not bold enough.
- **Too Complicated** – One sentence. Not a paragraph.
- **Trying to Please Everyone** – Write for your perfect client, not everyone in the zip code.

Remember: the tighter the message, the louder it echoes.

What to Do Next

Don't get stuck in perfectionism. Write 5-10 versions of your headline using the formula above. Don't censor yourself. Don't polish yet. Just get them out.

Then ask:

1. **Does this speak directly to a *big want*?**
2. **Is the time frame believable?**
3. **Is the risk clearly shifted onto me?**

You'll know when you've got one that hits. It'll make you nervous. That's the one.

In the next chapter, we'll move to the second piece of your outrageous offer: the *subheadline*. This is where you lock in the desire and prime them to take action.

But for now, craft your *headline* like your business depends on it.

Because it does.

P.S. Don't let these headlines scare you. Remember — you get to write the rules. Every offer you make is governed by your written program guidelines, which every client agrees to in advance and signs. That means you're fully protected. You're not putting yourself at risk — you're positioning yourself as the strongest, most confident agent in the market.



SUB-HEADLINES THAT HOOK HARDER THAN A LATE-NIGHT INFOMERCIAL

Why Are Your Secret Weapon

If the headline is the magnet, the sub-headline is the hook that makes it impossible for them to scroll past.

It's the part that makes your reader say, "Tell me more."

Sub-headlines serve one mission: to *keep them reading* long enough for your message to sink in and for your irresistible offer to start working its way into their mind.

Most agents either skip sub-headlines altogether, or they slap on something vague like: "Let me show you how I do it."

But a strategic sub-headline — one that follows a proven persuasion formula — can do the heavy lifting for your entire listing funnel.

Let's break down how to do it right.

My Unique [System Name]™ That Promises the Big Benefit, Then Proves It

This is the framework I want you to follow. Every word matters here:

"My [unique / proprietary / proven / innovative] [system name]™ that's helped sellers just like you [achieve outcome 1] and [achieve outcome 2] — without the usual headaches."

Let's unpack it:

1. **"My Unique..."** – Positions this as your system. Not borrowed. Not copied. Yours. Instantly builds authority.
2. **[System Name]™** – A branded name makes your offer feel real and proprietary. It gives your process weight.
3. **"Helped sellers just like you..."** – Social proof embedded in the sentence. It creates a sense of community.
4. **"[Achieve outcome 1] and [outcome 2]"** – These outcomes should tie directly to the benefits they said they wanted most (remember the Perfect Client Model).
5. **"Without the usual headaches"** – Implies contrast. Relief. A better way.

Let's look at a real-world example:

"My Proven FastSale™ Home Selling System That's Helped Over 100 Sellers in Highland Park Sell in Under 19 Days – Without Endless Showings or Negotiation Nightmares."

What seller *wouldn't* want to read more?

Here's another:

"My Exclusive MaxValue™ Marketing Formula That's Helped Local Sellers Set Price Records — Without Price Reductions or Drama."

It's hypnotic. It's emotional. It's specific.

And it's **not** just puffery. These kinds of sub-headlines work because they're structured around:

1. *Ownership* (it's yours)
2. *Specificity* (time, place, numbers)
3. *Credibility* (proof baked into the phrasing)
4. *Contrast* (you versus the chaos they've been warned about)

Why It Works Like a Charm

These sub-headlines create an identity around your method.

They don't just say *what* you do. They show how your way is better — and why it will work for *them*.

This is future pacing at its finest. The seller starts imagining themselves winning because of your unique system. They begin to believe there's a better, smarter, faster, more profitable way to sell.

That belief? It moves mountains.

A Note About Trademarks

You don't need to file anything official to use the ™ symbol. It's simply telling the world this is *your* proprietary intellectual property. You're declaring it.

Use it liberally — especially in marketing. It instantly upgrades how serious your offer sounds.

And if someone else copies it later... well, you were first.

Your Homework

I want you to write *three* versions of your sub-headline:

1. One focused on *speed* (e.g., days on market)
2. One focused on *money* (e.g., price, bidding wars)
3. One focused on *ease* (e.g., no stress, no showings)

Test them. Use them on different postcards, landing pages, emails.

You'll be shocked at which one your market responds to. And once you've got a winner? Double down.

Coming Up Next...

Now that your offer is wrapped in a powerful headline and sub-headline, it's time to start crafting your message as if it were going on a high-converting postcard — short, punchy, and built for impact.

Next, we're going to go straight into writing the Call to Action — the part that moves people off the fence and gets them to respond.

Later, when we begin building out your landing page, we'll go deeper into writing additional sub-headlines and longer-form supporting paragraphs that tell the full story and answer all the questions your seller prospects might have.

Let's keep going.

CHAPTER 8

CALL-TO-ACTION MASTERY

My Dual-CTA Conversion Trigger: A Two-Step Approach That Triples Response and Drives Come-List-Me Calls on Autopilot

You've crafted a compelling offer. You've wrapped it in a headline that makes them stop in their tracks and a subheadline that hooks them emotionally.

Now comes the moment of truth: what do you want them to do?

This is the point where most agents lose the sale before it ever begins—because they drop the ball with a weak, confusing, or timid call to action (CTA). The CTA is the pressure point. It's the nerve you hit to provoke action.

If you get this right, you'll generate a flood of inbound activity from people already pre-sold by your offer. If you get it wrong, your message dies on the vine.

Let's make sure yours converts like crazy.

Clarity Sells. Vagueness Kills.

Your CTA must be laser-clear and emotionally connected to your offer. If your offer is to sell their Chimney Springs home fast, your CTA must say that.

Here's what a strong CTA looks like:

"To sell your Chimney Springs home fast, call me at (404) 555-7810 now — or text the word FAST to (404) 555-4271 for automated info."

Notice how it:

1. **Restates the benefit:** “Sell your Chimney Springs home fast.”
2. **Offers two clear paths:** Call or text.
3. **Highlights ease:** “Text FAST... for automated info.”

Simple. Specific. Zero friction.

Never say: “For more information, give me a call.” That’s weak. It feels generic. It triggers zero urgency or desire.

Don’t list five different contact methods. More choices = more confusion = no action. Two options. One strong CTA.

Why Two Contact Options Multiply Response

Let’s break down the psychology behind this dual CTA method.

There are two types of leads in your market:

1. **Direct Action Leads** – These are your Come-List-Me Calls. They’re not afraid. They’re ready to move. These people will pick up the phone and say, “Come list me.”
2. **Info Seekers** – They’re curious. Interested. But not yet ready to talk to a salesperson. They want more info first. If you don’t give them a safe, non-threatening option, you’ll lose them.

When you offer a second contact path—like texting a keyword to get **automated** info—it acts like a Trojan Horse. It lets them in without pressure. And once they’re in, your system (powered by ListingSystem.ai) starts nurturing and converting them on your behalf.

This isn’t theory. This **doubles or even triples** the number of inbound leads.

Here’s what it sounds like in action:

“To get your home sold in 19 days or less, call me now at (404) 555-7810. Or, if you’re just curious, text the word QUICK to (404) 555-4271 for instant automated info.”

Can you feel the difference?

1. “Call me” is for the brave, the ready.
2. “Text for info” is for the cautious, the curious.

You capture both types. That’s how real leverage is built.

The Word ‘Automated’ Is Strategic

This is important: you must **highlight** the word *automated*. Why?

Because it tells the prospect: “No one will call you. No one will bother you. You’ll just get information. Zero pressure.”

That one word breaks down their natural resistance.

It makes them think, “Okay, I’ll text. What’s the harm?”

Boom. Now they’re in your funnel. Now you’re in control.

Examples of Effective CTAs

“To sell your Roswell home for top dollar, call me now at (770) 555-2143 — or text the word VALUE to (770) 555-9812 for instant, automated info.”

“Want to skip the stress and sell fast? Call (404) 555-1199 or text STRESSFREE to (404) 555-2907. Info is sent instantly by our automated system.”

“Your Milton home deserves the best offer. Call (678) 555-7001 now — or text BESTOFFER to (678) 555-9003 for fast, automated details.”

Keep them personal. Keep them local. Keep them specific.

The CTA Isn’t Just the End — It’s the Beginning

Your CTA isn’t a conclusion. It’s the doorway into your world. It’s the fuse that lights the fire.

Get this part right and everything else becomes easier. Your ads perform better. Your leads convert faster. Your calendar fills up with listing appointments.

So never treat the CTA as an afterthought.

Craft it. Test it. Obsess over it.

Because when you give people a reason to act — and make it effortless to respond — they do.

Coming Up Next...

Now that you’ve got your headlines, sub headlines and CTAs nailed down, we’re going to show you how to add social proof that can 3X your responses.

Let’s go.



CHAPTER 9

VISUAL PROOF: HOW TO USE PHOTOS, SYMBOLS, AND SOCIAL SIGNALS TO 3X YOUR RESPONSE RATE

If a picture is worth a thousand words, a *properly chosen* picture on your marketing piece could be worth thousands of dollars. Most agents treat visuals as decoration. But in the world of direct response, *every image is a tool* — and tools either do work or they don't.

Let me show you how to make them work.

Your Marketing is Being Scanned, Not Read

In a world flooded with noise, your postcard or Facebook ad isn't getting read word for word. It's being *scanned*. Fast. And visuals are what draw the eye. They do the heavy lifting in getting attention, building trust, and directing focus.

Think about how you behave when scrolling online. Do you read every post, or do you skim the images until something stops you? That behavior doesn't change just because it's a postcard. If anything, it's amplified.

So we use visuals that:

1. **Reinforce your credibility**
2. **Create instant proof and believability**
3. **Build desire and emotional connection**
4. **Make the viewer stop, think, and take action**

Every visual needs to earn its place.

Photo Proof That Sells Homes

Most agents use photos of *homes*. That's fine, but it's not strategic. *We use photos of outcomes*. Here's what that means:

1. A home with a big "SOLD" banner across it
2. A smiling family holding keys or a "SOLD" sign
3. A stack of offers on a table, maybe with a headline: "9 offers in 48 hours"
4. A map of the subdivision with 4 or 5 homes marked as "sold by Mike"

These kinds of visuals create an *emotional trigger*. They show the result the seller wants. It makes your promise *feel real* before they ever read the offer.

Social Proof in Image Format

Don't just use testimonials in text format. Include *image-based testimonials*. A snapshot of a handwritten thank you note. A screenshot of a Google review. A social post from a happy client tagging you.

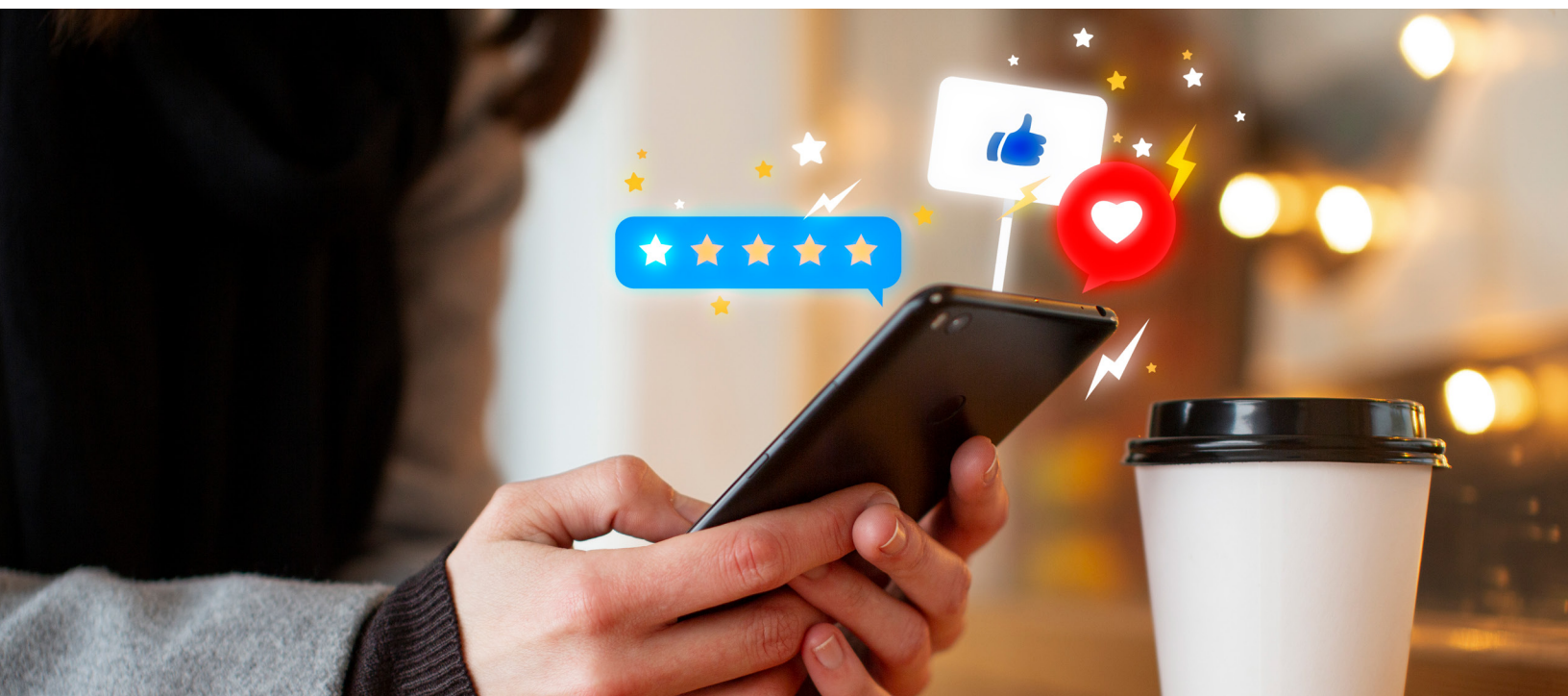
Why does this work? Because the brain sees it as *proof*. Not marketing. Not sales. Just truth.

An image of a 5-star review with a name and photo outperforms a block of testimonial text by 3 to 1. It's instant credibility.

Add visual variety. Make it feel organic. The more it looks like real life, the more it works.

Symbolic Anchors and Icons That Guide the Eye

Think about how your eye moves when you look at a restaurant menu. Bold icons guide you. Boxes frame attention. Symbols like arrows and checkmarks *pull focus*.



