

December 2014

BROKEN INDUSTRY



The Greatest Con Ever Pulled Off:

THE GREAT EDUCATION HOAX

“Did Obama Really Say He Wants Everyone To Go To College?”

“I don’t care about Obama. I don’t care about politics at all. But it’s interesting to me how this issue has again sparked debate. And sadly, “to go or not to go” to college has become a political issue. Yet another pressure trying to ruin the lives of our children.”

—James Altucher, JamesAltucher.com

GREETINGS ONCE AGAIN, fellow fighters, entrepreneurs, agents who refuse to just be “real estate agents.” Can I bring you in on something? Thanks to you, the feedback to *Broken Industry* and the Podcast continue to exceed expectations. I am humbled and honored. I have written many pages. But nothing that I have done has ever been so well received. This month, though, the fight doesn’t stop.

I assure you, *The Guru Party* is not backing down. They are gearing up for 2015. The New Year is just around the corner. “Make 2015 Your Best Year Ever.” That will be there message. And, for the next two months, this message is the message that will dominate your inbox. But be smart. Everything they teach—Universal Truth #2—has bankrupted the real estate industry of trust. They will surely try to “re-label” an old method. But don’t be fooled.

I have to admit. I am, in fact, having the proverbial field day. All because it has been illustrated over and over in these past several weeks that, what *The Guru Party* teaches continues to fail agents. Hearing agents say, “You’ve opened my eyes.” Has been the most rewarding thing I’ve experienced.

So, this month—here are the facts you need to be fully informed. Learn them, love them, live them.

I’m going to be hung in effigy for saying this. But I believe it. So I’m going to say it anyway. Education is the greatest con [of the American people] that has ever been pulled off by those in power and whose job it is to dictate how the mass public thinks, believes and behaves.

It’s not a secret. It never has been. Those who control the

education system, regardless of the arena or industry, are the ones who will have the power to shape the future.

If you look at Politics, *Common Core*, for example, is at the center of controversy.

Conservatives like Glenn Beck, are fighting back against it, by authoring books like his bestseller *Conform: Exposing the Truth*

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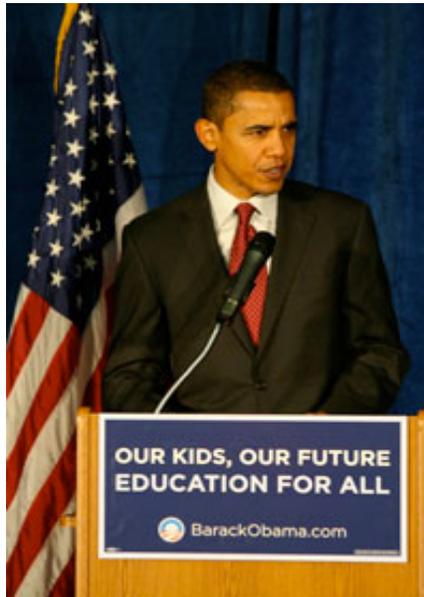
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About Common Core and Public Education, because he, and the Right, see it as an attempt of the Left to indoctrinate our kids into a “standard” way of thinking.

Given all the problems that we face as a country, don’t you find it a bit suspicious, why Obama, in his 2012 State of the Union address, made it a priority to emphasize these statements:

- “Five years ago, we set out to change the odds for all our kids. We worked with lenders to reform student loans, and today, more young people are earning college degrees than ever before.”
- “The problem is we’re still not reaching enough kids, and we’re not reaching them in time. That has to change. Research shows that one of the best investments we can make in a child’s life is high-quality early education.”
- “We’re working to redesign high schools and partner them with colleges and employers that offer the real-world education and hands-on training that can lead directly to a job and career. We’re shaking up our system of higher education to give parents more information, and colleges more incentives to offer better value, so that no middle-class kid is priced out of a college education.”
- “We’re offering millions the opportunity to cap their monthly student loan payments to ten percent of their income, and I want to work with Congress to see how we can help even more Americans who feel trapped by student loan debt.”
- “The bottom line is, Michelle and I want every child to have the same chance this country gave us.”
- “[Without these changes] Too many young people entering the workforce today will see the *American Dream* as an empty promise – unless we do more to make sure our economy honors the dignity of work, and hard work pays off for every single American.”



Here’s the fucked up part. The *American Dream* isn’t rooted in

education. It’s rooted in ideas. It’s rooted in being an entrepreneur. Solving problems. Ingenuity. And having vision. America was not the most educated land. It was the land of opportunity. It was the blank canvas on which anyone could paint. Not the land of high education. No degrees were needed to create empires. But Obama knows the truth about education. He understands its power. That education is the path to political dominance. That’s why, when he took office. You may remember this. He vowed a “fundamental transformation” of America. That meant, included within everything else that he’s meddling in, that he’d need to control the education system.

Folks, this isn’t hard to understand. If you pick up a copy of *Combating Cult Mind Control*, by Steven Hassan, the leading expert in his field of study, mind control, you’ll see there are four components to indoctrinating someone. 1—Behavior control, 2—Emotional control, 3—Thought control, and 4—Information control.

This last one, No. 4, is why, in 1933, when Hitler took power, the first thing he did was take control of the press.

When you control the information. Meaning, the media, the newspapers, all the publishing outlets. The education system.

The curriculum that is taught, and, of course, how that information is dispensed. You’re able to control how people think. Not to mention, what they think about. And, of course, what they’re conditioned to believe—about success, failure, even the next step a person believes he is supposed to take in life.

