

October 2015

BROKEN INDUSTRY



Beware the peddlers of:

FAKE AUTHORITY

It was quite the scene. A room full of fake best-selling authors, attending a fake gala, walking a fake red carpet, being interviewed by a fake reporter, receiving fake awards, all in the name of securing fake authority.

- Ryan Fletcher, witnessed on Facebook

GREETINGS ONCE AGAIN, fellow fighters, entrepreneurs, agents who refuse to just be “real estate agents.” Do I need to tell you? Our influence continues to spread. Our voice is getting louder. We continue to open eyes. On the podcast, we had a record number of downloads this month. Not to mention, to compete against the KW’s and other big box brokerages, several independent brokers have adopted *Defeat Mega-Agents* and the Podcast content, as their in-house training material. I don’t praise many brokers. But this is a good move on their part. Long term, their agents will be far more valuable to them. And while such accomplishments deserve celebration, there is no time for it. We are moving quick and growing by every metric. In addition to the record number of downloads this month, book sales are up too. The number of new subscribers to this publication has increased as well.

By the time you read this, we will have concluded the 2nd Syndicate Live Event. And I assure you, none of the topics discussed were how to buy credibility or fake authority, but rather, how to authentically create it, by becoming superiorly skilled (in the art of message creation and storytelling) and by developing a superior mind. In other words, “Give me a microphone. I’ll host a podcast. Publish a magazine. And I will build a media empire.” Of course, the *Low-information* agent who embeds himself into the status quo, like a tic, cannot possibly understand this. At every turn, he doubts himself. His self-esteem, if it were a gas tank, is on empty. And, he is desperate for a solution.

This, in the eyes of *The Guru Party*, is the perfect storm. The greater their pain and frustration, and the lower their self-esteem, the easier it is to sell them. After all, a person without belief in himself is quick to put his faith in others. And further, their intellectual strength to resist the mental attacks of the TGP is albeit non-existent. So there isn’t even a fight to resist. Just think about it. How pathetic would you have to be as a human being, how desperate would you need to be, to actually pay money (thousands) to become a fake best-selling author, to attend a fake gala, to walk a fake red carpet, to be interviewed by a fake reporter, and to celebrate a fake award, all because you’ve been “sold” some fake authority. *I mean it.* At what point do you realize that everything is fake, and that everyone in the room—celebrating this fake event, put on by a fake association—has lost their dignity? To me, the entire thing is just sad and pathetic. Bordering on fraud.

Yes, ladies and gentleman, I have witnessed the epitome of pathetic. Is that too harsh? I don’t think so because, first off, I didn’t do it to them. I am simply observing what someone

else has done to them. And, what they have done to themselves; even paid thousands to be a part of. I’m serious. I want you to imagine walking in their shoes. They must know, right? Let’s

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think about this. No one in the room wrote their own book. Instead they all paid \$4,000 to write a *chapter* in a book. And where are all the other best-selling authors? The real ones, why are they not there?

Where is Malcolm Gladwell, Jim Collins, why were none of the other legitimate best-selling business authors there either? Were they not invited? Could they not attend? Were they all booked, busy appearing at other engagements? I mean, where were James Patterson and Stephen King? This is, for God sakes, the *National Association of Best-Selling Authors*, and not one recognizable name was invited on stage to accept an award—is that not a bit suspicious?

Remember, folks, we're giving these "best-selling authors" the benefit of the doubt here. Because what sane person, to their family and friends, peers and colleagues, would announce or brag about attending a fake gala, to walk a fake red carpet, to accept a fake award?

In my mind, only the *Low-information* agent would do this. And I know how he must rationalize it. "Fletcher we are bestselling authors!" he says. "Look at the Amazon bestseller list." I say, "Ok, I'm looking. I don't see your book on the best-seller list. It says your book's current rank is #614,595 in sales. And #4,127 in the category of sales and marketing." I ask, "So how is this a bestseller?"

He says, "You have to look at the June 12th bestseller list, at the 8am update." I say, "why?" He says, "Because that's when the book made the list."

I say, "Oh, got it. So you gamed the system by placing a bulk order—you and the other 28 authors, because Amazon updates their bestseller list, hourly—so that's how you made the list, exactly once. And why, to see your "bestseller" status, I must look only at the June 12th 8am update."

Of course, he doesn't like my line of questioning. My common sense seems to offend him. But still, he must have known right? So why does he continue to perpetuate the sham? Why does he boast on his Facebook page, that he or she is headed to Hollywood for the Black Tie, Best-Selling Authors Gala?