You can do the same in your marketing:

1. **Use red arrows that point toward your call to action**
2. **Starbursts or badges that say things like “Guaranteed in 19 Days” or “Exclusive Program”**
3. **Icons that signal speed (lightning bolt), trust (shield), or value (dollar sign)**

These are subconscious signals that make the eye stop and the brain say, “this looks important.”

But use them sparingly. One or two well-placed icons are powerful. More than that? It looks like spam. Restraint signals professionalism.

Visual Consistency Creates Familiarity

We want sellers to see your brand and *instantly know it's you*. So use a consistent photo of yourself. Keep your colors and fonts uniform. Don't jump from one design to another every week.

Repetition builds memory. Memory builds trust. Trust builds response.

When your mail hits the box or your ad hits the screen, the seller should immediately think, “Oh, it's that agent again. They're everywhere.”

That's not coincidence. It's branding. But in direct response, it's branding with a purpose: to trigger *action*.

Simple Rules for Image Selection

1. **Does this image support my offer or distract from it?**
2. **Does it look real and organic or staged and stocky?**
3. **Will it trigger an emotional response?**
4. **Does it make the promise feel believable?**
5. **Will it make someone stop scrolling or stop flipping through their mail?**

If the answer isn't yes to at least three of these, *don't use it*.

Coming Up Next...

Now that you've learned how visuals drive response, we're going to tie everything together and walk you through what this all looks like in a real-world format. Not a long website or a social post—we're talking about the *postcard*.

Coming up next: how to structure and design a response-driving postcard that gets listings the moment it hits the mailbox.

A man with dark hair and a beard, wearing a light-colored checkered button-down shirt, is sitting at a desk and smiling while looking at a laptop screen. The background is a bright, slightly blurred indoor setting.

**“MOST AGENTS USE PHOTOS
OF HOMES. THAT’S FINE, BUT
IT’S NOT STRATEGIC. WE USE
PHOTOS OF OUTCOMES.”**

THIS IS JUST ONE PIECE OF
THE SYSTEM WE INSTALL FOR YOU.

THE POSTCARD: A SMALL SPACE WITH A BIG JOB

Most agents overlook the power of a postcard because they think it's too old-school, too simple, or not as sexy as Facebook ads and Instagram Reels.

Big mistake.

The truth is, postcards still work — and they work exceptionally well when you follow the right formula. They allow you to target hyper-specific areas with zero wasted impressions. They're tangible, can't be swiped past, and when done right, they grab attention instantly.

But here's the key: space is limited. You don't have the luxury of five scrolls of copy. You've got seconds — maybe less — to make an impression.

That's why every single element on the postcard must be engineered to stop the eye, create curiosity, and drive action.

Let's break it down step-by-step.

The Front Side: Designed for Instant Impact

This is the non-postage side. The first thing people see when they pull the mail from their box.

Here's what belongs on the front:

1. A Bold, Benefit-Driven Headline

This is the attention grabber — the “what's in it for me” that stops them cold.

Example:

Sell Your Chimney Springs Home in 19 Days — Guaranteed.

Short. Specific. Direct. And dripping with benefit.

You're not trying to be clever here. You're trying to interrupt their default pattern — the one that usually leads straight to the trash can — and make them go, “Wait... what's this?”

2. A Strong Subheadline

This supports the headline and begins stacking more desire.

Example:

My proprietary Fast Sale System has helped hundreds of local sellers move fast, hassle-free, and at top dollar.

You're reinforcing that this isn't just a fluke or opinion. It's a proven method. A *system* that's already working for people just like them.

3. Visual Proof

Use an actual testimonial image of a smiling homeowner standing in front of a sold sign or shaking hands with you. Don't just write "5 stars!" in text. Real images perform 3x better.

4. A Clear Call to Action

This goes at the bottom of the postcard, ideally in a color block that stands out.

Example:

To sell your Chimney Springs home fast, call Mike at (555) 321-9999 or text FAST to (555) 876-5432 for automated info.

That second option — the non-threatening one — is critical. You'll learn more about it later. For now, just understand: this doubles or triples response rates.

The Back Side: Curiosity and Clarity

This is the postage side. It's where you build curiosity and start to "open the loop" so the homeowner flips the card and gets the full picture.

1. A Curiosity-Driven Headline

You want to tease the benefit without giving away the whole story.

Example:

How to Sell Your Home in 19 Days — Even If It's Stale, Overpriced, or You've Tried Before

(Turn over now to learn how.)

No hard sell. No big claims. Just enough to make them turn the card over.

2. Reinforcing Visuals

Consider adding another testimonial image or small graphic that reinforces your brand and trustworthiness.

3. Compliance & Contact Info

Make sure your brokerage info and licensing requirements are met, but keep them visually minimized. The call to action should still stand out most.

Why Postcards Still Work (and What Most Agents Get Wrong)

Let's get real: in a world of digital noise, a high-quality, curiosity-based postcard still cuts through.

Postcards are optimal for testing because there's zero waste in the audience. You know exactly who you're mailing to. You've hand-picked the neighborhood based on turnover and your Perfect Client Model. You've even surveyed the market to uncover their top wants and motivators.

You're not guessing. You're laser-targeting.

Postcards also eliminate the biggest variable in marketing: open rate.

With email or social media, your brilliant message might never be seen.

With postcards? You get 100% visibility. Every card is at least glanced at — guaranteed.

That's why postcards are the foundation. You don't start with social, radio, or TV. You start here. You test here. You refine here.

Then — and only then — do you scale to bigger platforms, using the messaging that's already proven to work.

This is how you build leverage. This is how you market like a pro.

And it all starts with one simple card.

Coming Up Next...

We've solidified the core elements of your perfect Direct Response Marketing Postcard. Next we are going to show you how to test the critical variables to get maximum return on your marketing budget.

The Golden Rule: Test Small. Go BIG with the winners.

Let's get into it.



HOW TO TEST LIKE A PRO — ELIMINATE WASTE, SCALE WITH CONFIDENCE, AND CREATE PREDICTABLE MARKETING THAT WORKS EVERYWHERE

How my proprietary testing method removes the guesswork, slashes your costs, and gives you a marketing machine you can scale with confidence — from postcards to billboards, and everywhere in between.

If you're still treating marketing like a gamble, stop now. Because it doesn't have to be. In fact, it shouldn't be.

The difference between agents who *struggle* with inconsistent results and those who *scale predictably* month after month... is their approach to testing.

And if you're reading this, I'm about to give you the secret weapon to shift from a "hope and pray" marketer to a precision-strike listing machine. This chapter could save you thousands of dollars and make you hundreds of thousands more.

First, Let's Get One Thing Straight:

Great marketing isn't created. It's discovered.

Yes, you read that right. No one — not even the greatest marketers in the world — knows in advance what will 100% work. That's why we don't guess. We test.

And testing, done right, is the most *liberating* force in your entire real estate business.

Because once you've got a message that's proven to work — proven by data, not opinion — you now hold the *keys* to scale up safely. You can deploy that message confidently across any channel... knowing it's already built to convert.

But if you skip this process... You'll be stuck pouring money into platforms that chew you up and spit you out. Facebook. YouTube. Even radio and TV. They're all *dangerous* until you've earned the right to use them — by dialing in your message first.

That's what this chapter is about.

We're going to test. Small. Smart. Fast.

And then we scale.

The 3 Core Rules of Testing:

1. Always test small before you go big.
2. Only test one variable at a time.
3. Let the data tell you the truth — not your ego.

If you follow these, you'll never again have to *guess* whether your marketing will work. You'll know.

Let's break it down step-by-step.

Step 1: Testing the Headline

Take two postcard versions — completely identical in every way *except* the headline.

Send each version to a *small* sample of your SAM (Strategic Area of Marketing). Not 1,000 homes. Maybe 50 to 100 each. That's it.

Wait. Watch the response. Record the data. Calls, texts, clicks — whatever the call to action was, track it.

Whichever version pulls better — even by 10% — wins.

Throw away the loser. Keep the winner.

Now... move to step two.

Step 2: Testing the Subheadline

Take your winning headline. Create two new postcard versions — this time, with the same headline, but different subheadlines.

Repeat the exact same test. Small batch. Same area. No other changes.

Measure results. Keep the winner. Trash the loser.

By this point, you're already operating light-years ahead of 99% of agents who just "spray and pray" their marketing all over town.

But we're not done yet.

Step 3: Testing the Call to Action

Yes — even your CTA should be tested.

Do people respond better when you say, "*Call me now*"... or "*Text FAST to get automated details*"?

Does your audience prefer a local number... or a short code?

What if you gave them both options? Does that double the response?

Test it. Don't assume. Let the data speak.

Step 4: The Wild Variables (Color, Layout, and Even Fonts)

This is where it gets fun.

You want to be insane like me? Good. Because I've tested postcards where the *only* difference was the color of the

top section. One was blue. One was red.

The response rate? *One got double the calls.*

Same copy. Same images. Just a different color. That's why you test.

Sometimes I'll flip the top and bottom sections. I'll use a different testimonial image. I'll switch font sizes.

And every time, I'm getting *closer and closer* to a message that's bulletproof.

What Happens Once You've Found a Winner?

This is where your *entire business* changes.

You now have a marketing piece that isn't just "good." It's proven.

And with that power in hand, you can do something no one else in your market can:

You can scale *safely*.

Here's What That Looks Like:

1. You expand your postcard drops to all surrounding neighborhoods
2. You deploy the same message into social media (knowing the response will hold)
3. You run the same structure in Facebook and Instagram ads, but with images and videos
4. You place that proven message on a billboard, knowing it'll grab attention
5. You write a radio or TV script using the same tested copy framework

The result? You dominate every channel with *minimum waste*.

Because here's the truth:

Why Postcards Must Be Tested First — Before Any Other Platform

Other platforms (like Facebook, YouTube, and even radio) are full of waste.

You're reaching a large, often disinterested audience. And in real estate, most targeting is restricted due to fair housing laws. So you're forced to pay for impressions that may *never* convert.

But postcards are different:

- **You control the audience 100%** — it's your SAM, researched and refined
- **You remove the variable of open rate** — postcards always get seen
- **You get instant feedback** — you know if they call or don't, with nothing in between

And best of all?

Postcards are *cheap* to test.

They let you dial in your message *before* you spend big money elsewhere.

That's why we always start here in the Come List Me Calls system.

When You've Tested Like a Pro... You Can Scale Like a CEO

Now imagine this:

You've tested every variable. Your postcard is dialed in. Your landing page matches it. The whole thing is converting.

You're getting sellers calling *you*.

And now — with zero guesswork — you scale. You dominate your market. You build your listing machine.

That's what real marketing is.

And that's what we help you build inside the Come List Me Calls program.

Because in that program, we show you *exactly* how to:

1. Run micro tests with laser precision
2. Read the data (so you always know what's working and why)
3. Scale your best message across every channel — with maximum leverage and minimum cost

This is the ultimate leverage in your business.

And it all starts by testing smarter.

Let's keep going.

Coming up next

We'll show you how to create all the elements you'll need for a perfect landing page. From the sub headlines to the supporting paragraphs, every piece plays a critical role in structuring a perfect online landing page with a compelling message that brings in listings.

Here we go.

DESIGNING THE PERFECT MARKETING MESSAGE

If the headline and offer are the bait that gets your perfect client to pause, then the supporting paragraphs are the hook that keeps them leaning in. This is where you move from grabbing attention to holding it. This is where you shift from a spark of curiosity to burning desire.

But most agents blow it here.

They either go vague and generic (“I work hard for my clients!”), or they go technical and boring (“My average days on market is 43.7, while the industry standard is 59.2”).

Your supporting paragraphs must be designed like a finely tuned instrument — striking the perfect balance between emotional appeal and logical credibility, while building trust, stacking benefits, and leading naturally to your call to action.

Let’s break it down.

Why Supporting Paragraphs Matter More Than You Think

Imagine someone sees your postcard on their kitchen counter. The headline catches their eye. Maybe it says:

“How I Sold 7 Homes in Your Neighborhood in Under 30 Days (And What I Can Do for You)”

They pause.

Their curiosity is triggered.

But if you don’t follow it up with compelling supporting copy — something that builds emotional desire and logical confidence — the spark dies. They toss the postcard and move on.

The best supporting paragraphs are designed to:

- **Build emotional trust**
- **Stack and restate the benefits**
- **Calm hidden objections**
- **Create a sense of inevitability**
- **Lead directly into your CTA**

This isn’t fluff. This is persuasion architecture.

The Architecture of Desire: Structuring Your Paragraphs

Each postcard (and later, each page on your landing site) should follow this proven framework:

- **Headline** – The big promise tied to the dominant benefit
- **Subheadline** – Your unique system and how it delivers the promise
- **Supporting Paragraphs** – Emotional and logical proof with momentum
- **Call to Action** – A direct and non-threatening way to respond

Your supporting paragraphs should sit right between the subheadline and your CTA, and they should feel like the natural bridge between desire and decision.

Here's an example layout:

EXAMPLE STRUCTURE:

Headline: *Sell Your Chimney Springs Home in 19 Days or Less – Guaranteed.*

Subheadline: *My Proprietary Fast Sale System Has Helped Hundreds of Local Sellers Move Fast, Hassle-Free, and at Top Dollar – Without Cutting Price or Sacrificing Their Terms.*

SUPPORTING PARAGRAPHS:

If you're like most homeowners in the Chimney Springs area, you're not just looking to sell – you're looking to win. You want the highest possible price, in the shortest time, with the fewest headaches. And you're smart enough to know that doesn't happen by accident.

Over the last 18 months alone, I've helped hundreds of local sellers just like you achieve that exact outcome – not by doing more open houses or dropping the price – but by using a smarter, strategic, marketing-first approach.

The truth? Most agents just list a home and hope. My system is built to attract motivated buyers fast – by speaking directly to the hidden emotional drivers that make them act.

We don't just take nice photos. We run a full-blown marketing campaign designed to drive the highest buyer urgency possible. That's why homes listed through my Fast Sale System often sell in record time – many with multiple offers, even in cooling markets.

If you want to see exactly how it works – and how it can work for you – call me today or text the word FAST to 770-555-1212 for instant, automated info.