The push for higher education, for example. This isn’t about *The America Dream*. This isn’t about having smarter, more educated kids. That’s what we’re told and that’s how it’s pitched. But that’s not what it’s about.

From a political viewpoint, Education is about Control. I mean, think about it.

Who writes the curriculum? For student loans, who loans the money? And who charges and collects interest on that loaned money?

And from a debt perspective, who owns that debt? Who can use that debt as “leverage” i.e. handouts to persuade, to influence, to otherwise control those who have the responsibility of repaying that debt.

The Government!

Student-loan-debt has become the modern day henchman. It is a pressure that weighs on our kids decisions.

It hangs over our kids’ heads. It’s a tool that the government

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Broken Industry™: The Publication

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“The Boldest Anti-Guru Publication on Earth!”

By *The Guru Party* I am hated for writing this publication. They despise it. But by its readers, I am loved. Why? Because I just say what so many have been thinking for years. *The truth!*

NEWS DIGEST

NAR STEALS FROM “EDUCATION” PLAYBOOK

Thanks to government propaganda, as a means to sell education, it is well-known that lifetime earnings of college graduates exceed those of high school graduates, by more than a million dollars. In the interest of selling “their own education,” NAR has developed their own propaganda: “Earning one or more designations continues to make a difference in REALTOR® earnings. Based on NAR survey data, the median income of REALTORS® without a designation was \$33,500 and the median income of those with at least one designation was \$61,100: a difference of \$27,600.” The funny thing is. We see the stupidity that is being presented here. But the low-information agent, he will read this and see “earning” designations as his path to salvation and prosperity. Also, not to nit-pick. But instead of “Earning one or more designations...” Let’s be honest. Shouldn’t that say, “Buying one or more designations...”? Do you really have to *earn* something that is offered for sale to everyone? What’s more amazing, though, is how quick *The Guru Party* has jumped on this propaganda-bandwagon too. *Every day* more of these data comparisons are popping up. This is how those in the *think tanks* plant the seed to get you to buy more education. They use “science” and “data” that they collect themselves.

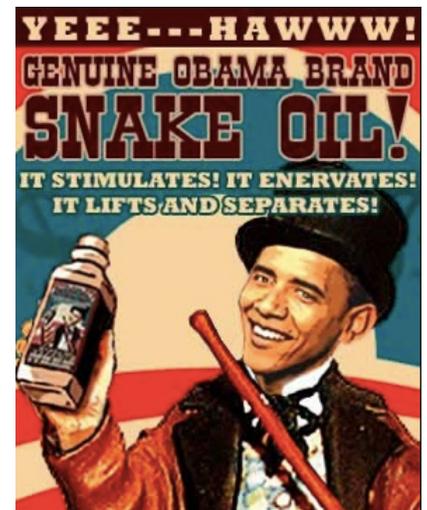


NOT REALLY DEAD!

This is freaky! According to FOX New York, “A Polish doctor says she has been in “deep shock” since learning that the 91-year old woman she pronounced dead woke up in a morgue.” The doctor, on a house call, found the patient with “no basic life functions,” after relatives noticed she was not breathing. She was pronounced dead and sent to the morgue. Hours later, an undertaker noticed she was moving. It is reported, the patient “is now in good health.” Admittedly, I know how this doctor feels. In a “deep shock.” Just when I think *The Guru Party* has been defeated and is dead, and everything they teach has been eradicated, often, just moments later, they spring back to life. And just like this 91-year old patient, with more *vigor* than they had before.

PROMISES! PROMISES! PROMISES!

“You can get 32+ guaranteed listings from FSBOs every month in YOUR area by mailing them these unique letters. These 13 letters are entirely unique, like nothing you’ve EVER seen.” That is the webinar invitation I received, just days after I received this one. “This treasure niche = 62 listings a month. You can LIST 62 homes a month when you tap into this niche. Let me SHOW you everything I’ve discovered, and how to get over 60 listings a month from this niche.” Both promises came from the same person, but they aren’t unlike the many others I’ve received from *The Guru Party*. “30 Listings in 30 Days”...“How to Create a Listing Frenzy With Facebook”...“10X your business.” Or the latest I just saw, “The \$65,000 guarantee... You Never Pay Anything Out Of Pocket. Ever.” Gee! I wonder why the real estate industry (like politics and politicians) has such a trust and credibility problem? Just look at the role models i.e. coaches that agents hire and look up to. *Snake oil*.





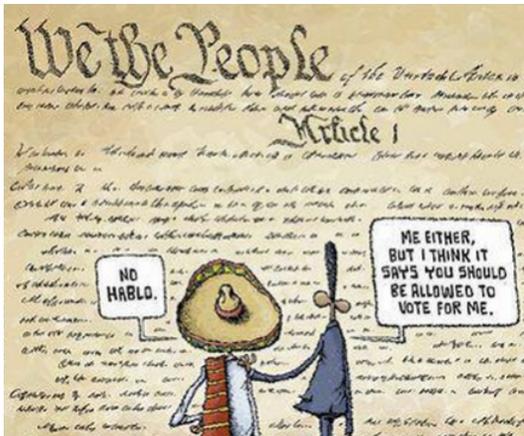
A DAY EXORCISM

“According to Breitbart, “Columbian Archbishop Turns to Exorcism To Combat Suicide Increase.” During the year of 2014, seventy people have committed suicide in the religion, and violence has also been on the rise. This prompted the archdiocese to sponsor a “day of exorcism”. The Archbishop said that in today’s world, “there is a culture of permissiveness” and what disturbs us “is that Satanism has also spread among our young people.” My first thought, “By Satanism, is he referring to *Entitlement* mentality?” My second thought, “Might the increase in suicide be the result of the Millennials discovering that their “Obama pushed degrees” aren’t as valuable as they once thought?” Saddled with debt.