It's one thing to write a chapter in a book, even if you got conned into paying \$4,000 for the privilege, but it's quite another to perpetuate a known sham. Who would do it? I wrote a book. *Defeat Mega-Agents*. The whole book! And yes, I could "game the system" on Amazon and make the best-seller list. And I could, I guess, legitimately call myself a "bestselling" author.

Further, I could, as these folks have done, buy ad-space in a prominent magazine like *Forbes*. And I could buy airtime on FOX, or on a CBS, NBC, ABC-affiliate, in some small Podunk market, to legitimately use the phrase "*As seen on...*" thus, even further, perpetuating the sham. And, to create for myself, even more *fake* authority...



But I don't. Because I have a thing called dignity. It's called self-respect. It's called integrity.

I don't need a big truck to make myself *feel* bigger. I don't need to hire my date, a supermodel for the prom, to impress anyone. And I would never perpetuate a known sham, bragging about being a bestselling author, even if I could make it true by gaming the system, just to secure some element of *fake* authority to theoretically make more sales.

So how do these people do it? How do they look in the mirror at night, and be ok with perpetuating what they know is clearly a sham?

Well, for starters. Look at their mentors and role models. Are they really *experts* at anything, or is it all just fake authority, bought and paid for endorsements? You've probably seen the same things that I have. A fake *National Association of Exp...* well... I'll let you complete that sentence.

And do you believe they were really endorsed by Barbara Corcoran, or more likely, do you think they paid for that—knowing it would impress the *Low-information* agents, by seeing them stand next to her?

And what about that interview with Donald Trump Jr., or that other one with Darren Hardy—I'm sure those were legitimate interviews right? Or, more likely, like the short dude who needs a big truck, yet another bought and paid for endorsement—to make up for what they lack and to further impress the *Low-information* agent?

Truth told. The apple doesn't fall far from the tree. Most of what you see from the TGP, I'm telling you, is fake authority and a sham they are all too willing to perpetuate.

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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

AWAKEN! – AGENTS, Like Americans, AGREE!

I keep telling you, the parallels between the real estate industry and the current state of America is uncanny. According to Bloomberg, “Most Agree with Trump on America’s Lost Greatness.” A national survey finds that 72 percent say their country isn’t as great as it once was—a central theme of front-runner Donald Trump’s campaign. The article states, “Americans are “fed up” with politics, suspect the wealthy are getting an unfair edge, [lobbyists control our candidates], and think the country is going in the wrong direction.” The new Bloomberg Politics poll *also* lays bare the depth and breadth of the *discontent* propelling outsider candidates in the Republican presidential field. I ask, is this not a perfect description for real estate too? “Most Agree that The Industry Is Broken.” Our leaders, in the *TGP*, have failed us. *The Ruling Class*, NAR, the brokers, coaches, trainers, etc. continue to “govern” at the destruction of agents. And, the worst part, they can’t see that what they teach, is what has *caused* the destruction; the *Sales Culture*; *Negative Reputation*; an *Industry of Beggars*—because they are embedded as *Insiders*, like career politicians, so they have no objective viewpoint. Like Trump and his supporters. The parallel can be made, in real estate, *WE ARE* the silent majority, but growing more vocal and powerful, daily.



FROM RIVIERA MAYA! – He Read It Twice!

Dave writes, “I can’t tell you how much I enjoyed your book. I half expected it to be shit, or a sales pitch. I figured for the cost of the shipping it was worth the gamble. I’ve wasted \$5 on much less impressive things. My goal was to have it in my hands to be able to take on my vacation to Riviera Maya. It arrived on time and I took it with me. I read it twice, once on the airplane and once on the beach. I left it on the nightstand in my room. We spent an entire day touring the ruins. This was mostly my wife’s idea. By mostly, I mean

entirely. I came back to this in my room. [See picture]. I just wanted to take a second and say thanks. You’ve found a way to put what I’ve been thinking for years into a digestible format. I’ve noticed on your podcasts you take quite a few shots at Keller Williams. KW has a lot of good qualities, but I totally agree with you on the “touches” and such. I’ve had a big revelation about what I need to be doing and NOT doing. If you ever need insight into anything hyper technical for your podcast, feel free to give me a ring.” Will do my man. I appreciate it. Love that photo too.

APOLOGETIC = RESPECT FROM NO ONE!