Call to Action: *To sell your Chimney Springs home fast, call Mike at 770-555-1212 or text FAST to 770-777-1212 for automated info.*

Why This Works: The Persuasion Psychology Behind Each Element

Let's dissect that supporting paragraph example so you can model it:

- **"If you're like most homeowners..."** – You're building identification and empathy. They nod and think, "Yes, that's me."
- **"You're looking to win..."** – Use emotionally charged, aspirational language to spark desire. Don't talk about "selling" the home. Talk about *winning*.

- **“And you’re smart enough...”** – Validate their intelligence and subtly position other options as inferior.
- **“Not by doing more open houses...”** – Knock down a common objection and hint that you do things differently.
- **“By speaking to the hidden emotional drivers...”** – You’re elevating your approach above what typical agents do. You’re a strategist, not a salesperson.
- **“Even in cooling markets...”** – You’re calming fears that it “might not work for me.”
- **“Text FAST for instant, automated info...”** – You’re offering a low-barrier, no-pressure option. You double or triple responses when you include this.

This is the emotional + logical fusion that converts.

How Many Supporting Paragraphs Should You Use?

Think of this like a funnel:

- **1st paragraph: Empathy, benefits, and positioning**
- **2nd paragraph: Proof, mechanism, or contrast**
- **3rd paragraph: Invitation to act**

Each one serves a purpose:

- **Empathy builds connection**
- **Proof builds confidence**
- **Invitation builds momentum**

Don’t ramble. Be clear. Be powerful. And above all, lead them.



Teasing What’s Next

In the next chapter, we’re going to take everything you’ve just created — your headline, sub headline, and powerful supporting copy — and we’re going to lay it in precise landing page format, in preparation to build it inside our proprietary system, ListingSystem. ai.

This is the same software we use inside the Come List Me Calls program to help agents get listings on near autopilot.

You’ll see why your landing page must have:

- **No navigation tabs (like About Us, Home, etc.)**
- **One clear message**
- **One path to respond**
- **Two ways to contact you** — a direct call and a non-threatening text option.

We'll even give you proven templates you can plug into instantly.

But remember: the best marketing begins on paper. Every campaign starts with dialing in your message... and the next step is crafting the long form landing page.

Let's go.

CHAPTER 13

BUILDING THE PERFECT LANDING PAGE

This is where everything starts to feel real. You've crafted a killer offer. Wrapped it in a bold headline and a powerful sub-headline. You've stacked your marketing like dynamite, ready to explode with desire, trust, and curiosity. Now comes the moment of truth—the moment where your message meets the market.

The landing page.

This is your digital storefront. It's the bridge between curiosity and conversion. It's the place where skeptical sellers turn into qualified leads. And if done right, it becomes a machine that generates come-list-me calls on autopilot.

But let's be honest.

Most agents blow it here. They either overcomplicate it, under-explain it, or worse—they let their broker's templated garbage site do the talking.

Not you. Not anymore.

Let's build a landing page that commands attention, builds authority, and gets them to take action.

Why Landing Pages Work So Well

A great landing page has one purpose: to move a curious homeowner to raise their hand and say, "Tell me more."

But it doesn't try to do ten things at once.

It doesn't have tabs that say "Home," "About Me," "Search Listings," "Read My Blog," or any of that other crap. There's no navigation. No rabbit holes. No distractions.

It's one message, one offer, one call to action.

That's what makes it work.

It focuses attention. It tells a clear story. It removes resistance. And it gives them a simple, low-risk next step to take.

If you follow this model, you'll have a page that works 24/7 to attract and pre-sell listings—without you lifting a finger.

Let's break it down step by step.

The Anatomy of a High-Converting Landing Page

Here's the structure we use inside the **Come List Me Calls** program—built into our proprietary platform, **ListingSystem.ai**.

Everything's pre-loaded and pre-structured for you. But it's still important you understand the logic behind each section so you can edit and adapt with confidence.

Let's walk through it:

1. **Headline:** *"Sell Your [Neighborhood] Home in 19 Days or Less—Guaranteed."*

This headline mirrors the offer on your postcard. It's bold. It's benefit-driven. It calls out the exact promise and links it to the reader's desired outcome.

Pro tip: If you're farming a specific area, use the actual neighborhood name.

Example: *"Sell Your Chimney Springs Home in 19 Days or Less—Guaranteed."*

This specificity increases believability, authority, and response.

2. **Subheadline:** *"My proprietary Fast Sale System has helped hundreds of local sellers move fast, hassle-free, and at top dollar."*

This is where you name your system. Give it a brand. A process. A proprietary feel.

This builds intrigue and positions you as a true expert—not just another agent with a gimmick.

3. **Testimonials (With Images!)**

Include two or three testimonials with pictures of real people. Not stock photos. Not text-only blurbs.

Image-based testimonials convert **3X** higher than text alone.

"I called Mike about his Fast Sale System and 12 days later we were under contract. We made \$27,000 more than the highest agent told us we could." – Ron & Stephanie, Alpharetta

"We had our house on the market for 97 days with another agent. We switched to Mike and sold it in 6. I wish we'd called him sooner." – Eric B., East Cobb

4. **Supporting Paragraphs**

Each paragraph should do one thing: increase desire.

Here's how: *Sell Fast Without Sacrificing Price*

Most sellers believe they have to choose—speed or price. But with our system, you get both. The Fast Sale System is designed to attract high-intent buyers in the first 72 hours—when urgency and competition drive prices higher, not lower.

Avoid the Typical Headaches

Showings, open houses, cleaning, constant interruptions... it doesn't have to be that way. Our system filters out non-serious buyers and brings you only qualified, motivated ones. That means fewer showings, less stress, and a smoother process from start to finish.

Zero Risk to You

If you're not thrilled, you can cancel. It's that simple. We don't lock you into long-term contracts or trap you with fine print. You're in control the entire time.

5. Call to Action (Two Options)

Make it direct and simple:

To sell your Chimney Springs home fast, call me now at (770) 555-1212 or text keyword FAST to (770) 555-1213 for automated info.

Highlight "automated info" to make it feel zero-pressure and non-threatening.

This dual CTA strategy works wonders.

Some sellers will pick up the phone immediately. That's your come-list-me crowd. Others want info first. That's your nurture crowd. The text-in option lets them raise their hand without fear.

Either way, you win.

6. Name and PS Block

At the bottom of your landing page, sign off like a letter:

Mike Costigan

Real Estate Marketing Expert

Founder, Come List Me Calls

P.S. Want to sell your Chimney Springs home fast, for top dollar, without the typical hassles? My Fast Sale System was built for sellers like you. Call me now at (770) 555-1212 or text keyword FAST to (770) 555-1213 for automated info.

Final Thoughts

I know this might feel like a lot. It may seem intimidating at first. But you don't have to figure this out alone.

Inside the Come List Me Calls program, you'll work directly with me—Mike Costigan—and get almost 40 years of master-level marketing and copywriting experience poured into your business.

I'll walk you through this. I'll build it with you, step by step. You'll not only end up with a high-converting landing page—you'll understand why it works, and how to duplicate the process anytime you want more listings.

Coming up next, we're going to show you how to review your materials using what I call the Perfect Ad Formula—a quick gut-check method to make sure your entire marketing message is built to attract, engage, and convert the right sellers.

Let's keep going.

CHAPTER 14

THE PERFECT AD FORMULA

How to Make Sure Every Ad, Postcard, and Landing Page Hits Hard and Converts

Let's imagine for a moment that your message was a guided missile. Not a firework, not a shotgun blast. A precision-guided missile. Laser-locked onto your perfect client. What if every ad, every postcard, every line of your landing page was engineered with that level of exactness?

That's what we do with the Perfect Ad Formula.

Most agents are just tossing out lines in a lake, hoping a fish bites. But we're not fishing with bait. We're fishing with a magnet. We're not trying to get anyone. We're trying to get the right ones—the perfect clients. And we're doing it with an ad structure that works like clockwork.

Once you understand this, you'll be able to look at any postcard, any social ad, any landing page you've created and instantly see where it's weak—and how to make it powerful.

Let's break it down.

The Four Parts of the Perfect Ad Formula

1. Here's What I've Got

This is your program name, your proprietary process, or your innovative offer. It appears in the subheadline. This is the anchor for everything. It positions you as unique. It makes you un-copyable.

This is your Fast Sale System. Your Maximum Value Method. Your 19-Day Home Sale Formula. It's the branding of your system that makes it tangible and real to the prospect.

Why it works: The human brain needs symbols. It's not enough to say you sell homes fast. That's a generic promise. But when you wrap it in a named formula or system, the brain perceives it as something real. Something proven. Something with structure. That instantly boosts trust and curiosity.

You go from being just another agent with a claim to being the creator of a system.

2. Here's What It'll Do For You

This is your big promise. This is your benefit-forward headline.

It's the part that says: *"How to sell your [neighborhood] home in 19 days, even if it's overpriced, stale, or has been listed before..."*

This is the part that answers the seller's silent question: *"Why should I care?"*

You are entering the conversation already happening in their mind. They're worried about price. They're worried about time. They're worried about stress. You speak directly to those fears and give them hope in a single line.

Why it works: The reticular activating system in the brain filters out most marketing messages. But when something directly speaks to the fears, frustrations, or dreams a person already has—the RAS locks onto it like radar.

That's what this benefit-driven headline does.

3. Here's How You Get It

This is your CTA. Your call to action.

And it must be direct, clear, and give them exactly two options:

1. One for those who are ready to talk to you right now
2. One for those who want info first (zero-barrier entry)

Example:

To sell your home fast, call me now at (404) 555-1290

Or text keyword **FAST** to (404) 555-3781 for automated info.

This strategy does two things:

1. It doubles or triples response because you meet people where they are emotionally.
2. It filters your leads so the hottest ones call and the curious ones text.

Why it works: People don't want to be sold, but they love to buy. Giving them the choice to engage at their comfort level makes them feel in control. That removes resistance. It disarms objections before they even arise.

And when you use the word **automated** in your CTA, you lower the threat level even more. Automated means «I won't be judged. I won't be pressured. I'll just get info.»

4. Here's What Success Looks Like

This is where your testimonials live. Especially photo testimonials.

Why photo-based? Because the brain processes visuals 60,000x faster than text. When they see a real person smiling, holding a SOLD sign, with a quote under it about how fast and painless the process was—they don't just read it. They *feel* it.

Why it works: We are hardwired to follow social proof. But written testimonials get skimmed over. Visual ones get absorbed.

Success stories are your closing tool. They validate everything else you've claimed. They show real-world proof. And they complete the loop in the seller's mind: *"This could be me."*

How to Audit Your Ad or Landing Page

You now have the perfect ad formula.

But you need to *use* it like a checklist. Audit your work.

Does your postcard or landing page clearly contain all 4 elements?

1. A unique system or proprietary method with a name? (*Here's what I've got*)
2. A big benefit-driven headline? (*Here's what it'll do for you*)
3. A two-path CTA with a low-friction option? (*Here's how you get it*)
4. One or more visual testimonials? (*Here's what success looks like*)

If you're missing any one of these, your marketing is bleeding power.

And now let's go even deeper.

Skimmers vs Readers: Why Your Page Must Serve Both

There are two types of people landing on your page:

A. Skimmers

These people don't read. They scan. They read:

1. Your headline
2. Your subheadline
3. Your section headlines
4. Your CTA
5. Your P.S.

B. Readers

These people read every word, including:

1. Your full copy
2. Your testimonials
3. Your P.S.



Notice the overlap? The P.S. is always read.

So when you audit your page, here's the test:

If someone ONLY reads your headline, subheadline, section headlines, CTA, and P.S. — would they still understand your offer completely? Would they still want to call or text you?

If not, you've got to tighten it up.

Because in today's scroll-happy, swipe-addicted world, attention is your most expensive resource.

A Final Word Before We Move On

This formula works. It's worked for over 40 years. It's worked for agents just like you who came in lost, overwhelmed, and desperate for more listings.

But it can only work if you follow it.

Don't try to be cute. Don't reinvent the wheel. This is the wheel that turns listings into closings, into cash, into freedom.

And the best part?

You don't have to figure this out alone.

In the Come List Me Calls program, we work side-by-side with agents to build their perfect ad, perfect postcard, and perfect landing page. I don't just teach this. I do it with you. We custom-create it, piece by piece, until it sings.

Let's keep going.

In the next chapter, we'll show you how to build your actual landing page inside your ListingSystem.ai dashboard, with templates, examples, and the exact structure you need to dominate your local market.



THE DASHBOARD THAT TURNS MARKETING INTO LISTINGS ON AUTOPILOT

Imagine waking up in the morning, walking into your home office, coffee in hand... and seeing a brand new listing appointment sitting on your calendar.

Not a buyer lead. Not a cold call request. Not a tire kicker.

A real seller, in your area, who already knows your unique selling system... who reached out to YOU... and who is eager to move forward.

That's not a dream.

That's the reality we've created for agents using our proprietary ListingSystem.AI dashboard—the exact system we give you access to as part of the Come List Me Calls program.

And in this chapter, I'm going to walk you through the features of this powerful seller-attraction machine. Because when you combine great offers with smart automation, the business starts to run *for* you—even while you sleep.

Your Command Center: The AI-Powered ListingSystem.AI Dashboard

Whether you use ListingSystem.AI or something similar, the idea is simple:

You need one place where your entire marketing machine is visible, controllable, and scalable.

No more bouncing between a dozen tools. No more guessing what's working. No more leads falling through the cracks.

This is your control panel. And it's designed to give you clarity, confidence, and consistent listings.

Let's break down what's inside.

1. Pre-Written Landing Pages, Fully Customizable

You don't have to be a designer or copywriter to launch your marketing.

Inside ListingSystem.AI, you'll find a library of done-for-you landing page templates, each one written using the Perfect Ad Formula we taught you in Chapter 12:

1. A magnetic headline
2. A persuasive subheadline
3. Trust-building testimonials
4. A powerful call-to-action

Every section is designed to convert cold prospects into Come-List-Me calls.

You can pick the layout that best fits your offer. Then, with just a few clicks, you can:

1. Swap in your neighborhood name
2. Add your photo and contact info
3. Insert your own testimonials
4. Choose from a list of call-to-action styles

No coding. No tech headaches. Just plug, play, and launch.

2. Pre-Built Seller Workflows (for Every Type of Lead)

Most agents lose listings because they only follow up once or twice.