Can’t afford a home. Living in Mom and Dad’s basement. Could it be...that conventional wisdom has failed them? That they feel duped? Misled? Could it be...that no one is there to just “give them” a plush 6-figure job, requiring no real work or thought, or that the harsh realities of the real world are just too much for little Timmy to handle? Folks, *Satan* is not our problem. We, as a society, have spawned bigger demons.

LUNCH OR CAT FOOD?

Thanks to Big Sister Michelle Obama’s new school food program, laden with restrictions and regulations, students have turned to Twitter to send a message to federal officials. “Is this school lunch or cat food?” one Tweets. Another Tweeter, while looking at lunch, consisting of three tomato slices, a small piece of garlic bread, a scoop of applesauce, and tiny pasta entre, posts “Wow! This is school lunch. Really? I’m 17. This is supposed to fill me?” While another Tweets, “So we got a quarter of a cookie at lunch today, thanks Michelle Obama.” And yes! The school really broke the “full-sized-cookie” into quarters, supplying a cookie to four teenagers instead of one. We should all be so thankful to have these Elitists look after us. And for choosing what’s best for us, and our kids, on our behalf. I mean, imagine the horror if everyone got a “whole” cookie, or a lunch that didn’t look like cat food, or a meal that actually filled them? And yes, that does look like cat food.



IT’S NOT ALWAYS ABOUT MONEY

In the wake of Obama’s executive order to grant amnesty to 5-million illegals, the Washington Examiner reports, “Working for ICE, Immigration and Customs Enforcement, is hell right now...” says Jessica Vaughan, director of policy studies for the Center for Immigration Studies. In a new paper, she wrote: “The president’s gradual, calculated dismantling of our immigration system has caused morale to plummet in the agencies of the Department of Homeland Security. Career immigration officials have courageously objected in public, and sometimes resorted to lawsuits to draw attention to the administration’s subversion of the law. In denial about their principled objections to his

scheme, now the president is hoping to stifle their voices by offering them a pay increase as part of this outrageous plan. His assumption that they are motivated by money shows just how little respect he has for the men and women who have devoted their careers to public service in immigration.” *Folks*. I know this flies in face of contrarian belief, but I’ve been saying it for years. “It’s not always about the money.” *The Guru Party*, Obama, others in a position of power and control, like to make it seem like it’s always about the money. But it’s not. Money, their lord, God and savior, is just how they try to buy people.

35 UNDENIABLE TRUTHS

*As you know, I've been blessed. I've had so many wonderful things happen to me – and I've made wonderful things happen, by virtue of the opportunities available to me, and by "seeing" the clearing through the fog. The Guru Party's message is that you must hunt and beg and demean yourself in a variety of "standard" ways to be successful in real estate. Like, "Prospecting is your job." I reject that. The spirit of the Entrepreneur, it would be shameful to waste it on prospecting. To rise to new heights, though, you must understand the truths that enable you to defy "the gravity" that others tell you cannot be escaped. They are wrong. Their 'lack of skills' and 'limited ambition' blinds them to what is possible. These truths, undoubtedly, will infuriate The Guru Party. That's Ok. By the majority of low-information agents, they will be rejected. That too, is OK... because in time, after enough pain is experienced, suffered, enough struggle is endured, enough frustration is dealt with – they will come around and smarten up. They will wise up. They will realize the approach of The Guru Party has failed them for fundamental reasons. And they will stop trying to deny or outflank the reality that is these truths. They are, after all, **undeniable**...truths.*

TRUTHS #1-#4 – Published October 2014

TRUTHS #5-#7 – Published November 2014

TRUTH #8: Influence doesn't come from information. Influence comes from ideology.

Simon Sinek said it best, "People buy what you believe." They don't buy what you teach them. How many times have you heard the phrase, "You need to educate your clients?" If you have bought into that, I'm sorry. You've been misled. Just look at politics. Nobody is educating anyone. Instead, politicians extract money and votes from people by connecting through ideology.

What do you believe? What do you stand for? How do you see the world? Barack Obama versus Rush Limbaugh. Which ideological-"church" do you subscribe to?

Both of these men have massive audiences, which devote nearly cult-like loyalty to them. And neither of them teaches anybody anything. Good marketing is *Emotion and connection*. And in one word, that is what *Ideology* is.

In his book, *See, I Told You So*, Limbaugh reveals this secret, "I communicate with thousands of you—by phone, fax, electronic mail, and in my travels. I am very interested in your opinions and ideas. But, as I have stated countless times, my show is not about what my audience thinks, or what my callers think, or what my readers think. It is about what *I* think."

Said differently, "I will tell you what I think. I will tell you what I believe and what I stand for. I will enounce to you my ideology, about how I see the world, and about my values. And, if you happen to believe what I believe and, and stand for what I stand for, and if that connects and resonates with you, great! But if not, then you must be a liberal. And in that case, go subscribe to the Obama doctrine.

The reason these two men are such adversaries, is because

they have equally strong [opposing] ideologies. And it's made them both very rich, and very powerful. And to both of them, has attracted very large and loyal audiences.

So please! Stop listening to *The Guru Party* who tells you that you must educate your clients.

For God sakes! They think influence is a better script. So what do they know?