You may have heard the news, about the Muslim student who built/copied a clock, who was arrested because it looked like a bomb, and how Obama invited this student to the white house, as yet another political pawn. Well, CJ Pearson, a 13-year old black middle schooler from Georgia revealed today, according to the article, “He’s been blocked from following President Obama on Twitter. He’s also unable to view the president’s tweet.” This comes on the heels of Pearson, in his video that went viral, calling out the president for using this student to advance his political agenda. In his words, “I think it’s disgusting, and I think many, many people agree.” In reference to being blocked, “It’s an honor!” Pearson tells *The American Mirror*, insisting he did nothing to warrant being blocked, except his most recent video—where young Pearson spoke truth, calling out the president. There is now controversy whether Obama blocked the 13-year olds’ account. My personal take is, if Obama did block him, “Good for CJ. He should be proud.” Having been banned from virtually every real estate Facebook group—*The Occupy Wall Street Crowd* of real estate [Ep. 46 of the Podcast]—I too feel “honored.” Those who are fearful and afraid of being damaged by the truth; will always seek to silence it. [This reverts back to *Undeniable Truths* #14, and #15—see back page.]



COLDWELL BANKER + TOM FERRY

I love the first sentence of this *Inman* article, “Providing it’s agents with continuing education opportunities appears to be a focus of Coldwell Banker.” Ah yes, the “crack cocaine” of selling coaching: Society’s desire for more education. “An investment in yourself,” as the saying goes, “Is the best investment you can ever make.” Except, of course, when that education is not about learning or becoming more skilled. But rather, purely to hold you accountable to do more of what you hate doing: More cold-calls, more door-knocks, more pop-bys. KW has **BOLD** and **MAPS**, well get ready Coldwell Banker folks, you’re about to be pushed, brooded, even incentivized to pay thousands in the name of making yourself into a more effective telemarketer. The article states, “[The] customized program [is] intended to motivate, [and] educate agents.” The first intention is telling. “Motivate.” For obvious reasons, these agents are going to need it. The life of a beggar is both depressing and humiliating, not to mention, soul destroying. [If you recall, Episode 28, the *SHAM* of coaching. This article is just an extension of that basic premise. When *C-level* ideas are forced down agents’ throats, a coach ‘cracking the whip’ to hold you accountable is going to be required. I mean, who has the discipline or *will power* to force themselves to be a life-long beggar?]



FSBO PROSPECTING!

Folks, have you noticed *just* how easy it is to feel smart these days? I saw this article the other day. “FSBO Prospecting: 11 tips for real estate agents.” It stated, “Real estate agents have long drummed up business by courting homeowners who are trying to sell their homes solo or have failed at selling their properties in the past. But competition for these prospects has grown fiercer in recent years amid inventory and the growth of lead generation and real estate coaching.” Let’s start with that last point, “the growth of real estate coaching.” If I were paying \$500/month, \$1,000/month, I would damn sure hope that I was being instructed to do something less soul-destroying than begging Fsbos. But here are those 11 tips. You’ll instantly see the problem with each one: 1) Offer to charge a lower fee if the seller finds the buyer. 2)

Present data that highlights the benefits of representation. 3) Offer a limited-service listing option. 4) Learn and practice scripts. 5) But don’t come off as a robot—or sleazy. 6) Use specialized lead-generation tools. 7) Pound the pavement. 8) Focus on old expired listings. 9) Be doggedly persistent. 10) Text or email if a prospect doesn’t answer the phone. 11) Hone your list of targets. *Gee*, anything else I should do to live a miserable life, and systematically destroy my authority?

LONG GAME vs. SHORT GAME?

Have you noticed the increasing number of agents who have started charging clients an admin fee? In a recent Facebook post, Carmella Smith writes, “I don’t understand this “admin fee” I see real estate agents charging. We get paid a commission, isn’t that enough? My office charges an admin fee,” she states. “That *I* pay, not my client. Why on earth would I charge my client for my backend office support? That’s my responsibility not theirs.” So why does this happen? One commenter wrote, “Because coaching organizations like NA[XX] push it as a way to make your business more profitable with no extra effort. That message resonates with the greedy/lazy crowd.” But how does the consumer feel about it?” One consumer weighed in, “I never understood [that] fee. Figured it was a junk fee that you can negotiate out. [But] Paid it on my first house because I didn’t know.” She then got smart and said “Got them to remove it on my current home.” The general consensus, repeated by multiple consumers was, quote, “I agree, fees suck.” And one consumer posted, referring to Carmella, “Your feelings about the fees is why when I’m ready to sell, you’ll be my agent.” So what can we learn? The short-gamers have one thing in mind. Collect as much cash as possible. Listen to the *TGP*; charge the fee. The fact that the consumer knows it’s a junk fee, doesn’t matter. They know they’ll pay it anyway. Until, that is, they get smarter. Then they realize they’ve been screwed. Or when their friend says to them, “You paid what fee? You shouldn’t have had to pay that.” Then states, “Your got fucked.” That’s the short-game! Meanwhile, the Long-gamers—like Carmella—never do things to jeopardize that relationship. People like her are not driven by immediate profit, but rather, integrity and respect. They know the trade of a sterling reputation for a few hundred dollar “junk” fee is dumb stupid, and an absolutely moronic trade to make. It’s not a matter *if* the client finds out. It’s only a matter of when. Do you know who plays the short-game? Salespeople and con artists!