But with ListingSystem.AI, every seller lead—from every source—is dropped into an automated workflow.

That means:

1. Texts go out immediately after they opt in
2. Emails reinforce your authority and offer
3. AI SMS conversations begin automatically (and continue 24/7)
4. Long-term drip sequences keep warming them up until they're ready

These workflows are already written, tested, and built for real estate. You just choose your niche:

1. Absentee owners
2. Expireds
3. FSBOs
4. Home value leads
5. Neighborhood targeting
6. Preforeclosures
7. And more

The moment the lead comes in, the system kicks into gear. All you have to do is log in and follow up with the warmest prospects.

3. SMS Autoresponders with Built-In Psychology

You already know we give sellers two ways to reach you:

1. The direct phone number for those ready to list
2. A keyword they can text to trigger an automated info response

With ListingSystem.AI, that keyword goes straight into an SMS autoresponder campaign built with persuasive psychology.

It doesn't just say, "Thanks for your message."

It begins a *conversation*.

A conversation that:

1. Reassures them that it's safe to inquire
2. Delivers value instantly (your offer and why it works)
3. Positions you as the trusted authority
4. Warms them up for a live conversation

And it does it all *without you lifting a finger*.

You can watch these conversations happen in real time. You can see the openers. The objections. The responses. The behavior patterns.

And when you see someone getting close to ready?

You step in. You pick up the phone. You book the listing.

4. Your 24/7 AI Assistant Working the Leads For You

This is where the future of real estate meets the present.

ListingSystem.AI includes a built-in AI assistant that doesn't just text people a few lines and call it a day.

It actually:

1. Carries on full conversations with sellers
2. Qualifies their timeline, motivation, and property
3. Asks strategic follow-up questions
4. Books calls directly onto your calendar

So yes, you can go to dinner with your family... sleep soundly... or even take a weekend off...

...and come back to find warm, qualified listing leads waiting for you.

Some already booked. Some mid-conversation. All ready to hear from you.

5. Social Media Manager: Hands-Free Omnipresence

Need to stay top of mind in your neighborhood?

You don't need to hire a marketing team.

With ListingSystem.AI, you can queue up your listing promotions, testimonial quotes, offer graphics, and community market stats—and the platform handles your posting for you across Facebook, Instagram, Google Business, and more. Set it. Forget it. Stay visible.

6. Tracking, Reporting, and Optimization Tools

Ever wondered where your best leads come from?

Which postcard performed best?

Which ad generated the highest quality sellers?

ListingSystem.AI answers those questions for you.

You can track:

1. Number of leads generated by campaign
2. Response rates by channel
3. Call-to-action effectiveness
4. Appointment booked per funnel

So instead of guessing, you can make decisions with clarity and confidence.

And when something isn't performing? You can tweak it in minutes.



7. A System You Don't Have to Build Alone

Here's what I want you to know:

Yes, this system is powerful. Yes, it has a ton of moving parts.

But it was *built for you*.

In the Come List Me Calls program, we don't throw you in the deep end and expect you to swim.

We give you:

1. Access to ListingSystem.AI for the full length of the program
2. Personalized setup help (we even plug your templates in for you)

3. Strategy sessions to review what's working and what to tweak
4. Weekly office hours to help you master each piece

And when your initial program ends?

You can either keep using the system for a small monthly fee...

Or you can do what most of our clients do and just *stay in the program* long-term, because once the listings start rolling in, it's hard to imagine ever going back.

This Is the Machine That Changes Everything

You got into real estate for freedom.

But if you're still chasing leads, begging for referrals, or relying on someone else to feed you scraps...

...you're not free.

This dashboard is how you *take control*.

It's how you:

1. Attract sellers instead of chasing them
2. Automate the grunt work and focus on high-value conversations
3. Scale your listing business without cloning yourself

This isn't a tool. It's a *system*.

A system that works every hour of the day, so you don't have to.

And the best part?

You don't have to build it from scratch. You just have to plug in.

Coming up next: we'll go even deeper into how we enhance your entire landing page inside ListingSystem.AI with Video that mirrors the proven formula and gets you the best results possible.

Let's keep building your seller machine.

HOW TO USE THE POWER OF VIDEO TO STACK TRUST AND GET LISTING CALLS ON AUTOPILOT

Let me paint a picture for you.

You're sitting at home, sipping your coffee. You haven't made a single cold call. You haven't knocked on a single door. And yet, your phone buzzes with a new message:

"Hey, I saw your video about selling fast in Plainview. Can you come by and take a look at my home this weekend?"

This is the moment every agent dreams about—when your marketing has done all the heavy lifting before you ever show up. That's what the power of video can do for you when it's positioned right.

And let's be clear: you're not making videos for likes, comments, or to become a local influencer. You're not creating content to go viral. You're using video as a strategic, pre-selling tool that stacks trust, delivers clarity, positions your authority, and drives direct response from sellers who are already leaning forward, already open, and already convinced.

Let's break this down in a way you can use today—and begin putting into action immediately.

Sellers don't trust easily anymore. Their inboxes are full of agents bragging about "#1 in the county" or spamming Just Listed cards that look identical to every other agent's.

But when they hear your voice... when they see your face... when they feel your energy and certainty... all the skepticism starts to fade.

Video triggers connection faster than text. It bypasses the logical filter and hits the emotional core. That's because people buy with emotion and justify with logic. And sellers—especially high-value ones—are looking to work with someone they feel understands them, has a system, and can deliver a certain outcome.

You can say that in writing. But when you show it with certainty on video, it hits different. It hits home.

And here's the best part: you only need a few core videos to activate this trust engine.

Let's look at the first one you need.

Your Core Video #1: The Program Overview Video

This is the one that lives on your landing page or gets texted out to prospects who responded to your postcard, billboard, or ad. It's a short 2- to 3-minute video that walks sellers through your **Unique Home Selling System**—the very offer they saw on your marketing piece.

You'll want to follow a structure that aligns with what we call the **Perfect Ad Formula**:

- **Here's what I've got** – Introduce your system. Name it. Reinforce its uniqueness.
- **Here's what it'll do for you** – Give them the tangible benefit: sell fast, no stress, highest price.

- **Here's how to get it** – Direct them to call or text.
- **Here's what success looks like** – Share a quick client result or testimonial.

“Hey, it’s Mike. If you’re thinking of selling your home here in Plainview, I want to tell you about my Fast Sale System. It’s helped over 130 local sellers sell in under 19 days—and often for more than market value. If you’re serious about moving, and you want a smooth, hassle-free process that actually gets you the highest price, here’s what to do next...”

Boom.

In two minutes, they know who you are, what you offer, why it’s better, and what to do.

That’s your trust-builder.

Your Core Video #2: The Local Market Update Video

This is one of the easiest ways to stay top-of-mind, show you’re a professional, and *indirectly* remind sellers you’re the authority.

Don’t overthink this. You can film this weekly or biweekly on your phone.

Keep it short. Start with:

“Hey, it’s Mike. Here’s your quick 2-minute Plainview housing update. There are currently 73 homes on the market in the 30024 zip code. Average days on market is up slightly to 41. But here’s what’s really interesting...”

Then give your insight. Mention one of your recent sales. Share one reason sellers are moving right now. End with:

“If you’re even thinking about selling, give me a quick call. No pressure—just good info so you can make smart decisions.”

These videos warm up cold leads. They create consistent omnipresence. And they start conversations.

Your Core Video #3: The FAQ or Objection-Handling Video

This is where you separate yourself from the weak agents who freeze up when asked, “Why should I hire you?”

Take your most common objections:

1. *“We’re going to wait for the market to improve.”*
2. *“I have a friend in real estate.”*
3. *“We don’t want to pay full commission.”*

Then you answer them directly in short 60–90 second videos.

But here’s the trick: You don’t rebut objections. You reframe them using story and outcome-based logic.

“A lot of sellers are thinking of waiting for the market to come back up. Totally understandable. But let me tell you about Tina and Bob. They were thinking the same thing... until we ran the numbers and showed them how waiting would cost them another \$14K in interest alone. We ended up selling their home in 9 days, and they beat the rate hike by 30 days.”

Truth told through story.

That’s how you eliminate objections *before* they ever arise in the conversation.

Where to Put These Videos for Maximum Impact

Once these videos are done, we load them up into your ListingSystem.ai dashboard. You’ll have:

1. Landing pages already connected to your postcard campaigns
2. SMS and email autoresponders that automatically send these videos
3. A seller nurture pipeline that keeps your warm leads getting your videos regularly

Each time a seller sees you speak clearly, confidently, and in control... their trust deepens. They become *pre-sold*. That’s the magic.

In fact, many of our ComeListMe Calls members say their calls go from “convince and chase” to “schedule and sign.” That’s because the heavy lifting was done *before* the conversation even started.

What This Looks Like in Action

Imagine a seller got your postcard last week. They scanned the QR code, watched your Fast Sale System video, and requested more info.

Your system texted them the Local Market Update the next morning. Two days later, they got a message with your FAQ video answering their biggest concern.

By the time you call—or they call you—they feel like they know you. They trust you. And they’re ready.

You didn’t chase. You didn’t beg.

You simply spoke the truth... once. And let the system deliver that message again and again.

That’s the power of *strategic* video.

We’ll Build It With You—Step by Step

Now, I know what you might be thinking: *“I’m not good on camera.” “I hate the way I look or sound.”*

Let me stop you right there.

First, that fear is normal. But second, your video isn’t about you. It’s about the **message**.

Sellers aren’t looking for a model. They’re looking for a professional with a plan. And inside the ComeListMe Calls

program, we give you the exact video templates, scripts, and even walk you through recording them—*step by step*. You'll have our guidance the whole way through.

And you'll discover what so many of our clients already have: The moment you publish that first video... your entire business begins to change.

You'll feel it. And they'll see it.

Coming Up Next...

Now that you've seen the power of video and how just three core videos can become your trust-building engine, it's time to show you how to tie all of this into a system that runs even when you're not working.

In Chapter 17, we'll break down how to write and load omnipresent, direct-response-style Facebook and Instagram ads that push the exact same Come List Me offer into the marketplace and direct warm seller leads to your optimized landing pages.

CHAPTER 17

THE MAGIC OF OMNIPRESENCE: HOW TO BECOME THE ONLY AGENT YOUR MARKET SEES

What if you could dominate your local market so completely that every seller believed you were the only option?

What if your presence was so ever-present, so confidently placed, that people started to believe *you must be the best*... simply because your face, your message, your offer was *everywhere* they looked?

Not just on their mailbox. Not just on their Facebook feed. Not just on postcards or billboards or emails.

Everywhere.

This is what we call The Omnipresence Effect, and once you flip this switch on, it's like taking a match to gasoline. Listings multiply. Responses compound. Costs go down. And you're no longer chasing listings — you're sorting them.

But omnipresence is not about being famous.

It's about being *famous in a fishbowl*. In a tightly-targeted, carefully selected Strategic Area of Marketing (your SAM), where the same group of ideal sellers sees you in multiple places — over and over again — until they've decided that you're the agent they *must* call.

My “Agent Everywhere System”: The Formula That Builds Local Celebrity, Market Trust, and Seller Response

This isn't theory. It's how I listed hundreds of homes a year, year after year.

I call it my Agent Everywhere System, and here's how it works:

1. Start with testing — Just like we taught you in earlier chapters, we begin by testing our marketing message in the cheapest, most targeted way: with postcards.
2. Build the foundational assets — Postcards, landing pages, SMS follow-up, AI assistants — all built and prepped to convert.
3. Expand to paid platforms — Facebook, Instagram, YouTube, and even TikTok. But only after you have a proven message that pulls.
4. Add free visibility channels — Your Google Business Profile, local YouTube videos, SEO articles for sellers, strategic tagging on Facebook, etc.
5. Stack visual impressions — Use retargeting ads and consistent branding to repeat the same message in different forms. Example: same offer, but delivered as a short video, a banner ad, a testimonial clip, and a story post.

And here's the psychological magic:

Most agents chase attention once. But I *layer impressions* until I own the mind of the seller.

It doesn't happen because you showed up once with a flashy message. It happens when you become familiar. Trusted. Seen again and again. That's when the mind says: *“I know this agent. They've got to be good.”*

How Omnipresence Multiplies Listings — and Shrinks Your Ad Costs

Let me paint this out for you:

You've got a postcard that hits every mailbox in your SAM. Good. Then, that same homeowner opens Facebook — and sees a short video ad that speaks directly to sellers in their neighborhood. Then they Google something like “best agent near me,” and *bam*, your face appears again via your Google Business Profile or local listing article.

After that, they start seeing Instagram Reels with testimonials. Then YouTube Shorts of you explaining how to avoid the 3 big mistakes sellers make.

They didn't respond the first time. They didn't call after the second. But after the 7th, 8th, or 9th impression?

They *reach out*, convinced they've made the right choice.

They feel like they know you. Like they've seen you around forever. Like it would be a risk *not* to work with you.

That's omnipresence.

And the best part? Once your message is dialed in, every new impression costs you *less*. Because you're not creating new messages — you're *repeating a proven one* across more platforms.

This is how I built my business to 100+ listings a month. It's how I stopped worrying about chasing business. It's how I became the agent *everyone already decided to trust* before we ever met.

You Don't Have to Be a Salesperson When the System Sells For You

Most agents dread the close. They get nervous. They talk too much. They fumble the pitch.

But when you build a system like this... You don't have to *close*.

The system does it for you.

By the time you're sitting across from the seller, they already feel like you're the only choice. They've seen your face, heard your voice, read your testimonials, and absorbed your message from 5 or more directions.

There's nothing to convince them of. They already believe.

That's what marketing does when you do it right.

And once you've got it dialed in... once you've tested your message... once your SAM is converting predictably and profitably...

You flip the omnipresence switch.

And this entire thing becomes a *leveraged machine* that runs in the background, feeding you listings — while your competitors wonder how you're doing it.

Want My Help Building It?

You've already seen the bones of the system here. But if you want help building it, dialing it in, and making it run...

That's what we do together inside the **Come List Me Calls** program.

Inside, you get the full templates, the proven workflows, the AI tools, the done-for-you marketing assets, and the support to set this up right — without having to guess your way through it.

You don't have to be a tech wizard. You don't have to be a master marketer. You don't even have to be a great salesperson.

You just have to plug in.

We'll show you how.