TRUTH #9: Amateurs focus on sales. Pros focus on relationships.

Where to begin? ... For starters, the low-information agent could destroy his one-size-fits-all client newsletter.

If someone claimed to be my friend, then sent me an impersonal newsletter that some "newsletter company" created showing me the "6 ways to winterize my pipes," I would shoot myself in the head.

I would wonder...what did I do to deserve this? Have I been a terrible friend? Is he trying to tell me something? Here, he says, he cares about me. He wants me to refer business to him. And yet, he doesn't care enough about me, or our relationship, to send me something personal each month.

This is the *classic* Guru Party mentality...

Promise to care about someone with your words, but don't back it up with your actions. To the low-information agent, "Please! Don't send me your shitty one-size-fits-all newsletter." Just like the liberals and leftists who claim to want to fix the economy and the country, *The Guru Party* claims to be all about building relationships. But, in both cases, one only needs to look at their *actions* to discover the real truth.

The liberals hate America and despise what She stands for. In the book *America*, by Dinesh D'Souza, he talks about this truth. They want a socialistic country where a "fairness" doctrine would replace the constitution. In fact, if it were up to them, tomorrow we'd all live in an idyllic world of conformity

like citizens do in the movie *The Giver*, with Jeff Bridges and Meryl Streep.

And *The Guru Party*, they only care about sales because, if they really cared about relationships, “Prospecting is your job” wouldn’t be the core tenet of their religion.

According to an article on News.com, “telemarketers” and “pressure-selling” rank as the #1 and #3 most annoying things in life. Well, I’m no brain surgeon. Just a simple man from humble roots, so maybe I’m too stupid to understand their brilliance. But last I checked, annoying people isn’t the best first step to build a meaningful relationship.

And please, Mr. Salesman. “Don’t call me “Boss.” That’s not my name. It makes me feel like a douche bag. My name is Ryan. Not Boss! And drop the fake enthusiasm too. Just because you’re trying to sell me, doesn’t mean you have to raise your voice three octaves or talk 4-times as fast. Right up there, with your actions as a telemarketer and pressure selling that fake enthusiasm annoys me too. What’s that, “You might have a buyer for my home?” Please. Lie to me some more Mr. Salesman. What? “You’re going to buy my home for cash?” Of course you are little real estate agent, I believe you.

Folks, can you tell that this stuff bothers me? That it gets to me and upsets me? It does, because, shamefully, this is what is taught to agents about how to successfully build relationships. And it’s just not true. It’s negligent. It’s misleading.

And if you’re one of those brainwashed KW agents—due to their education process—sorry, but 33 touches, as defined in the book, *The Millionaire Real Estate Agent*, fridge magnets, recipe cards, pens, notepads, etc.... does not build relationship either.

A restaurant that sends me bad food, no matter how much of it they send to me, does not earn my loyalty. They just annoy me. So please. Quality *over* quantity. Personal stories *over* stuff. Don’t send me any thoughtless crap or blatant promotional material and expect it to forge some kind of lasting bond. Write me a story. That’s what builds relationships.

Tell me something personal. Share with me some intimate details. Give me a glimpse inside your life. Connect and resonate with me. Inspire me. Uplift me. Give me a new and different perspective.

But no, you won’t hear any of that taught by *The Guru Party*. That would require agents to read books, to study human behavior, learn the architecture of storytelling and how to write, none of which, by the way, they think you are capable of.

If they did, then why would they not teach agents these things? Clearly, they are superior. Everyone knows this. It’s common sense, is it not?

I’m telling you, folks, real relationships are built with authenticity and personal stories. Not prospecting or pressure selling!

TRUTH #10: *The Guru Party* measures success by how much money they make and the size of their team.

It’s unfathomable to the TGP that those two items might not be what drives you. “What do you mean you don’t want a bigger team?” Everybody wants a bigger team. “What do you mean you’re not driven by money?” Everybody is driven by money. In

your head you can hear them say these things. It’s all they ever talk about. It’s all they care about. The coaches. The establishment-types. And, sadly, they’re right. Most agents, just like the masses, have superficial wants. A bigger team, like having a bigger dick (sorry for the graphic comparison), would make them feel better about themselves.

And what about their self-worth? As long as they make more money than you, this is how they can determine they are superior to you. Smarter than you. Etc.

I’m not making this up. That’s just how these people think. Is it delusional? Is it ridiculous? I think so. But I’m not them, so I don’t fully understand how they rationalize it. Their convictions, though, are more akin to the schoolyard bully who steals the lunch money of the weaker kids, than to someone who wishes to impact the world.

Again, that’s just who these people are and how they think. The proof is in how they market to you. What do they talk about? Team size and money! *That’s it.*

What? You want to be a philanthropist? Give back? Make a difference? “Who are you Mother Teresa?” they say. “Where’s your ambition? Grow up. Business is about money. Where’s your desire to conquer? Don’t you want to be rich? You’re not a real business owner! You’re certainly not the CEO of your business! “You are?” they challenge you...

Then prove it. Act like it...

Of course, we know what they’re doing. Their insults. We see right through it. Their disparaging remarks. The Elitist will always try to pigeonhole those who oppose them into their mold. This stems from the fact. They believe they know what’s best for you. That’s just how they operate. By nature, in their DNA, they are salesmen. Your difference, to them, is not to be celebrated. It is an objection. “What? Someone disagrees with me?” Bull ‘em over. Knock ‘em down.

It’s this bully-mentality, why they can’t understand that “team size and money,” may not be what drives you. So instead of trying to help you achieve that different vision that you have, they try to belittle you, for thinking different.