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-#10 – Published December 2014

TRUTH #11-#13: Published January 2015

TRUTH #14: Published February 2015

TRUTH #15: Published March 2015

TRUTH #16: Published April 2015

TRUTH #17-#18: Published May 2015

TRUTH #19-#20: Published June 2015

TRUTH #21: Published July 2015

TRUTH #22: Published August 2015

TRUTH #23: Published September 2015

TRUTH #24: The Culture you create. Dictates the Character of the person you attract.

It's sad really, but very few entrepreneurs give much thought to this. If you look at the world's great companies, and study them, you'll see that more effort is put into creating their *Culture* than just about anything else. Google for example, or Apple, and the other equivalent companies... are able to attract top talent (and the most loyal customers) because of the *Culture* their founders (and the executive team) were dead-set on creating.

Further, the success of these companies has lived; will live, long beyond their founders. Because their belief system (and convictions) became the bedrock of the company—from which all decisions are made.

I heard Gary Vaynerchuk mention that he spends more time in HR than any other department. Why? Because he knows without a great *Culture*, as you find in Zappos, of superior customer service, or in Apple or Google, in terms of innovation, then little else will matter.

To win in business—this is an undeniable truth—you need great people. And the *Culture* you create. Dictates the Character of the person you attract. Further, the *Culture* you create, dictates your reputation.

From Chris Arnold in the U.K., I received this email the other day. It's a keen observation:

“Hey Ryan

You are doing big things, my man!

What impresses me the most, apart from the quality and depth of your work, is the truly NICE people that you are gathering around you. [You can see what Chris has observed by reading this month's Community Corkboard comments, from book readers, podcast listeners and subscribers.]

Love the weekly podcast, of course it goes without saying, but the email letters portray a sense of the type of people you're gathering around you - that affinity connection, not just to you but to everyone in the community. Some communities do comprise a number of people that are there for selfish reasons - all take and no give. In the few months that you've been on my radar, never even caught a glimpse of self-interest from any of the featured members. What a great bunch.

Just like Simon Sinek says, "all organizations start with WHY, but only the great ones keep their WHY clear, year after year". Your passion and sense of doing what's right is going to move mountains.”

For the record, I think Chris is right. I believe we will continue to move mountains and achieve great things here. I'm certain we can, because of the *Culture* that's been created. What we believe is far removed from what *The Guru Party* believes. Said different, our *Culture* is different than theirs. They operate from the foundation of a *Sales Culture*—money, team size, and ego. That's all they care about. We, on the other hand, operate from the primary intention(s) of strong relationships, storytelling and having impact.

But this gets to a bigger point. Who are you attracting to you, your business? If you're an agent, what *Culture* have you meticulously created? Crafted? How do people perceive you?

The low-information agent, the Realt-whore, I can tell you, has created a *Culture* of persistent begging. As a result, no one respects him. Not even himself. And in terms of attracting clients, too often he is treated as a beggar—asked to cut his commission, his advice is ignored, etc. because that is *what* they see him as. Not the authority. But as the beggar, someone of low-status, thus, putting the client in the power position and in full control.

Of course, you can validate this for yourself. If you subject yourself to visiting real estate's *Occupy Wall Street Crowd*, in the Facebook Groups, here's what you'll see. Agent after agent complaining about their clients or their inability to convert prospects into respectful clients! But understand, the problems they suffer, is the result of their culture. Nothing else.

Then you have *The Guru Party*. This is where deceit is at its highest, and, the funny part is, it's created by their *Culture*.

Have you been paying attention? Do you know who Craig Proctor is? Well, how many Proctor-students, who stood on his stage at one time, and cried, and thanked Craig for having changed their life, are now his direct competitors? How many have stolen Craig's strategies and now compete against him? Go ahead. Make a list. I can count at least seven. And, to make it easier—as unethical as I think it is—anyone who pushes the Guaranteed Sale Program, outside of Proctor, can easily be deemed an unoriginal thinker. That program, without a doubt, originated with Proctor. Everyone else is a copycat.

But go ahead, I dare you. Make that list.

Then for all of those Proctor-students, who stole from him; now make a new list of how many of their students have stolen "their strategies," and now compete against them—in the same way they committed mutiny against Proctor? Again, without even thinking, I can name several. At least five!