THE POWER OF VIDEO — MULTIPLY TRUST, BUILD AUTHORITY, AND CREATE COME-LIST-ME MOMENTUM ON AUTOPILOT

Let's be clear: nothing builds trust like a face-to-face conversation.

And when you can't be face-to-face in person?

Video becomes your most powerful tool.

A well-crafted video can multiply the impact of your offer. It brings your words to life. It humanizes your message. It creates connection. And most importantly — it pre-sells the seller on *you* before they ever speak to you.

Because when a homeowner sees you — not as a generic real estate agent — but as the authority, the marketer with a system, the expert who's done this hundreds of times... you don't have to sell. They're already convinced.

That's what this chapter is about.

We're going to show you how to use video — in multiple formats, across multiple platforms — to drive inbound Come-List-Me calls and eliminate the old-school grind.

We'll give you:

1. Multiple proven video scripts
2. Platform-specific frameworks
3. Clear instructions for what to say, how to say it, and how to structure the message for trust, clarity, and conversion

And like everything else in this system — we'll keep it simple.

Where to Use Video in Your Come-List-Me System

Video works everywhere. But here are the highest-leverage places to deploy it:

1. On your landing page — to introduce your Fast Sale System and pre-frame the conversation
2. As a Facebook or Instagram ad — to grab attention and generate leads with high intent
3. Inside Reels and Stories — to build familiarity and omnipresence with your Strategic Area of Marketing (SAM)
4. On YouTube (pre-roll or in-feed) — to drive traffic to your landing page or educate seller leads before they opt in
5. As part of your email or SMS follow-up — to build a more personal connection with your leads

6. On your Google Business profile — to boost trust when people research you after seeing your ad or postcard

Now let's walk through the actual scripts, starting with the foundation.

1. Landing Page Video Script

This is the video that goes above the fold on your landing page. It's short, confident, and builds desire to take action.

Format: Trust + Proof + Unique Offer + CTA

Script:

"Hey, it's [Your Name]. If you're thinking about selling your home, this will be the most important 60 seconds you'll spend today.

Because I've developed a proprietary Fast Sale System that's helped hundreds of local sellers get their homes sold in 19 days or less — for full market value — without the usual stress, open houses, or endless showings.

In fact, many sellers never even need to clean up or stage the home. We get it done fast, and we do it right.

If you're curious what that would look like for your home, just enter your name and email below and I'll show you the custom marketing plan we can use to make it happen.

There's no pressure, no obligation — and you'll walk away with a clear plan, even if we don't work together."

Optional visual overlay: Testimonials or sold banners while you speak

2. Facebook/Instagram Ad Script (Feed Format)

Length: 60 seconds or less Tone: Direct, confident, results-oriented

Script:

"What if your home could be sold in 19 days — or less — at full market value... without stress, showings, or strangers walking through your home?

I'm [Your Name], and I've developed a proprietary Fast Sale System that's worked for hundreds of homeowners right here in [City/Area].

You won't have to host open houses. You won't need to drop your price. And you won't be wondering if your agent's doing their job.

If you're even thinking about selling — click below to get a free copy of the plan and see exactly how it would work for your home.

It's fast, easy, and zero pressure."

3. Reel or Story Script (15–30 seconds)

Purpose: Grab attention and spark curiosity fast

Script:

“Here’s how we sold this house in [neighborhood] in just 17 days — for \$23K over asking — without a single open house.

We used our proprietary Fast Sale System, and I’ll show you exactly how we did it — for free.

Click below and I’ll send you the plan.”

4. YouTube Ad Script (60–90 seconds)

Purpose: More explanation, higher trust, wider reach

Script:

“If you’re thinking about selling your home, let me ask you a question:

What if you could get full market value... in 19 days or less... with no stress, no games, and no strangers walking through your home?

I’m [Your Name], and I’ve developed a proprietary Fast Sale System that’s helped hundreds of homeowners in [City/Area] get exactly that.

We’ve eliminated the pain of long listings. The hassle of open houses. And the pressure of having to constantly lower your price.

You’ll get a customized plan. You’ll know exactly how and when your home will be sold. And you’ll have full control every step of the way.

If you want to see exactly how this works, click below — I’ll walk you through the whole plan, free of charge.

It’s fast. It’s smart. And you’ll wonder why no one ever showed you this before.”

5. Follow-Up Video Script (Email or SMS)

Purpose: Build trust post-opt-in and drive consultation booking

Script:

“Hey it’s [Your Name] — just wanted to thank you for checking out my Fast Sale System.

Most agents don’t have a plan. They take the listing, throw it on the MLS, and pray.

We do things differently. And if you’re even thinking about selling, I’d love to show you exactly what we’d do for your property.

No pressure — just a quick walkthrough of the plan, customized to your timeline.

Tap the link and book your free strategy call.”

Visual Elements That Boost Video Response

1. Use on-screen text to highlight the offer (Fast Sale System)
2. Include image-based testimonials or Sold banners in the video
3. Shoot vertically for Reels/Stories and horizontally for YouTube and landing pages
4. Keep your tone relaxed, confident, and clear

Don't Worry If This Sounds Intimidating...

If all this sounds like a lot, here's the truth: in the Come List Me Calls Program, we walk you through exactly how to do it. We give you pre-written video scripts, templates, and even coaching on how to shoot them if you're nervous on camera.

Some of our members shoot their first video right after joining — and have sellers calling in days.

You don't need to be a great speaker. You don't need to be charismatic. You just need to follow the structure.

This is about building leverage — so you can finally get listings coming to you instead of chasing them down.

And in the next chapter, we'll take everything you've built so far — and show you how to ListingSystem.ai uses it to warm up Sellers in your pipeline, automatically week by week, day by day.

Let's keep going.

“A WELL-CRAFTED VIDEO CAN MULTIPLY THE IMPACT OF YOUR OFFER. IT BRINGS YOUR WORDS TO LIFE. IT HUMANIZES YOUR MESSAGE. IT CREATES CONNECTION. AND MOST IMPORTANTLY — IT PRE-SELLS THE SELLER ON YOU BEFORE THEY EVER SPEAK TO YOU.”

ON YOUR CALL WITH MIKE,
YOU’LL SEE EXACTLY HOW
THIS APPLIES TO YOUR MARKET.



BUILDING THE WARM SELLER PIPELINE

How to Warm Up Sellers Automatically and Keep Your Pipeline Full

If you're starting to feel the shift right now, you're not alone. Agents everywhere are discovering that the old methods—cold calls, door knocking, begging for referrals—just don't cut it anymore. The game has changed. Sellers expect more. They expect real value before they ever agree to a meeting.

But here's the good news: If you're using the Come List Me approach combined with a powerful automation system like ListingSystem.AI, you won't be chasing listings—they'll be chasing you.

In this chapter, we're going to show you how to create a warm seller pipeline that's constantly working behind the scenes. These sellers aren't cold. They're already aware of who you are, what you do, and why you're the obvious choice. You're not starting from zero. You're picking up right where your automation left off—with preconditioned, pre-warmed prospects who already see you as the expert.

Let me show you exactly how it works.

The Psychology of a Warm Seller

A warm seller isn't someone who just happens to be thinking about selling. A warm seller is someone who sees *you* as part of the equation.

They're not just Googling "top agents near me" and hoping for the best. They've already seen your offer. They've received your postcard. They've visited your landing page. They've read your testimonials. They've maybe even engaged with your automated system by texting for more info or asking a question to your AI assistant.

In short, they know you. They trust you. And now, they're just waiting for the timing to be right.

The magic here is *you don't have to guess who they are*. Your system already knows.

How the System Identifies and Warms Sellers Automatically

Using ListingSystem.AI or a similar platform, your marketing engine becomes a living, breathing seller magnet.

It starts with:

- **High-converting postcards that drive homeowners to your landing page.**
- **Landing pages that offer a clear, irresistible benefit in exchange for contact info or interaction.**
- **Keyword-triggered SMS opt-ins that allow them to text for more info without ever talking to a human.**
- **An AI assistant that engages with them instantly, answers questions, offers value, and even sets expectations.**

Behind the scenes, the system scores every lead based on behavior. Someone who visited your page? That's one

level. Someone who opted in and asked a question? Higher. Someone who clicked a testimonial video? Higher still. Someone who asked the AI, “How fast can you sell a home in my neighborhood?” Ding ding ding. That seller is *hot*.

All of this data funnels into your dashboard where you can visually see your pipeline:

1. Leads sorted by level of engagement
2. Instant conversation history with the AI
3. Timeline of interactions
4. Tagging and automation triggers already in place

You could literally wake up in the morning, open your dashboard, and say, “Who’s hot today?”

How Sellers Are Warmed Without You Lifting a Finger

Each seller is brought down a path of awareness and trust, and it’s all done *without you being involved*.

Here’s how:

1. They receive your postcard with a bold offer.
2. They visit your landing page and engage with your offer.
3. They opt-in via a keyword (e.g., “FAST” to 855-555-1212).
4. The AI replies immediately: “Hi! I’m Mike’s virtual assistant. Happy to help! Just curious—how soon are you thinking of selling?”
5. The seller responds: “Maybe in a couple months. Just looking.”
6. The AI replies with something like, “Totally fine! We help a lot of homeowners plan ahead. Would you like to see recent sales near you that sold fast and above asking?”
7. The seller says yes.
8. AI sends a summary link, offers additional education, and tags them as *mid-warm*.

Meanwhile, you never lifted a finger.

But now you know:

1. This person is thinking of selling.
2. They know who you are.
3. They’ve received value from you.
4. And they’re expecting more.

Automated Follow-Up That Keeps the Conversation Alive

This is where most agents fail. They either give up too soon or follow up too hard, too fast.

But with a warm seller pipeline, the automation does the work:

1. The system sends relevant updates: new listings, neighborhood stats, seller tips.
2. It occasionally checks in: “Still thinking about making a move this summer?”
3. It drip-feeds value: links to videos, testimonials, case studies.
4. And at the right time, it says: “Mike has a few open slots this week for a private home sale strategy call. Want me to book one for you?”

That’s when your calendar starts filling with ready-to-act sellers who feel like they already know you.

You’re Not Selling—You’re Selecting

Imagine being in a position where you’re not fighting to get the appointment.

You’re choosing who to work with.

You scan your dashboard, you see five warm sellers, and you decide which two are worth your time today. The rest stay in the system and continue getting nurtured until they’re ready.

This is not just freedom. This is control.

This is what top agents do.

And this is exactly what we help you set up inside the Come List Me Calls program.

Start Now. Or Let the System Keep Working Until You’re Ready.

The best part of building a warm seller pipeline is that the results compound.

Every postcard you send... Every seller that visits your page... Every person who texts for info... Every one of them enters your orbit.

Some will list right away. Some will need a few weeks. Some may take months.

But every single one is warmed, tagged, tracked, and nurtured. And you didn’t have to chase them, beg them, or convince them.

You’re simply the obvious choice.

And now, you just follow the warmth.

CHAPTER 20

THE POWER OF PRE-SELLING – HOW TO HAVE SELLERS ALREADY SAYING YES BEFORE YOU EVEN TALK TO THEM

Let me paint a picture for you.

Imagine waking up tomorrow, checking your phone, and seeing a voicemail that says:

“Hey, I saw your Fast Sale Program for homes in Willow Creek. I read the page, watched your video, and honestly... you’re exactly what we’re looking for. When can you come by to take a look at the house?”

No objections. No price shopping. No interviewing three other agents. Just... *come list me.*

Sound like a fantasy?

It’s not. It’s exactly what this system is designed to create. And this chapter will show you *how to engineer that reaction before you ever even speak to the seller.*

Welcome to the power of pre-selling.

What Is Pre-Selling (and Why It Changes Everything)?

Pre-selling is the act of closing the mental and emotional gap between the homeowner and the decision to list with you — before you ever have a conversation.

It’s how the top marketers and salespeople in the world win business without being pushy. It’s why the best offers don’t need “salespeople” at all — because the system *sells for them.*

You’ve already built the foundation for this:

1. A compelling offer
2. A magnetic headline and subheadline
3. A high-converting landing page
4. A psychological CTA
5. AI and automation that positions you as the trusted authority

Now we put all the pieces together and go inside the mind of the seller. This chapter is about writing to the subconscious... guiding them down the emotional staircase that ends with one conclusion:

“I need to talk to this person.”

The Secret Behind Come-List-Me Calls

Most agents get on the phone and feel like they have to convince the seller to talk to them... to take them seriously... to not hang up.

But the elite marketers — the agents using this system — get on the phone and the frame is already set.

They're not being interviewed. They're being *requested*.

Because every ad, every message, every landing page has been designed to do three things:

1. Create belief that you have a unique ability to solve their problem
2. Build familiarity and trust before a single word is spoken
3. Future pace them into seeing their life with the problem already solved — by you

That's what your pre-selling system does. That's what ListingSystem.ai automates. That's what your copy, layout, testimonials, and call-to-action all work together to accomplish.

Now let's go deeper.

The 4 Pre-Selling Levers That Do the Heavy Lifting For You

When done right, you won't have to *sell* on the call — you'll just *confirm* the decision they've already made.

Here are the 4 levers your system uses to pre-sell you as the *only* choice:

1. The Embedded Identity Frame

Your marketing isn't just saying what you do — it's *showing who you are*.

When a homeowner sees:

"My proprietary Fast Sale System has helped hundreds of local sellers move fast, hassle-free, and at top dollar"

...you're embedding an identity. Not just a claim. Not just a feature. But an *earned role* in their mind:

"You are the trusted expert who solves this exact problem — for people just like me."

That's power. It makes the decision feel safe, even obvious. And that's the beginning of pre-selling.

2. Micro-Commitment Language

On your landing page, your copy doesn't scream "Call me now!" with desperation.

Instead, it calmly invites:

"To sell your Willow Creek home fast, call me direct at (404) 555-1234... or text FAST to (404) 555-9876 for instant info."

This is designed to remove threat, build comfort, and lower the resistance to taking the first step.

What you're really saying is:

"You can engage without pressure."

That micro-commitment starts a psychological pattern called the Consistency Principle — once they take the first small step, they're far more likely to take the next.

3. The Buyer's Journey in Reverse

Pre-selling flips the traditional sales funnel on its head.