This stems, in all likelihood, from their insecurity—a confident person can understand that not all people are driven by superficial motives.

In regards to this though, Steve Jobs said it best, “Your time is limited so don’t waste it living someone else’s life. Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

What he’s saying is. Don’t listen to those who think they know better than you.

After all, where has the dogma of the TGP gotten them? Nowhere. Smack dab in the middle of a Broken Industry. Hated. Reviled by society. Need I go on?

I could, but why? You can validate and confirm this truth yourself, by simply looking at their marketing and listening to what they promise. ■

Cont'd from Page 3....

and those in power, are increasingly using—as a way to coerce—in a way that is not all that different, than when someone was in debt to the mob.

In regards to this, many cases could be made. But the punch line here. It doesn't need to be complicated.

When someone owes X to someone else, and that someone else offers to forgive the “debt”, if that person is willing to... just fill in the blank, whatever the *Left* may decide that that person should do, then what impact does this have on the decision-making process of the indebted person?

This is how the *Left* has always sought to control people. This is what they do. They claim to be compassionate and caring. But in fact, they work hard to put people in situations where they become dependent on *liberal* “handout” policies, to maintain their current level of living. And often, just to feed their families and survive.

I'm telling your, folks, the push for education is not about a better future for our kids or achieving the *American Dream*. It's about burdening people with debt, which gives those in power, the leverage to influence, and thus, control, the decision-making process of those burdened with debt.

It's the greatest con [of the American people] that's ever been pulled off—this incessant *need* for higher education.

Here are a few of the cons that have made this accepted belief possible.

CON #1: EDUCATION DEBT IS A “GOOD DEBT”

There is no such thing as “good debt.” *Debt is debt*. All debt, including student loan debt, is the leash around a person's neck that other people, institutions, politicians or the government can tug on, when they see fit to remove choice or, at least, to muddy the waters of people's decision-making process.

Can you imagine what tomorrow would be like, if everyone in your city no longer had debt? No longer had a mortgage, or bills to pay, that pressured them to do things that they didn't love to do?

Just imagine how many people would quit their jobs? You'd go to buy groceries. There'd be no one there to ring you up. McDonald's would have to close, because who loves to flip burgers?

We like to think we're a society of great work ethic. But I'm telling you. Take away the debt that keeps people motivated, and you'll see, real quick, just how little “work ethic” most people have.

This is why, by the way. The most successful, and the most powerful people that I know and study, work so hard to ensure that they are never in debt to anyone. Whenever humanly possible, they avoid it. They won't even let someone buy them lunch. Because they understand how debt works and what, really, it represents. And they don't want to have a “leash around their neck,” as a device to be tugged on and controlled with.

I know, I know. The government and our elected officials, kind of like NAR and *The Guru Party*, they would never mislead us, right? Of course, education is about achieving the *American Dream*! Certainly, they would never drive or us toward a path

that wasn't ideal, would they? Surely you can trust the educators! Everyone wants what's best for our kids! For us! There's no way we could be used as political pawns! No one could be that cold-hearted! No one could be that manipulative!

Or, could they? *Is it possible?*

In every instance of *power*, there have always been those who abuse it. There is the “ends justifies the means” argument and many others.

Given everything that you know about Obama, and the number many times that he's been caught in his own lies. Would you really put this “plan to indebt” America—our kids, students, with tens of thousands in student loan debt, past him?

There's no denying it.

Obama may be the most skilled politician America has ever seen. He says one thing. “Hope and Change” that inspires, that uplifts. He claims to want to make everyone smarter, more educated, but his real mission, the hidden agenda, is to indebt people, as that is the path to greater political power.

So what does he do, and what is the lie Americans been sold for the past four decades? The debt incurred through higher education is a form of “good debt,” because according to “common thought,” the *perception* that has been created by those who control the information (Hassan's principle #4, of mind control) higher education represents an investment in yourself.

Folks. How many times have you heard that? That higher education represents “an investment in yourself.” You've heard it so many times. It's become cliché.

Walk up to anyone on the street and ask if they can complete this sentence. “The best investment anyone can make is an investment in...” and see what they say. You already know what they will say, “An investment in yourself.” That's what they'll say. Because that's what they've been programmed to believe.

Didn't you know? “Lifetime earnings of college graduates exceed those of high school graduates, by more than a million dollars.”

This is the “investment” argument that the “higher education” pushers have created. “Don't worry about debt that stems from education.” they say. It's a “good debt!” It's an investment in your future! In your kids! It's the best investment you can ever make. It's an investment in yourself! And parents, “you need to invest in your kids.” And they—the controllists—talk about this investment as if it is an *actual* investment.

“Where else can you turn a \$30,000 investment into an extra million dollars?”

This is why too, ladies and gentlemen, so many agents fall for the “It's an investment in yourself?” bullshit, that is peddled and sold by *The Guru Party*. Because they have been programmed to believe that they need higher education. And they have been programmed to believe that “that investment” is a form of good debt, even when it's being put on a credit card, and often times, accumulating 18 to 24% interest.

From *The Guru Party*, how many times have you heard this phrase? “The “fee” is \$1,000/month ...but if you think about it, it really doesn't “cost” you anything.”

Just like college, right? It doesn't really cost you anything. Because it's “good debt.” Because it's an investment in yourself, and, let's not forget, your lifetime earning will be an extra million dollars.

That is the same pitch that promoters use to sell their annual

“summits” and conferences too.