Why does this happen? It's not hard to figure out. Because each of those *TGP* members, and you can decide who they are, has built an organization with a *Sales Culture*—so ethics and morals, and the value of maintaining relationships, play secondary roles. As a result, just as the students of Proctor have stolen from him, the students of these new *TGP* members, are just as quick to steal and commit mutiny against them too.

It's sad really, in fact, pathetic.

Inside the P/SS (Protector/Social Superhero) Program, I can't think of a single person that would steal my material or attempt to compete against me. I don't take credit for their ideas either. I have tried now, for months in some cases, to push certain pioneering members to partner with me to create trainings that they can monetize.

And while I could create those trainings myself, I'm certainly

capable, I care far more about the relationship than the product that is created or the sale.

The *TGP* though, the only time they want to give their students the stage to stand on, like Proctor did to them, is when they seek to exploit them for their testimonial. Think about it. When you attend any of the *TGP*'s seminars, those agents that take the stage are up there for a reason. They are being coached. And goaded. They are, in essence, *pawns* that are being used/played for the purpose to increase sales.

Then it's just a matter of time.

One day that agent, the *pawn*, realizes what *that TGP* member did to him—not for him—and they rebel. Mutiny incurs. The student steals from his master, and chooses to become his direct competitor, using the strategies he's stolen. Which in turn, where stolen previously from someone else. So now you have two unoriginal-thinkers.

And in case you didn't know, this is how *The Guru Party* was formed. Malcontent. And theft. The funny part, they never actually change the strategies they teach, each new member just makes a bigger and bigger promise—peddling the same goods as their former *TGP* mentor.

It really is a great example of how *Karma* works. As the saying goes, "You get what you deserve."

If you create a *Culture* predicated on the sole focus of sales. Ego. Greed. And whatever else the *TGP* believes in, that they then *coach* into agents. Oppose to fostering strong relationships, storytelling, and having impact. Then it shouldn't surprise anyone, when the *TGP* member or *low-information* agent alike, receives no *loyalty* from their clientele.

At the Live Event this past week in Scottsdale, one P/SS member, who is brand new to the group and also runs a brokerage of 25 agents, seemed to have an epiphany when he referred to himself as a *Broke-whore*.

In other words, in order to recruit and retain agents, he's continually offered a lower desk fee. Essentially, chasing agents and devaluing what he and his brokerage bring to the table. Further, unlike Apple, for whom applicants must compete against one another in a series of 4 interviews. He, for his brokerage, had no standards of excellence.

If the agent could fog the mirror, again, like most brokers, he pursued that agent with dogged persistence.

In the same way that agents are taught to chase clients, that's how he's needed to chase agents. Except he's struggled at this, just as agents struggle to chase, for the exact same reasons. Because, fundamentally, at the core of his character, that's not who he is!

So, what is the solution for no longer being a *Realt-whore*? To no longer be a *Broke-whore*?

First, one must unsubscribe from the teachings of the *TGP* that says, "success is a numbers game." That thinking puts the importance of relationship, by definition, into a secondary role (see *Undeniable Truth #9*). Second, he must adopt this *Undeniable Truth, #24: The Culture* you create. Dictates the Character of the person you attract.

So, what do you believe? What do you want your business, you, to be known for? Are you a Protector? Innovator? Philanthropist? If that's the *Culture* you want to create, to attract those kinds of people, what stories are you telling to convey that? And, what are you *doing* to demonstrate that? ■

Broken Industry Subscribers'

COMMUNITY CORKBOARD!

I WAS THE AUTHORITY, the expert, and I was **treated as such**. But not in this world! i.e. real estate.

Ryan,

I just wanted to drop a quick note and say thank you! I stumbled across your ad, found it interesting, ordered the book and read it. You've peaked my interest to say the least. I have listened to eighteen of your podcasts so far (I have 20 pages of notes) and I'm eager to make my way through the remainder. I've also enjoyed the first three videos but was wondering how I might see the rest. Will they be sent to me on some regular interval? Is there a chance I can get them faster?

I ask because I'm eager to move forward... I'm tired of doing business the way I've been doing it the last ten years. I'm tired of being viewed as a used car salesman before I've even opened my mouth, because I'm not that guy... never have been.

Prior to real estate I spent 13 years in another industry with the last five as a business owner. We grew from nothing to three locations in three different states, nearly 200 employees and five million in gross revenue. It too was in what I would consider "relationship sales" where I was dependent on that customer buying from me repeatedly and referring me to others. I was the authority, the expert and I was treated as such. But not in this world! [i.e. real estate]

Anyway, thanks again and please let me know about the videos. I want to work my way through the content so I can move forward with the application process.

- Kevin C.

I just felt like a sleazy car salesman and that WASN'T ME.