Old model: Cold ad → Sales call → Convince → Objection handle → Maybe get the listing

Pre-sold model: Emotional offer → Psychological CTA → Education → Trust → "*When can you come out?*"

You're collapsing the timeline. Making the decision upfront. Letting them emotionally commit before they ever speak to you.

4. Authority Through Structure

The very structure of your system — from the layout of your postcard to the friction-free landing page — signals *authority*.

It tells the subconscious mind:

"This person has done this before. This is organized. Safe. Proven. Predictable."

That's how people buy — emotionally, subconsciously, and with trust that comes from perceived expertise.

The Power of Words That Sell Before You Speak

The written word — on your postcard, your landing page, your SMS autoresponder — does more than describe.

It frames.

It implants ideas. It creates trust. It shortens the distance between curiosity and commitment.

And when you do it right — when every word is part of the system — your conversations go like this:

"We've been getting your marketing for a while. Honestly, you seem like the best in the area. Can you help us figure out the right price to get it sold fast?"

That's not just marketing. That's mastery.

Why Come-List-Me Calls Happen Naturally

When you pre-sell the way this system teaches you, the seller doesn't see the call as a "sales call."

They see it as a *welcome next step in a process they already trust*.

This is the reason agents inside the Come List Me Calls program are:

1. Getting higher quality conversations
2. Converting at 3–5x industry average
3. Building real pipelines instead of chasing leads

Because they're *not chasing at all*. They're attracting. They're pre-selling. They're positioning.

And the sellers are calling them.

Coming Up Next...

Now that you understand the power of pre-selling — and how this system does most of the selling *before* you ever speak to a homeowner — it's time to walk you through exactly what to say once the phone rings.

In Chapter 19, I'll show you how to handle the *actual listing call conversation* — not with a script, but with a hypnotic, persuasive flow that makes the seller feel like it was their idea all along.

No pressure. No pitching. No weird sales vibes.

Just an easy conversation that ends in, “When can you come by?”





CHAPTER 21

THE LISTING CALL THAT PRACTICALLY CLOSES ITSELF

Now that you've used future pacing and marketing psychology to pre-frame your seller leads before the call, it's time to guide the actual listing call itself. And unlike what most real estate agents believe, this call isn't about being slick or sounding like some sales ninja. You don't need to convince. You don't need to pitch. And you sure as hell don't need to chase.

What you *do* need is a structure — a framework — that allows the seller to emotionally confirm what they've already decided subconsciously: that they want *you* to list their home.

This chapter gives you the exact formula to follow, step-by-step, so your listing calls convert naturally, without pressure. This is the beginning of a seller-focused business, not a sales-pitch-based one. And when done right, this call becomes an effortless confirmation of everything your postcard, your landing page, your video, and your AI assistant have already been whispering in their minds.

My Proprietary Call Confirmation Framework

How This Unique Approach Makes the Seller Feel Heard, Seen, and Safe — and Practically Asks You to Bring the Paperwork

This is my proprietary Call Confirmation Framework, a conversational structure that makes your listing calls feel nothing like a listing presentation — and everything like a service call with a trusted advisor.

You'll learn how to let the seller feel in control while you guide them through a subtle, persuasive path that:

1. Validates their decision to call you.
2. Demonstrates your authority without sounding arrogant.
3. Reinforces your unique value.
4. Removes risk from their mind.
5. And sets the stage for an effortless close.

Here's how it works:

Step 1: Open with Gratitude and Reassurance

This is a trust-accelerator.

“Thanks so much for reaching out. I'm glad we could connect. It sounds like you're considering selling your [neighborhood name] home — I'd love to hear what's prompting the move.”

Start with appreciation. Reassure them that they made the right decision to call. Invite them to talk about their story — their why.

When a seller talks about why they're moving, they're emotionally opening a door. You need that door open before you walk them into a solution.

NLP Trigger: The more they talk, the more they trust. This is called self-disclosure effect — the more someone reveals about themselves, the more they feel bonded to you.

Step 2: Mirror, Validate, and Future-Pace

Whatever they share — mirror it back and attach it to their future.

“That makes a lot of sense. You want to be closer to family, and with the market where it is, you're hoping to make a strong sale and move fast. That's exactly the kind of scenario our Fast Sale System is designed for.”

Now you've just:

1. Validated their reason.
2. Positioned yourself as the *perfect fit*.
3. Future-paced what they want (a fast, profitable, low-hassle move).

This is the point where they're thinking, “*This is exactly the person I need.*”

Step 3: Reinforce Unique Mechanism

“I don't use the typical open-house-and-hope strategy. We've developed a proprietary Fast Sale System that's helped hundreds of local sellers sell in under 19 days, for top dollar — even in shifting markets. And it's all built on custom marketing campaigns targeted to your exact neighborhood.”

You're reintroducing your unique value without pitching. It's stated as matter-of-fact. Almost as if you're saying, “This is just how we do things.”

That makes it feel *safe*. Safe = trust.

Subliminal Anchor: When people hear something is proven, repeatable, and done before, they mentally lower resistance. What's been done for others feels easy to do for them too.

Step 4: Shift Control Gently

“Would it be okay if I shared a few quick questions with you to make sure we’re creating the best plan for your goals?”

Notice the permission ask.

You’re not interrogating. You’re guiding. And by asking permission, you increase compliance — they say yes because they feel in charge.

NLP Trigger: Permission-based framing increases cooperation. You’re not forcing an agenda — you’re co-creating it.

Step 5: Ask the Right Questions (These Are Strategic)

These questions are NOT for you to qualify *them* — they’re designed to have them qualify *you*... to themselves.

1. Timeline — “If we found the perfect buyer in the next 3 weeks, would that timeline work for you?”
2. Confidence Blockers — “What concerns do you have about selling right now?”
3. Past Experience — “Have you sold a home before? What was that experience like?”
4. Expectations — “When you imagine working with an agent, what are the most important things you’d want them to do — or not do?”

These questions:

1. Reveal objections without triggering them.
2. Allow you to address hesitations proactively.
3. Let them *verbalize* why they need someone like you.

Step 6: Handle Concerns Without Resistance

When concerns come up, respond like this:

“That’s exactly why we designed this process the way we did. In fact, one of the biggest reasons clients choose us is because we don’t use high-pressure tactics or open houses. Everything is handled strategically, with marketing that actually attracts the right buyers so your home doesn’t sit — and your price doesn’t drop.”

NLP Reframe: Every concern is a doorway to your offer.

Step 7: Close by Asking for Collaboration

You don’t pitch them. You don’t ask for the listing.

You invite them to collaborate on a plan that’s already halfway built in their mind.

“Would it make sense for me to swing by this week, take a look at the property, and show you a custom marketing

plan we can use to make this happen fast — without pressure and without leaving money on the table?”

Notice:

You didn't ask them to list. You offered a plan. You removed pressure.

NLP Technique: You used a soft-close tied to their outcome. You made it their idea.

Now — lock it in.

Once they say yes, you don't leave the call open-ended.

You give them two clear options for a day and time:

“Perfect. I've got Thursday at 4:30 or Friday around 11. Which works better for you?”

Once they choose, you pre-frame the entire experience and install a clear mental picture of the process. This is where the magic happens.

“Awesome — I'll bring everything we need, and here's how it'll work when I arrive. First, we'll take a walk through the house together — nothing fancy, just so I can see the layout, features, and anything you've done to improve it. Then we'll sit down, go over the plan, and I'll show you a few hand-picked comps and some fast-sale options. Together, we'll pick the best price and listing strategy. And we'll have the paperwork knocked out and the house listed in under 30 minutes. Sound good?”

Then — here's the clincher:

“If you've got an extra key handy, I'll bring a lockbox with me and we'll get it set up right away. That way we'll be ready to roll the minute we go live.”

That key is your yes.

It's the quiet signal they've made the decision.

You've now got a listing — before you even show up.

Master this 7-step flow and your conversion rate will explode.

You'll walk into more listing appointments where the decision has already been made.

You'll experience less pressure, fewer objections, and almost no price resistance.

Why?

Because your *system* — not your personality — is doing the heavy lifting.

And the best part?

This process is 100% learnable. It's not about being a natural. It's about having the right structure.

In the Come List Me Calls program, I teach this system in detail, give you scripts and real examples to practice with, and review recordings with you so you improve fast. We do it together.

But even just this chapter alone — if you follow it — can be a total game-changer.

THE COME-LIST-ME SYSTEM SALES MACHINE (A.K.A. THE SELLER JOURNEY)

Let's zoom out for a moment.

You've seen how to build powerful postcards. You've learned how to write hypnotic headlines. You've crafted landing pages that convert curious browsers into eager leads. You've tested, tracked, and optimized every piece.

But now it's time to string it all together.

Because what you're really building here isn't just a postcard campaign. It's not just a landing page. It's not even just a system.

You're building a seller-generation machine.

A machine that runs almost on autopilot... A machine that replaces cold calling, begging, chasing, hoping, and losing. A machine that attracts listings like a magnet and spits out predictable profits month after month.

And in this chapter, I'm going to walk you through every gear, piston, and switch in this engine so you can see how it all works in harmony.

Let's call it what it is: **The Come-List-Me Sales Machine.**

The 7 Stages of the Seller Journey

Every listing you'll ever get moves through these seven psychological and behavioral stages. And when you build your machine right, your system does all the heavy lifting at each one.

Let's break them down:

Stage 1: The Cold Prospect (Totally Unaware)

This is your neighbor who's thinking about selling but hasn't acted yet. They're worried about the market. They're unsure who to trust. They're quietly looking at Zillow, talking with their spouse, or just waiting...

Your postcard hits their mailbox. But it's not just any postcard. It's got your bold 19-day guarantee. It speaks directly to their fears, their dreams, their situation. It stands out — like a bright red Ferrari in a sea of beige minivans.

Now they're curious. They're still cold. But the ice is melting.

Stage 2: The Curious Clicker (Mildly Interested)

They scan the postcard. They type in your landing page URL. And now they're reading. They see your proprietary

system. They read testimonials. They see proof. They feel trust.

Your landing page talks to them — not at them. It tells a story. It makes a promise. And it gives them just one choice:

“To sell your home fast and for top dollar — just reach out here.”

Now, they’re leaning in.

Stage 3: The Warm Follower (Leaning Forward)

Maybe they didn’t opt in yet. Or maybe they did, but they’re not ready to book. That’s okay. Your system knows what to do.

Your automated email and SMS nurture kicks in. Drip. Drip. Drip.

Messages written in your voice. Videos showing real proof. Stories of sellers just like them.

They see your retargeting ads on Instagram. They hear your voice on a podcast ad. They see your brand on a yard sign two blocks away.

They think, “*Man, this agent is everywhere.*” And you are. Because the machine is running.

Now, they’re interested.

Stage 4: The Come-List-Me Caller (Ready to Act)

This is the moment.

They text. They call. They fill out your form.

And the machine responds immediately. Your AI assistant acknowledges them, answers questions, and offers to book a call. Your calendar gets filled.

You didn’t have to chase. You didn’t have to script. You didn’t have to beg.

They’re calling you.

Stage 5: The Pre-Sold Appointment (No Pitch Needed)

Now they’re sitting across from you at the kitchen table. But this isn’t a hard close.

This is just step seven from Chapter 19 — a calm, collaborative conversation. They already feel like they know you. They’ve seen your ads. They’ve read your stories. They’ve consumed your videos.

You walk them through the next steps — pricing, prep, photos. You confirm their goals. You hand them a pen.

And they sign.

Stage 6: The Listed and Sold (The Proof Stage)

You deliver exactly what you promised. Your system kicks into gear again:

1. Pre-written seller updates

2. Email and SMS check-ins
3. Transactional templates to guide the process

They feel supported. Respected. Informed. They trust you. And they tell their friends.

Stage 7: The Repeat and Referral Machine (The Flywheel Effect)

This is the part most agents miss.

After the sale, your machine keeps working.

1. You retarget them with testimonial ads
2. You drip market updates automatically
3. You check in on anniversaries
4. You invite them to your seller community

And when someone in their neighborhood talks about selling... They don't just recommend you. They say:

"You'd be crazy not to call them. They sold our house in 10 days for more than we hoped."

Now, your marketing doesn't just *attract* sellers. It compounds.

Let's Look at the Machine from Above

Picture this like a flywheel:

1. Postcard = spark
2. Landing page = fuel
3. AI and automation = engine
4. SMS/Email/Ads = combustion
5. Appointment = ignition
6. Listing = momentum
7. Testimonial/Referral = thrust



And every cycle gets faster. Every seller gets easier. Every close gets cleaner.

All because your system does the work.

You're not waking up wondering where the next lead will come from. You're waking up to booked appointments.

You're not trying to convince anyone of your value. Your marketing already did that.

You're not just getting listings. You're building an empire.

This Is What We Build Together Inside the Come List Me Program

Every one of these pieces — the postcard, the landing page, the workflows, the ads, the videos, the seller automation, the scripts — They're all built, tested, and handed to you inside our program.

You don't have to guess. You don't have to write copy. You don't have to build from scratch.

You just plug in your info. You launch. And then you scale.

And yes — we do it *with* you. Piece by piece. Because this isn't just a course. This is your future business engine.

In the next chapter, I'll show you what video content to start creating — and how to use it to pour gas on this machine.

But for now, just picture this:

You've got 5 listings from one neighborhood. Every seller is referring you. Every new lead comes pre-sold. Your phone buzzes in the morning with new appointments... And you've finally built a business that doesn't own you.

Welcome to the Come-List-Me Sales Machine. This is how we win.

CHAPTER 23

PULLING IT ALL TOGETHER — YOUR FULL SELLER ATTRACTION MACHINE

You've just walked through the most powerful seller attraction system in the industry — a step-by-step playbook for turning postcards into booked appointments, and cold traffic into a predictable, warm listing pipeline.

Let's zoom out for a minute and look at how it all fits together:

The System Overview:

- **Start with Your Strategic Area of Marketing (SAM):** You don't try to market to an entire zip code. You pick a high-turnover neighborhood or group of nearby neighborhoods where you can become a "celebrity agent."
- **Create an Outrageous Offer:** You craft an irresistible, legally sound offer that instantly speaks to your seller's dominant wants (like selling fast, for top dollar, with certainty and without headaches).
- **Wrap the Offer in the Perfect Ad Formula:** Your subheadline shows "Here's what I've got." Your headline delivers "Here's what it'll do for you." Your CTA button says "Here's how to get it." Your testimonials prove "Here's what success looks like."