“We guarantee within 12 months you will experience a \$50,000 increase in GCI or we will coach you until you do.” A lot of colleges make this same promise “Guaranteed job placement within 6 months of graduation, or we’ll continue to help you until you find employment.”

Six years later, Timmy, the Millennial, is still living in his parent’s basement.

I can’t understand it, folks. But I’m telling you, this incessant need [for higher education] that society has been programmed with, and, when it is promised by *The Guru Party*, it’s like crack cocaine. The low-information agent, he is swept away. Addicted! “You mean someone will educate me?” he says, “Someone will teach me?” he says.

He wouldn’t dare invest \$1,000 into his business every month, in the form of direct-response marketing, or to build/own/control platforms, but dammit if he wouldn’t put a \$1,000/month of “higher education” on his last and final credit card.

And the Establishment that has latched onto this programmed belief that people have, better than anyone—this incessant need for higher education—is Keller Williams.

In the September 2014 Issue, I revealed the truth behind Gary Keller’s book, *The Millionaire Real Estate Agent*. You should revisit that article. But the bigger point here. Keller Williams, first and foremost, is a training and education company, hence, Keller Williams University.

Not a real estate sales company.

In terms of agent-count, the “promise of higher education” is how Keller Williams has fueled its growth. [To all the brokers reading this—hint, hint.]

According to an article on Inman, post-financial crash: “KW has grown its agent-count from 78,303 to 110,447, an increase of 41 percent. During that time, it became the largest real estate franchise in North America.”

The article continued, “Through its efforts, Keller Williams emerged from the recession in a strong competitive position... While its top three competitors (Coldwell Banker, Century 21 and Re/Max) closed a combined 160 offices, Keller Williams grew its office count from 660 in 2007 to 680 by 2010. And while KW boosted its agent count, these competitors shed 38,000 agents.”

“These impressive results also are changing how the company maps out its future and its image. Company leaders emphasize their systems and a unique business model. [In other words, *curriculum*] They have also toned down their profit-sharing mantra that sometimes was described by the most cynical detractors as, at best, a multilevel marketing promise and, at worst, a pyramid scheme.”

Translated, “The promise of *higher education* has proven to be more effective—for the purpose of recruiting, securing and profiting from agents—than the promise of money, passive income, or other promises of success.”

The KW Difference

Keller Williams Realty stands out from all other real estate firms in many ways, yet there are key areas that define us as an industry innovator and leader.

#1

Education	Technology and Marketing	Culture	Wealth Building
 <p>At Keller Williams, our commitment to education is unparalleled. From classroom training to on-demand, online education, and our award-winning coaching programs, we provide the most advanced and comprehensive learning opportunities in real estate.</p> <p>Get Educated</p>	 <p>Our technology and marketing are among the most innovative in the real estate industry with a complete focus on driving your business and saving you time and money. And with every tool we build, our focus remains the same.</p> <p>Innovate Your Business</p>	 <p>Our unique culture creates a sense of family and community that is rare and unique in the real estate industry. When you're here, you're family.</p> <p>Welcome Home</p>	 <p>The KW wealth building platform is built around the premise that our associates actively participate in building the dominant real estate company in their market and the opportunity to reap the accompanying financial rewards.</p> <p>Grow Your Wealth</p>

Society loves the idea of education. “It’s an investment in yourself.” No fee or tuition is too high. It’s a “good” debt. Isn’t that what our kids, and isn’t that what we parents are conditioned to believe?

And that, my friend, is what Keller Williams is banking on—society’s acceptance of that belief.

It’s what they strive to capitalize on, as does *The Guru Party*.

The sad part, the low-information agent—just as the brainwashed Millennial doesn’t understand, he is being exploited and profited from by the government. The low-information agent is blind to all of this. He doesn’t even realize it’s happening to him. He thinks he’s getting educated by a bunch of nice people who care about him, who understand the importance of education. *Not sold...* by a bunch of people who understand how to leverage [and exploit] this conditioned belief.

And just like Obama, Gary Keller isn’t shy about preaching education either. Why should he be? The promise of education is nothing to be embarrassed about. Education is respected. “Sales” is a dirty word. *Yes!* But education, education is something to be embraced. To be put up on a pedestal. People believe they need it. They thirst for it.

Better yet, every day from birth, the human mind is further programmed to believe “higher education” and “more” education is the path to success.

Gary Keller has even been quoted. KW is “a training and coaching company that also happens to be in the business of selling real estate.” From a business and revenue perspective, let me translate that. Here’s what that means, “Our front-end product that we sell to agents is training, education and coaching, while our back-end product, the gravy, is the 30%-split that we collect from our agent’s commissions.”

To be clear here, I’m not bagging on KW. I’m not saying there is anything wrong with KW. If you are there, because you’ve thought all of this through, *great!* I just think it’s funny how so many low-information agents consider themselves freethinkers, and yet, don’t even realize the *conditioned* beliefs that control their decisions.

And just wait. *The Guru Party* is going to see this. The success that KW is having, and soon, everyone will have a “university,” and be preaching education.

CON #2: EDUCATION IS THE PATH TO A BRIGHTER FUTURE

Let's face it. If you don't go to college, in society's eyes, more and more, you might as well be a cigarette smoker. A leper. Someone who will never amount to anything!

"Really? You don't have a college education? Didn't your parents love you?"

Higher education is a form of social respectability, so it is required that you go, because this is how you achieve a brighter future.

Don't believe me? Fine. But if you want to see just how prevalent and deep that *this* belief is engrained into the human psyche, do this:

Tell everyone that you know, that you don't want your kids to go to college.