Hey Ryan,

I just "found" you a few days ago. What you say lines up with the exact inner-feelings I've had since I started real estate 4-5 months ago. I just left my broker

because I couldn't handle the mantras of "make three phone calls a day to people you know," "sign up for our next Buffini training class," or answering crappy Zillow leads that came in b/c my broker was a "premiere agent." I just felt like a sleazy car salesman and that WASN'T ME. I am here for relationships and helping people... not being a salesman.

So I've got a new broker that allows me to run my OWN business and from HOME which is what I wanted all along. I've got a blog site ready to rock and roll... but... how does this work when you live in a small town? We have maybe 100,000 people in our town and two "mega agents" with the big billboards all over town. And it works... they are super busy and everyone in town thinks these two are "the best." That's not what I want for my business... I plan to work with 7 clients max at a time (I homeschool my three boys so that's priority for me until they get older).

Keep up the good work! I am only on podcast #10, but listening to 2-3 per day trying to soak it all in!

- Molly L.

I THOUGHT AT FIRST YOU WERE JUST FULL OF SHIT...

Ryan,

I thought at first you were just full of shit. That you were just another guru in a t-shirt. I'd glanced at the emails you've sent me, and listened to parts of your podcasts. But recently something clicked in your message with me. I've been in real estate for about 6 years, hardly selling more than a few homes a year. I got into real estate to help people, because I was "helping people too much" in my last job. How can you be criticized in a job review for helping "too much" when your job title is Help Desk?

I've never been a salesman. If I had to sell anything for a fundraiser, I just bought a few myself and sent the rest back. In college statistics class, I had to do telephone polls. I faked my data because I

hated bothering people. All my jobs after college have been customer service type jobs. My favorite types of customers were those that had a problem. I loved thinking of different ways to solve the problems.

I started with KW and took Bold. I was embarrassed by having money rained-down-on-me and for saying that I was a great salesman. I wasn't one. I tried cold calling. I couldn't reconcile calling someone when I hated getting called myself. I tried door knocking, but people just thought I was a politician looking for votes. I tried dropping newsletters (yes, those generic how to landscape in the fall type. Sigh) and got absolutely no response.

Recently, I was ready to quit. I had a buyers agent on a transaction blow every deadline, forget to do things, told the buyers it was all my fault and the buyers told my sellers I was the cause of all the issues. I've lost several listings due to commission undercutting, and a buyer who went to an open house and signed a purchase agreement after we had looked together off and on for a few months. (I don't often sign agreements with buyers until I know they aren't flaky).

I didn't quit, because I know I have more to give. I can help more people. I just have to figure out a different way to go about it.

I love the idea of making a difference.

- Joan D.

WHEN I FIRST HEARD YOU SPEAK about the Realt-whore, I was a bit taken aback. ...

Dear Ryan:

I have been putting off applying for the Agent Marketing Syndicate for a while now. I couldn't put my finger on it as to why. Everything you teach and preach about resonates with me. The storytelling, using the platforms, the philanthropist aspect of it, everything, yet I do not apply. I want to. I really want to be a part of this. So then why am I not doing it?

I don't want to let you down. My fear of failure is huge. I was never this way. When I wanted something, I just did it. I did not think about it. I didn't even think about failure, until I became a Realtor. Or, a better way of putting it, a "Realt-whore." I have been a Realtor for about 13 years, and a Realt-Whore for about 8 years. I use these two time frames because of what changed in my business 8 years ago.

I was told over and over I needed to get listings. And the way to do this, the way I was taught, was by the TGP. You know the routine: Make more calls, knock on doors, offer discounts, offer guarantees, etc.

As soon as I started doing this, making the expired calls and the FSBO calls and Knocking on doors, my self-worth began to erode. I made promises to my coach, to my broker, to myself, and I kept breaking those promises. I had never done this. My word was my honor. But as I tried to step outside the box, and affirmation my ass in to shape, my gut was wrenching. I did not want to knock on doors. I did not want someone knocking on my door. But man, I drank that Kool-Aid, I became punch drunk and I did it. Hearing your podcast about "I'm a Great Salesman" "You're a Great Salesman!" Made me smile a bit, and then cringe a bit, because I did things similar to that to hype me up to make those calls. Yet every time I made the call, a little bit of my reputation died, my dignity was chipped away, my integrity, to me was in doubt.

When I first heard you speak of the Realt-Whore, I was a bit taken aback. I thought, "that's not very nice, there are many Realtors I know that are good, solid people. That would not do wrong to their client, like me." But then I fully understood what you meant, or at least how I interpreted it to mean. A whore feels used, unloved, wallows in self-pity, rejected. A whore feels they cannot be loved, that people only use them for their immediate needs. Worthless. I know I can be loved because of my wonderful family, but all the other emotions... That is the road I was going down. This last spring it all caught up with me.