- **Build the Perfect Postcard:**
 1. Front: Offer, proof, and call to action.
 2. Back: Tease and drive to landing page.
- **Drive Traffic to Your Landing Page:** A clean, single-message page (no menu bar!) that re-pitches the offer, stacks more proof, answers common concerns, and invites them to raise their hand.
- **Use AI and Automation to Follow Up Immediately:** SMS autoresponders, automated emails, follow-up reminders, and AI appointment setting all work together to get you face-to-face.
- **Pre-close With a Hypnotic NLP-Based Call Script:** You walk them through a future-paced conversation that makes the appointment feel like the next logical step in their decision-making journey.
- **Show Up Ready to List:** With a custom plan, a few comps, a clear presentation, and a lockbox in hand — and you're walking out with the listing.

Keep Building Your Marketing Machine:

1. Test and refine messaging.
2. Layer in omnipresence.
3. Stack new channels (video, social, YouTube ads, more postcards, etc.).

Repeat in the Same Area Until You Own It

When your face is on every mailbox, your name is on every listing sign, and your clients are raving about you online and offline... you've built true local dominance.

And that's how you scale listings. That's how you eliminate chasing. That's how you never beg for business again.

You just attract.

What Happens Next?

You've come a long way in this book. Most agents never even scratch the surface of what we just walked through.

But there's a difference between *knowing* this... and *doing* it.

And doing it right — with the right strategy, the right messaging, the right tech, and the right coach — is the difference between mediocre results and a listing business that runs practically on autopilot.

So here's what you need to know:

This really *isn't* as complicated as it might seem at first.

When you have the right system in place — and the right people helping you — the overwhelm disappears.

You don't have to go it alone.

Inside the Come List Me Calls Program, you'll work directly with me, Mike Costigan — one of the top listing agents in the world during my time at RE/MAX.

You'll get full access to our pre-built templates, our done-for-you software, our live support, and our hands-on help so you can master the skills for life.

And you'll have a proven system for scaling listings in a way that feels easy, authentic, and powerful.

I think we can both agree that what you've learned in these pages has the potential to change your business forever.

The real question is: Are you ready to put it to work?

Pretty soon, I'm going to give you a way to schedule a private strategy call with me or someone from my team to talk about what it could look like to bring this whole machine to life in your market.

It's not a high-pressure call. It's not a pushy pitch.

It's a real conversation about where you are now... where you want to go... and whether this system is the vehicle that can get you there.

For now, just sit with that for a moment.

We're almost there.

Let's keep going.

CHAPTER 24

SCALING THE SYSTEM: HOW TO BUILD A LISTING MACHINE THAT RUNS WITHOUT YOU

You've done it.

You now hold in your hands the complete system for attracting listings at will. You've learned how to craft offers that magnetically attract sellers, how to build hypnotic landing pages that convert them, how to test like a scientist, and how to pre-close the call before you ever step foot in their home.

But if we're being honest, all that means nothing if you're still the one doing everything yourself.

Because real freedom, real wealth, and real power in this business doesn't come from hustling harder. It comes from leverage.

This chapter is about how to systematize, automate, and scale your listing business so it runs with or without you. Because if you've mastered the art of generating Come-List-Me Calls, it's time to master the art of getting them *without burning out*.

The Biggest Bottleneck in Real Estate (Hint: It's You)

Most agents don't build systems. They build dependency factories.

They do all the follow-up. They run all the comps. They prep all the listings. They show up to every inspection. They write every offer. They even try to design their own postcards and websites.

And then they wonder why they're stuck.

See, the Come List Me system you've been learning isn't just about getting leads. It's about building an asset that feeds your business 24/7, whether you're hustling or on a boat somewhere.

But an asset like that only works when you do what true business owners do:

They delegate. They automate. They scale.

And they do it intelligently.

So let's talk about how you do that now.

Step One: Get Off the Hamster Wheel with Automation

If the first time a seller hears from you is *after* they opt in, you're already losing.

Let's fix that.

With ListingSystem.AI, or any powerful CRM, you can build:

1. Instant SMS responses that sound human, warm, and direct.
2. Email sequences that educate, indoctrinate, and compel.
3. AI assistants that hold conversations, answer questions, and schedule listing appointments while you sleep.

This isn't tech fluff. This is what lets you run a multimillion-dollar business with your phone off.

You can create campaigns for:

1. Cold postcard leads
2. Landing page opt-ins
3. No-shows
4. Webinar attendees
5. Even seller referrals from past clients

And they all run with zero human intervention until someone raises their hand.

That's when *you* (or your team) step in.

Not before.

Step Two: Build Your Dream SOP (Standard Operating Process)

The next piece of leverage is *documented process*.

If you had to hand your business over to someone else tomorrow, would they know what to do?

Here's a simple exercise:

1. Write down everything you do from lead to listing.
2. Circle the things only you can do.
3. Outsource or automate the rest.

A great SOP includes:

1. A script for each seller type
2. A checklist for listing prep
3. A repeatable CMA pricing method
4. A marketing launch checklist
5. A pre-listing appointment text reminder

If it lives only in your head, it's a liability.
Once it's on paper, it becomes an asset.



Step Three: Replace Yourself (One Role at a Time)

Start small.

1. Hire a virtual assistant to run comps, do research, prep paperwork.
2. Use an inside sales agent or AI to book calls.
3. Hire a transaction coordinator.
4. Bring on a showing agent or licensed partner for boots-on-the-ground help.

Most agents wait until they're drowning to get help. The smart ones build the bridge before they hit the river.

Every piece of your business that can be delegated creates space for you to:

1. Get more listings
2. Build relationships
3. Or just take a damn breath.

Step Four: Multiply the Model

Now here's where it gets exciting.

Once your Come List Me system is converting, your messaging is tested, and your workflow is dialed in...

You can multiply it.

1. Clone the postcard.
2. Hit more Strategic Areas of Marketing.
3. Layer in social media retargeting.
4. Run YouTube ads.
5. Create an agent referral network.

You now have a system that sells your service for you, at scale. You don't have to chase listings anymore. You *become the magnet*.

And the best part? You built it once. Now it pays you forever.

You're Not Meant to Do This Alone

If this all sounds amazing but slightly overwhelming, that's normal.

Nobody builds a machine like this in a weekend. But with the right guidance, the right templates, and the right systems already built for you...

It becomes simple.

That's why I created the Come List Me Calls program. It's where I give you:

1. My complete ListingSystem.AI platform
2. My postcards
3. My landing pages
4. My SMS campaigns
5. And my 40 years of experience

You don't just get a blueprint. You get help *building the machine*.

And once it's built... You never go back to the old way again.

WHAT HAPPENS WHEN YOU STOP BEGGING AND START ATTRACTING

There's a quiet shift that happens the moment you stop chasing.

You can feel it before the listings even roll in.

It starts with clarity. Control. Conviction.

And then it happens:

The calendar starts filling up. The sellers start coming to *you*. And the business starts compounding.

This chapter is about what it feels like to become an *authority agent*. It's about what happens when you switch from being just another option... to becoming the obvious choice.

And it's one of the most important shifts you'll ever experience.

From Chasing to Choosing

Most agents live in fear of missing out.

They chase every lead. They say yes to every seller. They accept listings outside of their area, price point, or standards—because they don't know when the next one might come.

They're stuck on the hamster wheel of feast-and-famine.

But the moment your marketing starts bringing sellers to you—qualified, pre-sold, and hungry for what you offer—something profound happens:

You start choosing.

You choose which sellers you want to work with. You choose which neighborhoods to dominate. You choose when you want to take time off.

Your business finally becomes your *business*. Not a job.

And with that control comes power, presence, and peace of mind.

Your Words Start to Carry Weight

When you're showing up everywhere—online, offline, postcards, landing pages, and even through AI conversations—you begin to take on a new identity in the eyes of the market.

You're not just a salesperson anymore.

You're *the* agent in the area. You're the one who has the plan. The one who seems to know things other agents don't. The one sellers trust without even meeting you yet.

Your words start to carry weight.

You can feel it on the calls. You can hear it in the tone of the sellers who reach out. There's less resistance. More respect. And far more urgency.

You Become a Magnet for the Right People

Marketing isn't about trying to convince people who don't want to move.

It's about positioning yourself as the natural choice for the ones who *already* want to move... but just haven't found the right agent.

Once your message is dialed in—once your headlines, postcards, landing pages, and systems are all lined up—you become magnetic.

The wrong sellers fall away. The right sellers lean in.

You don't have to persuade. You just have to direct.

You don't need clever lines. You just need clarity.

And the system does most of the work for you.

Your Numbers Get Predictable

When sellers come to you instead of the other way around, you gain something most agents never experience:

Predictability.

You start to know, month after month, how many listings you'll take.

You know how many postcards to send... how many landing page visits you need... how many AI conversations lead to consultations.

You have *math* behind your momentum.

And that allows you to scale with confidence.

No more guessing. No more wondering. No more hoping.

You're building something real.

Your Time Becomes Exponentially More Valuable

When you're no longer chasing cold leads, something magical happens to your time:

It becomes leverage.

Every hour you spend is strategic. Focused. High-value.

You're not spinning your wheels anymore. You're working on your business, not just in it.

You start using your time to *amplify* results, not hustle for scraps.

You delegate more. You automate more. You trust your system.

And because of that, you finally experience what most agents only dream of:

Freedom.

You Start to Think Bigger

Once the system is working, your brain shifts.

You stop asking, "How do I get my next listing?"

And you start asking, "How big do I want this to get?"

That's the question of a leader. Of a business owner. Of an authority. And that's what you are now becoming.

The ComeListMeCalls system was designed to not just get you leads. But to help you think like a true marketer. To operate like a real business. To feel what it's like to be *chosen*.

And as you move into the next few chapters, we're going to show you how to lock this in.

Because this next part? It's where everything starts to multiply.

The momentum builds. The listings compound. And your business becomes a machine that gets sellers calling you almost daily—without you doing anything crazy, expensive, or difficult.

It all starts with a choice. Are you ready to stop chasing... and start attracting?

Let's keep going.



IF YOU'RE TIRED OF BEGGING FOR LISTINGS...

BOOK A FREE SESSION WITH ME.

[BOOK NOW](#)

WHAT YOU SHOULD NEVER DO ONCE THIS SYSTEM IS WORKING

Once you start seeing results — and you will if you've followed this system even halfway well — a strange thing can happen. You can forget what got you here.

You start getting calls from sellers. You start taking listings regularly. You get a little more confident. A little more casual. You finally feel like you've got your business under control.

And that's when most agents unknowingly drive it right off a cliff.

Let's be honest. Getting success is one thing. Keeping it? That's a different game entirely.

Here's the hard truth: The moment you start winning, the real test begins. That's when your brain will tempt you to get creative. Try new things. Say yes to sellers you would've passed on before. Skip the postcard. Forget the script. Rest on your results.

Don't do it.

The fastest way to lose the business you just built is to stop doing what got you there in the first place. So this chapter is your warning. These are the traps — and the bad habits — that come for agents once they start winning.

Mistake #1: Taking Unqualified Listings

You've worked hard to build a pipeline of come-list-me calls. But now you're saying yes to overpriced homes, unmotivated sellers, or properties in areas that aren't part of your strategic territory.

Why? Because you can. Because you have choices. But that's the trap. Every bad listing steals your time, ruins your conversion rate, and pollutes your brand.

Remember: You're building a marketing-driven listing machine. That means you only take listings that match your ideal profile — the ones you built this entire system around.

One bad listing can suck up 10 hours of your time and generate zero ROI. Don't let a sense of abundance fool you into abandoning your standards.

Mistake #2: Going Off Script

"Now that I'm getting results, I don't need the script anymore."

Yes, you do.

Your script isn't there to control you — it's there to protect your conversion rate. It's a refined, battle-tested sequence of words designed to nudge the seller's psychology toward an easy yes.

Go off script, and your close rate plummets.

Stick to the script. Let your delivery get smoother. Let your tone relax. But don't freestyle your future away. Pros stick to the system.

Mistake #3: Overcomplicating the System

Success has a way of attracting shiny objects. Now that you've got a working postcard and landing page, your brain starts thinking:

"Maybe I'll add a second landing page with a different opt-in."

"Maybe I'll test seven different offers at once."

"Maybe I'll tweak this headline... again."

Stop.

When you've got a winning ad and a working system, the last thing you should do is tinker just to tinker. Keep your split tests intentional. Keep your systems simple. Complexity is the enemy of scale.

Mistake #4: Saying Yes to Every Seller

Just because someone calls doesn't mean they deserve your time.

The Come List Me system isn't about becoming a real estate doormat. It's about becoming the trusted, in-demand expert. And part of that means saying no.

No to unrealistic sellers. No to tire-kickers. No to anyone who doesn't align with your values, your pricing philosophy, or your way of doing business.

The more listings you get, the more important your filters become. Say no more often. Say yes more profitably.

Mistake #5: Getting Lazy and Stopping the Machine

This one's the silent killer.

You build your funnel. You test your marketing. You get calls. You get busy. You stop mailing. You stop posting. You stop improving.

And six weeks later, the calls stop.

You panic. You scramble. You try to reboot the engine.

But momentum doesn't come back instantly. It's like stopping a train and trying to push it from zero.

Here's the fix: Never stop the machine.

Even when you're busy. Especially when you're busy. Your future self is counting on the seeds you plant today. Don't let her down.

Every single one of these mistakes is avoidable. You've got the system now. You've got the tools. You've got the

roadmap.

But even more important — you've got the mentorship.

In the Come List Me Calls program, we don't just hand you a marketing funnel and wish you luck. We walk with you. We review your listings. We check your ads. We hold the bar high and keep your business on track — even after it starts working.

Because success without stability is just another flavor of stress.

You don't need more stress. You need consistency. You need systems. You need accountability.

That's what we give you.

And in the next chapter, you're going to see exactly why you don't have to be a great salesperson to get a huge share of listings in your market.

CHAPTER 27

WHY THERE'S NO OBJECTION HANDLING CHAPTER IN THIS BOOK

I had a mentor once — one of the smartest, most ruthless direct response marketers I've ever known — who told me something that changed everything:

“If your marketing doesn't close the deal, your marketing sucks.”