See what will happen.

You will be looked at like you're nuts. You'll be judged. How could you say that? These are your kids. How could you not want your kids to go to college? What kind of a parent are you? Do you know what you're doing? You're handicapping them! You're sabotaging them! How will they live? Competition? They're not going to be able to compete! That means, no job. No income. That means they're not going to be able to buy a house or support a family.

They're life. *It's going to suck...*

I'm telling you, folks, from most of the people you tell this to, that is what will be their reaction.

I ask, why does society have this reaction?

Just a bunch of freethinkers, is that it? Everyone just happened to arrive at this same conclusion by themselves? Just a coincidence, huh? There's nothing else to it?

Or, is it more likely, that those who control the information—Principle #4—have methodically engineered society to respond in this way?

I can envision it now, those in power. Sitting in some think-tank somewhere. "Let's see. More students going to college means more student loans, and thus, more student-loan debt. Which means more loan payments, which means more interest collected. Which means more money is being funneled into the government. Which means, politicians like Obama, can give more government handouts to buy more votes. Which gives him, me (the *think-tankers*), and others like us, more political power, and the cycle repeats..."

"Higher education. Every child must go to college." It's a great example of how mind control works.

My wife is a teacher, so I see the brainwashing every day. This is what is pushed in the schools. You got to go to college. You need to be college ready. Higher education is your chance at a brighter future. The kid who hustles, though, and sells candy to his classmates. The entrepreneur, he's sent to the principal's office. He's out there hustling, starting a candy business. And he's demonized.

"You can't do that. You can't just jump the line."

"C'mon Timmy. It's called 'The Career Path.' Haven't you heard of it?"

Stupid Timmy.

I mean isn't that what we've all been sold on, this idea of The Career Path? To go to school. To get good grades. To study, work hard. To just do what you're told. To graduate! Then you'll

have that bachelor's degree. And that's your ticket. That piece of paper, that's your answer. That's your guarantee for a better, brighter future.

Isn't that what degree is—someone else's approval of you? A way of anointing you? A way for those who believe they are smarter than you, to deem you worthy of a good paying job and employment?

Where, in a few years, if you work hard, you'll be able to get that raise. And in a decade, maybe you'll be able to step into middle management. And after another decade, if you really kiss some ass, and after you earn your stripes, maybe you can become a *Someone* within that organization. Within that company...

"It only took two decades. But dammit, look at me." There it is. There's the plaque. The big corner office.

"Finally, I'm an executive..."

"Finally, a senior level position..."

I mean, fuck, isn't that what we're taught? Conditioned to believe? And told by those who deem themselves "smarter than us," and told, that this is what we're supposed to impress upon our kids?

The importance of "The Career Path."

Isn't this what we're told success looks like?

My question: What the fuck is a Career Path, anyway? Where did that term come from?

Sorry, but that term is a piece of shit. I want to know who made up that term, gave it a definition, and whose job it was to feed that to the American people?

Obama and all the Elitists, they preach freethinking and innovation. And yet, the irony, no different than *The Guru Party*, they have devised a system where everyone runs the same race. Why do this? First off, because it's not about you or your success, or your kids' success, it's about them and their vision for dominance and power.

They have devised a system that keeps you "needing" more education. And those who don't have it. They feel inferior. So what do they do? They rush out to buy more of it.

You don't think *The Guru Party* has caught on to this too? You don't think KW realizes the power of doing this?

Are you at the 7th Level yet?

No? You're only a Level 1 agent, no team, no admin—you're not a true CEO—just yourself?"

"Here's your career path." Level 1, then onto Level 2, then onto Level 3, then upward to Level 4... What's that? You want to climb faster? Then here are some more courses. Some more training. Here is some more education. You need a coach? Don't worry about the cost. "Education is a good debt." Just \$1,000/month. This is an investment in yourself. You have to do this. "It's the best investment you could ever make."

Folks, my point is—there is a reason *The Guru Party* and politicians like Obama preach education. Because it's big business!

I'm telling you, "The Career Path." It's a con. It's not a path to a brighter future. Again, I know. This isn't popular.

Nobody wants me to say this. Education is a sacred cow. Nobody wants to see it slaughtered. But I'm telling you. To these people, education is not about education. Nor is it about being smarter or happier. Nor is it about achieving the *American Dream*.

To these people, it's about control.

And like it or not, if play by their rules, if choose to participate in their little game, then here's what happens: You become their puppet. They win.

Here's your "Career Path," Timmy, walk don't run...

CON #3: EDUCATION IS LEARNING

No, education is not learning. It's confused as learning. People believe education is learning. But Education is about what other people want to teach you. Just because you got a good grade, does that mean you learned something? Just because you finished your homework, does that mean you learned something? If you pulled an all-nighter. Crammed for a test. Memorized some stuff. Took the test. Got a decent grade. Then you forgot everything thing that you had memorized two days later... Did you actually learn anything?

Learning. Real learning. True learning. This is about chasing down knowledge that you're interested in, because it fascinates you. Because it intrigues you. Because it forms new synapses in your brain. Because there are these "Aha moments" that have real world application.

But more important. Real learning is about the ability to think. Not memorize. Think. Not regurgitate. Think. When you have the ability to think, you're able to see the possibilities in the world that others cannot.

Look at the guy with the MBA.

Sure he went to Cornell and spent \$50,000 on a degree. And sure he's respected by society, because he's got a Masters in business administration.

But look deeper. He's applying to someone else's employee. Instead of choosing to live life by his own set of rules, he's been sold on the fact, that he should live life by someone else's set of rules. *Seek* someone else's approval.