I have doubted myself to the point of almost shutting down my real estate business and getting a job. I did odd jobs working out in the sun, 100 plus degree weather. Painting the inside of houses, doing lawns. Manual labor. But I started to

feel myself again. I only worked by referral during this period. I did no marketing. My income dropped. But I felt joy in my work for the first time in recent memory.

It was at this time that, for some reason, I opened an email from you. Your words hit me. I began listening to your podcast, while sweating my ass off. You know what's ironic? I had heard your message about 5 years ago. But I didn't understand it. It was different than what the TGP was telling me. (I even ordered your Twelve Breakthrough commission strategies back then, and now have two copies, one I just received two months ago). After listening to your podcast twice. Reading through every issue of *Broken Industry*, and devouring your book, I feel Revived.

I do not have to do the things the TGP teaches, or follow my brokers advice, which is to make calls and knock doors. I can do things that are good to my soul, not drain my soul. I love reading stories and writing stories. I don't mind being polarizing with some well thought out words. I am now becoming you in a way. The way you immerse yourself in a subject until you know everything about it. I am now immersing myself in your program. I am immersing my self in the teachings of Dan Kennedy. I have begun organizing a fundraiser for teachers; a Texas Hold 'em Poker tournament. I believe we will raise at least \$3,000 in this one event. I am rejuvenated, because you pulled out all those beliefs that were inside me. My gut feeling... was correct. I don't have to be like all the others. I can be me and be successful.

I thank you Ryan, from the bottom of my heart. I will become a great real estate agent again. But it will be as a side of who I am; an author, podcast host, philanthropist, media company, innovator and polarizer. You have brought me clarity.

- Johnny M.

THE VISION WAS BORN
from a place of financial ruin and utter depression...

Ryan,

The messages I've heard from you to date have pierced their way into my being; bouncing around there and leaving me curious for more.

I've been in business for myself for almost 20 years but, the new RE shingle I

hung 2 years ago, was crafted around the vision of creating, as you say, a "Movement": to "create a community of like-minded individuals who recognize the opportunity of developing donations for non-profits through their inherent real estate needs and who knows their actions, large or small, can make a difference."

This vision was born from a place of financial ruin and utter depression after developing a successful RE development business only to go bankrupt. I finally realized I needed to stop thinking about myself and what I considered my "failures" by looking out in the world to see how I could help others knowing that by doing so, my life would also change. The epiphany resulted in the vision described above, as well as my tag line "Moving you to make a difference."

I still own a doggy day care business I started 14 years ago (operations run by a partner now) and have always been passionate about saving homeless dogs from euthanasia in kill shelters. Starting a rescue group has always been a yearning, but I realized the path that better suited my skill set and life situation would be to financially support all the groups already in place that desperately need more money to rescue more dogs.

My 10-year old son's diagnosis on the autism spectrum at age 3 also introduced me to other non-profits serving the needs of these children and their families in the community. I've supported these groups as much as possible but found my motivation again, by deciding to create a way to do more.

It's been 2 years since I woke up in the middle of the night with more excitement than I had experienced in years. I still have not found a way to make that vision a reality however; I supposition it's not for the lack of research & attempt but for the lack of obtaining the correct knowledge or the right connection to someone with that knowledge to make it happen. Your message communicates to me that you could be that right connection to make my vision a reality.

So I am looking to connect the dots with the ultimate goal of jumping out of bed enthusiastically every morning knowing there's a game plan to help me fulfill my life's purpose.

Plus you drink beer and cuss. 'Nuff said.

- Amy S.

STAGE 3 BREAST CANCER –

I fought like hell...

Ryan,

I was born a protector. I genuinely care about people. I choose to live, by doing no harm to others. I will fight for what's right at any cost. 13 years in real estate and I feel like I cannot compete with mega agents, because I refuse to be like them.

I am not sure what drives me. It comes from within. I've always felt that I would "do something great" in my lifetime. I want more meaning in my life ... more purpose.

Three years ago I was diagnosed with Stage 3 breast cancer. I fought like hell – chemo, surgery, changed my diet, and made many other life changes. Medical bills mounted. I worked through the entire journey. Insurance premiums are high and thus far, I have managed to get by. I know I need to make changes. I believe in myself. I know I can do more and earn more. I've been challenged with "getting back into the game of real estate" because I really don't like the grind.

Having fought cancer I feel like I am also challenged to get back into the game of life. Mindset is that I am hungry and I want MORE. I want a better quality of life in terms of making a difference.

- K. D.