That one sentence rewired my brain.

It made me realize what all the greats already knew. That if you're spending time handling objections — if you're doing verbal gymnastics at the end of your presentation trying to get someone to list with you — you've already lost. Or at the very least, your marketing has.

Objections are a symptom of weak marketing.

The reason you don't see a chapter on objection handling in this book is simple: you shouldn't need it. Not when you use this system.

Let me explain why.

No More Proving Yourself. You're Pre-Chosen.

When sellers respond to your marketing — real marketing — they're not calling to shop you.

They're calling because they believe you're the solution to the one big problem that's been keeping them awake

at night, staring at the ceiling: *how to sell their home fast, for the most money, with as little risk and headache as possible.*

That belief doesn't come from luck.

It comes from a system that's engineered every touchpoint — the postcard, the landing page, the marketing language, the testimonials, the tone, the delivery — to do one thing:

Build belief.

By the time they pick up the phone or fill out your form, the decision has already been made.

You're not there to convince. You're there to collect the paperwork.

You Don't Need a Closing Script. The System Already Closed Them.

Let's get real.

If you're still memorizing canned objection handlers... if you're still losing sleep trying to figure out how to beat out five other agents for the listing... if you're sweating over how to justify your commission — you're not operating a real business. You're freelancing.

That's not what this book is about.

This book — this system — is about engineering a business that sends you ready-to-act, pre-sold sellers.

Sellers who've already chosen you. Sellers who feel *relieved* to talk to you. Sellers who want the headache gone and know that you are the shortcut.

You don't need to "close."

They're already in.

Price Is Only an Issue in the Absence of Value

Here's another truth bomb:

"Price is only an issue in the absence of value."

You've heard it before, but until you've lived it — walked into a listing appointment with total confidence that you're the highest fee agent in the room, and that you'll *still* get the listing — you don't understand the power of it.

When your marketing solves the one huge, painful problem the seller is facing, you become invaluable.

That's why I always charged the highest fees in my market.

That's why I often tacked on an entrance fee just to work with me.

And they paid it. Happily. Because they weren't buying a person. They were buying a result.

That's the shift.

The Pain of the Traditional Listing Appointment

I want you to picture this:

You're walking into a listing appointment. You know you're up against two other agents. You're not sure what the seller is thinking. You're carrying a presentation book. You've rehearsed what you're going to say. You're going to walk through your CMA. You're going to explain why you're worth your 6%.

And the whole time, there's a pit in your stomach.

You know it's a crapshoot.

You're worried that Aunt Susie got her license last year and the seller might feel bad if they don't list with her.

You're worried that you'll be undercut by a discount broker.

You're worried that even if they smile and say they're impressed, they won't actually sign.

Now compare that to this:

You get a ComeListMe Call.

You schedule a walk-through.

You show up and they already have the paperwork printed.

They already watched your video.

They already read your landing page.

They already saw your proof.

They already *know* you're the one.

And they're grateful you came.

That's the difference.



You Don't Need to Be a Great Salesperson

You don't need to be a born closer.

You don't need to learn every objection handler.

You don't need to study neuro-linguistic programming or master rebuttals.

You just need a system that does all the selling *before* you show up.

That's what this system is.

That's why we haven't spent a single chapter on how to overcome objections.

Because you won't need to. Not when you use this.

Coming Up Next...

We're going to take a step back and look at the entire Come List Me system from above.

We'll connect the dots.

We'll show you how every piece you've built up until now — the postcard, the landing page, the follow-up, the AI system, the strategy call — fits together into one machine.

Because it's when you see the whole thing operating as a unified marketing system that the lights really come on.

That's next.

And if you're starting to wonder how you could get help putting this in place in your own business — with the guidance of someone who's *been there, done it*, and coached thousands of agents to do the same — you're not alone.

You'll have a chance to explore that soon.



THE SYSTEM RECAP THAT CHANGES EVERYTHING

At this point, you've come a long way.

You've made it through the thick of the fog most agents never escape. You've discovered the foundational pieces of a listing machine that runs on marketing, not begging. You know how to attract sellers instead of chasing them. You understand how to dominate a local area and become a celebrity in the neighborhood. And you've seen how every piece fits together to create an unstoppable momentum.

Now, let's bring it all together.

Not in a boring checklist kind of way. But in a way that shows you what you've *really* built here... and why this system, once set up, changes your business and your life forever.

The Foundation: Your Strategic Area of Marketing (SAM)

You started with choosing a focused, profitable pocket to dominate. One where turnover is consistent. Where signs pop up regularly. Where you can create visibility overlap and become the go-to name.

This isn't about going wide. It's about going *deep*.

By narrowing your focus, you do something magical: you stop being just another agent. And you become the *agent*. The one who always seems to be everywhere. The one everyone assumes must be the best.

Once you've chosen your SAM, everything becomes easier. You're no longer guessing. You're no longer wasting. You're building.

The Weapon: The Perfect Postcard and Landing Page Funnel

You learned how to craft a postcard that *sells* without selling. One that gets attention, builds trust, and drives action. But it doesn't stop there. The postcard is the tip of the spear. It drives traffic to a landing page that's built with direct response precision.

The headline delivers the benefit.

The subheadline names the system.

The testimonials offer proof.

The call to action makes it easy.

You learned how to test every element — from the headline to the subhead to the color scheme — until you had a predictable performer.

You built a page that converts cold strangers into warm, motivated sellers.

And suddenly, you don't just have marketing. You have *leverage*.

The Multiplier: Your Omnipresence Marketing Engine

With the winning postcard and page tested and proven, you flipped the switch on omnipresence.

You showed up on social media. In their mailbox. On YouTube. In their Instagram stories. Maybe even on a local billboard.

You surrounded them. Not in an annoying way, but in a way that made them say: “Wow. That agent is *everywhere*. They must be good.”

And with your strategic area still small and focused, this became affordable. Scalable. Predictable.

You became a marketing machine with momentum. And once momentum kicks in, everything gets easier.

The Infrastructure: ListingSystem.AI and Automation

You didn't just learn about the tools.

You learned how to set up a real system. One that works for you 24/7.

1. Prebuilt landing pages you can customize in minutes.
2. SMS follow-up systems that warm up leads while you sleep.
3. AI assistants that book listing appointments for you.
4. Workflows that keep every lead and every seller moving forward.
5. Campaigns that pull sellers out of hiding and bring them straight to you.

You realized you don't have to be a tech expert. You just need the right tool and someone to guide the setup.

And now, you're not alone anymore. You're supported. You're equipped.

The Mindset: Attraction Over Persuasion

You shifted from begging to attracting.

From chasing to choosing.

From handling objections to eliminating them before they exist.

You stopped thinking like an agent. And started thinking like a marketer who happens to sell real estate.

And that change? That's the secret to everything.

Because once you build a system that sells *for* you, you become the one in control.

You decide how many listings you want. You decide who you want to work with. You decide how much you want to charge.

And That's When the Magic Happens...

This isn't theory. This is tested. Proven. Repeated.

And the best part is: this isn't the end. It's the beginning.

The system you just learned isn't something you dabble with. It's something you *build once*, then run forever with slight optimizations.

Every ad you run now is based on proof. Every landing page you launch is based on results. Every seller you attract is more motivated, more trusting, and more likely to list with *you*.

You're not pitching anymore. You're not cold calling. You're waking up to Come-List-Me calls. You're walking into listing appointments where the decision is already made. You're doing less... and making more.

And now, for the first time, you're building a business that gives *you* the leverage.

You're no longer the salesperson. You're the system builder. The marketer. The expert.

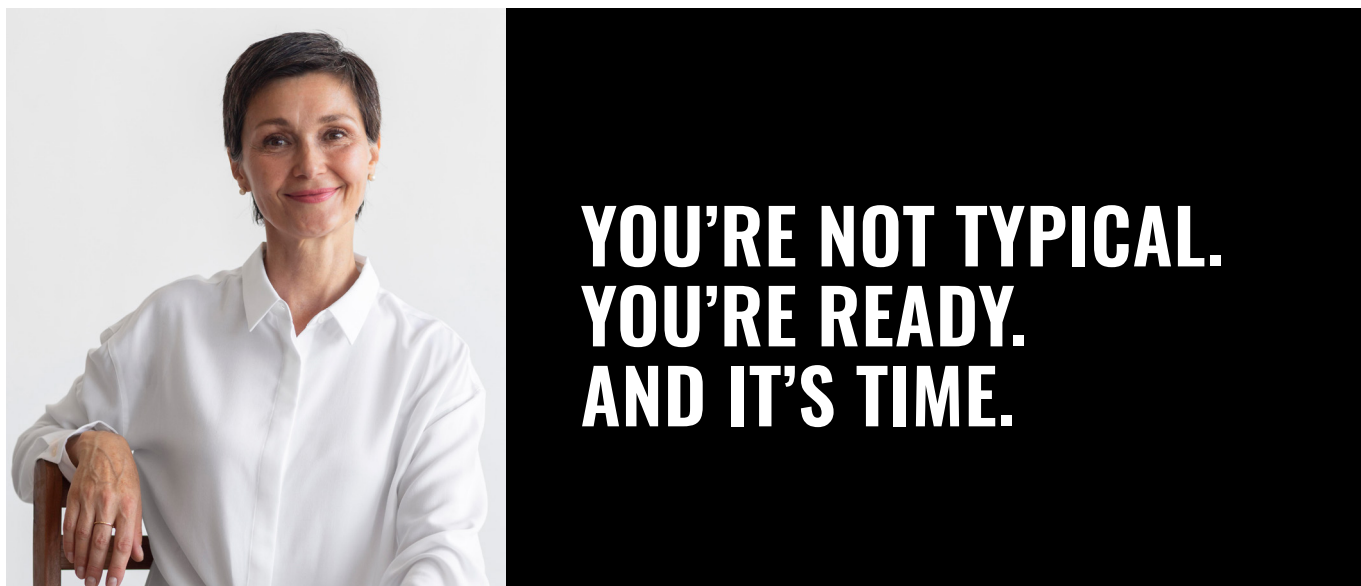
You're doing what 99% of agents will never do: You're engineering your success.

So What's Next?

In the final chapter, we're going to show you exactly how to take this from "I understand the concept" to "I'm up and running."

You'll learn how to get your system launched. How to get support. How to avoid tech overwhelm. How to shortcut years of trial and error. And how to do it with our help.

Because if you've made it this far, we already know something about you: You're not typical. You're ready. And it's time.





CHAPTER 28

THE MOMENT EVERYTHING CHANGES

There comes a moment in every top producer's life where the fog lifts.

They realize that the struggle—the constant hustle, the endless rejection, the chasing, the scripts, the hope-and-pray marketing—they realize it was never the way.

Not because they weren't trying hard enough. Not because they weren't smart enough. But because they were playing a broken game.

You've now seen what the real game looks like.

It's the game played by marketers, not beggars. It's the game where sellers chase you. Where listings fall into your lap while you sleep. Where appointments show up on your calendar before you finish your morning coffee.

Let me paint this out for you.

Imagine waking up tomorrow. You pour your coffee, walk into your office, and open your dashboard. Three listing appointments were booked overnight. You didn't cold call. You didn't beg. You didn't even talk to them. Your system did the work.

These sellers have already seen your marketing. They already know who you are. They already trust you. They're not interviewing five other agents.

They're calling you. They're inviting you in. They're ready to list.

And not only are they ready to list... they're expecting to pay you top dollar. Because they've already experienced the value through the system you built.

Now picture your business 90 days from now.

You're spending more time with your family. You're not glued to your phone. You're not desperate for deals. You're working less, earning more, and loving the game again. You've become what every agent dreams of—

A true business owner.

Not a technician. Not a sales slave. Not another name on the MLS.

You.

The dominant name in your market. The one who seems to be everywhere. The one who doesn't chase listings but attracts them. The one other agents whisper about, wondering how you're doing it.

This is what we build with you inside the ComeListMe Calls System.

This isn't another course. This isn't a coaching program where you're handed off to a junior trainer. This isn't theory.

This is mentorship. Hands-on. Real. From me.

I've listed over 100 homes in a single month. I was #1 at the largest single REMAX office in the world at the time. I've spent 40+ years mastering the skill most agents never learn: marketing.

Marketing is the highest-paid skill on the planet.

Learn it, and you'll never need to chase another lead. You'll never have to rely on a broker, a team, or a referral ever again. You'll have the power to grow your business on command.

And that's what I'll teach you.

We'll give you the same marketing system I use. We'll give you the AI software that powers it. We'll write your ads. We'll review your listings. We'll hold your hand when you need it—and kick your ass when you need that too.

You'll have my team, my systems, and my personal mentorship.

And now you have a decision to make.

You've already taken the first step — you booked a call. You're reading this material. You're doing the work that most agents skip.

That tells me something about you.

On your call with me, we're going to look at your market, your business, and whether the Come List Me Call System is the right vehicle to get you where you want to be. I'll be direct with you. If it's not a fit, I'll tell you. If it is, you'll have the opportunity to lock in your market before someone else does.

I don't say this lightly: this program changes lives. It's changed mine. It's changed the lives of hundreds of agents across the country. And it can change yours too.

Come to your call prepared. Come ready to make a decision. And come knowing that the agent who secures your market first is the one who wins.

I'm looking forward to our conversation. — **Mike**

And know this:

I'm grateful you've taken this journey through the book. I don't take it for granted. This industry has given me more than I ever imagined possible. And this is my way of giving back.

Let's build something amazing together.



“IMAGINE WAKING UP TOMORROW. YOU POUR YOUR COFFEE, WALK INTO YOUR OFFICE, AND OPEN YOUR DASHBOARD. THREE LISTING APPOINTMENTS WERE BOOKED OVERNIGHT. YOU DIDN'T COLD CALL. YOU DIDN'T BEG. YOU DIDN'T EVEN TALK TO THEM. YOUR SYSTEM DID THE WORK.”

YOUR CALL WITH MIKE IS ALREADY BOOKED. REVIEW EVERYTHING ON YOUR PREPARATION PAGE AND COME READY.



This book is for informational purposes only. Results vary and are not guaranteed. Always consult your broker and/or legal advisor before implementing any marketing strategies. We do not provide legal advice. Always comply with all federal, state, and local regulations. © 2025 Mike Costigan. All rights reserved.