And the funny thing—because he memorized a textbook, passed a few exams, because he can follow instructions. He actually believes he's developed skills. Yet, these are the same people who can't find a job. These are the same Millennials living at home in their parent's basement. My cousin thinks he's a genius because he has an MBA. But he couldn't think his way out of a paper bag...

The low-information agent, he falls victim to the same trap. All this money spent on education—on training, on certifications, on coaching. And yet, the only skill he possesses is the ability to annoy people. What can he do? He can pick up a phone. That's it. He can cold-call. He can read from a script. He can regurgitate what he's memorized. But that's it. That's the extent of his education.

He's been duped and he can't figure out why he's failing. And, why he's being rejected. And why, or how it's possible, that he's spent all this money, and still he struggles.

And see, when you point this out to him. The Great Hoax of [higher] education.

How he's been "sold" by *The Guru Party*. How they have used this conditioned belief [the incessant need for higher education] to sell him more education—he gets pissed at you.

Because you just shined a light on just how ill prepared, ill qualified he is, despite all the money, effort, energy he has spent on education, for success as an entrepreneur. You just shined a

light on the fact, that he's been suckered. That he's been sold a bill of goods, that he got conned.

And let's face it. It sucks to admit when you've been fooled.

It makes you feel stupid, and nobody likes to feel stupid. So their response, too often, is to attack...

Deep down, of course, the low-information agent. He knows the truth. But coming to this realization can be quite painful and disturbing.

I talked about Steve Jobs on the podcast this past week. I love studying this guy, because he looked at the world different. He saw that people were just plugging themselves into formulas, and then subjected themselves, to trying to climb the ladders that existed within these various formulas. So questioned it?

"What do that?" he said.

"Why live your life in accord to someone else's dogma?" And he questioned the assumption that everybody was smarter than he was. He said, "I don't want to look at life that way." People are not necessarily smarter than you.

This is something he believed. That just because someone had more experience, or more money, or have more experience or whatever—that didn't mean, necessarily, they were superior. Not in intellect. Not in qualification. And certainly not in the value of their ideas.

"Most people do that," he said. Most people assume that everybody else is smarter than you. Have it more together than you, etc...

And Jobs was obsessed with persuading people, and believing it himself, that nobody out there is any smarter than you, and that's it's wrong to subordinate your thoughts and convictions. Or your ideas, to others.

"Society will tell you 'no' and 'beat you down' plenty, don't you do it to yourself."

And folks, this is the problem with the entire education system. This is what's wrong with the entire education system in real estate. Everyone is trying to plug you into a formula. Here is your "Career Path." Here is your script. Here is your dialogue. Do this. *The Guru Party*, they don't want you to think. They don't want you to have your own ideas. Your ideas are threatening to them. What if your ideas are better than theirs?

"Just do what I tell you to do!" That's what they want.

I just hope that you never give in. I just hope you continue to fight, for your vision. For your message. Because I can tell you, their agenda for you, is much different than your agenda for you. Your life isn't their life! And, as Jobs puts it, "You only get one life." And, to let someone else impose control over it. Well, I just think that would be a shame.

If forty-seven rejections from medical school taught me one thing, it is this: "Never let your fate, be dictated by the approval of others."

It's your life. You control it.

And beware of the conditioned beliefs that guide your decisions.



To subscribe visit: www.FightTheGuruParty.com

#copycat

Copycat Synonyms: Fake. Phony. Imitation. Counterfeit. Lookalike. Knock-Off. Clone. Plagiarism. Infringement. Unoriginal...

It's just a fact. When it comes to having original ideas to grow, expand and differentiate their business, the low-information agent doesn't have any. He is an empty vessel. A ship lost at sea. He is a lowly scavenger of the worst kind.

In the words of Cheryl Gordon, in response to having her "Free Family Skate" event, blatantly copied by two agents in her marketplace:

"To me, and a lot of people, it shows them looking like asses, trying to copy my event. I just hope the general public sees it and feels the same. I mean they could have tried to do something a little more original.... could have done gingerbread building contest. Story time with Santa at the library. Hawaiian destination vacation at home free swim! God. Anything! Just so unoriginal!"

She is right, the low-information agent, the copycats in every market, they do look like asses. The public *does* see it. We *all* see it. It's not hard to spot a "knock-off," we all know *one* when we see one.

And it's pathetic.

It just goes without saying, *Copycats* are terrible people. *Fake. Phony. Counterfeit.* From a positioning perspective, I can't think of a worse way to be positioned either.

"Copycat."

Who wants to work with a person that is incapable of thinking for him or herself?

And being a copycat, what does it say about his or her ethics, morals, character or integrity?

And isn't being a "copycat," in a way, just another word for being a thief?

And yet, the remarkable thing! None of these disparaging terms and judgments deter the low-information agent. He sees something in the marketplace. And he copies it. He steals it. He knocks it off. Then, shamelessly, he claims it as his own.

But truth is the truth.

Samsung will never be Apple.

BOBS shoes will never be TOMS shoes.

There is a reason "Made in America" has value and meaning, because the "knock-off" from China is crap. And this truth universally applies to business.

I know Cheryl was pissed and she should be. Because there is nothing respectable about a copycat. But, the low information agent, he isn't going anywhere. They will always exist.

So, in the words of Ray Croc, McDonald's founder, "We innovate faster than they can copy." And because they don't understand the intricacies behind our actions, the likelihood of their failure *is eminent.* ■