LET'S JUST SAY I'M BORED

with making \$75,000 and I want to do something more!

Ryan,

I've been in the real estate industry since 1999, and I have worked for the top sales "men" in the industry and learned all the cold calling, marketing tricks, but I never fully engaged myself as a "sales person" because I didn't identify with these top salesmen and wanted to be different. I have my MBA and have always had big dreams of success - something that makes me feel like I did something special at the end of the day. I see the look in my 8 year old daughter's eyes when she says, "My mommy is her own boss!" and that drives me every day!

My annual income from my business is around \$65K, and last year I closed \$5M in homes, and this year I am doing the same. As you can see, I should be making \$150K instead of \$65K and I discount my fees, but also offer top-notch service. It is all

me. I am my own broker and business owner, no assistant.

All of my current business comes from referrals right now. I will need to continue to serve my clients and earn \$, but I also plan to hire agents and grow my business so I want to do it right!

Let's just say I'm bored with making \$75K and I want to do something more. Even if I'm not chosen for this group, I will definitely benefit from your series [series referenced, Protector Video Series – www.HomeOfTheProtector.com]. Thank You!

- Carla G.

I THINK YOU ARE THE MOST relevant person I have ever come across in the past 10 years...

Ryan,

I have listened and consumed every bit of content you have put out in print or otherwise and am inspired by how you have managed to communicate with clarity, what I have been trying to say for the past 8 years.

It takes a lot to unlearn what you have been taught, and for me that amounts to over 25 years of sales/marketing training. I am certified in many disciplines and in 2015, I think you are the most relevant person I have ever come across the past 10 years, and I so want to bring that message to the masses.

There are so many industries that can be impacted by learning about authority, message crafting, storytelling, positioning, transparency, polarization in personal brand etc. Mostly, I feel the skills you demonstrate and share with us each week are incredibly in-tune with what the entrepreneur needs to hear. I am not a Realtor, but I do believe the time has come for people to understand that push marketing is dead and how message crafting and distribution for the long game is where it's at. Hats of man, so glad I found you brother!

As a biz coach/consultant For the past 15 years I have invested in numerous courses, seminars, books, etc. Most of it designed toward teaching Internet marketing skills, and tools, as well as leadership, buyer psychology and ways of creating lead generation through building a database. The one ingredient missing in most of it; was copywriting or the ability to craft a message, or to be able to sell

yourself and tell your story, and create content from your ideology.

I see so many people doing this today, and I feel it really is the way to build audience. You must be willing to have the haters along with the people who love you.

Suffice to say, I have done ok (\$75-\$125k per year) nothing to boast about. However, I can tell you that I intentionally put my family and kids in front of a business for years now so that I could invest those years in being with my kids and shaping their outlook on the world rather than leaving it to the school system or their peer groups.

I have coached and lead my boys in sports & scouts & academics. As they near their high school years, I feel called to focus more on my business now, and shaping a new paradigm for business, by helping them craft messages and shape content around their storyline.

I do not regret the sacrifice I made in anyway, it was by design. I tried to do it all, but in the end I found enormous stress to choose 1 or the other. In the end I chose leading my family first, business 2nd. Now, I am ready for the next chapter as my time is ready a more laser beam focus on business. I believe great Leaders are always great followers, they never get caught in thinking they have the answers. They see all people as their teachers, always probing, always curious as to "what can I learn today?" How can I help and serve someone? What can I do to lift another person? Who can I edify today?

So, I would say my greatest gifted skill is my ability to see through someone and to help them see what they can't see and inspire them to action.

- Alex K.

WHAT I FIND INTERESTING...

is the fact that I didn't think I had a "powerful message"...

Hi Ryan!

I received my shipment. Almost finished reading *Defeat Mega Agents* and will be reading it again!... along with the rest of the valuable literature and cd's.

I noticed you shared my email... thank you. I don't know what to say except that, what I find interesting, and baffling at the same time, is the fact that I didn't think I had a "powerful message" as you put it.

I thought, "really?... okay..." I did not write it with this intention at all. I just wanted to express myself (as short as

possible) and without "shooting from the hip" as you put it. You really opened my eyes... I had an epiphany.

This goes to show and prove your point about needing to change our "mind sets"; "perceptions" and especially "the doubts" that we don't have an interesting story or a "powerful message". Or like you discussed, that we think we had to go through a traumatic life experience in order to have a story. We all have a story...

When we make ourselves vulnerable, put ourselves out there, and tell a story which comes from a "genuine" perspective we create an "Affinity Connection" - differentiation #2. It may not resonate with everyone, but hey, that's okay... it will resonate with some. And for those to whom it does resonate with, we need to focus on the positive difference it can make for them.

Speaking of stories that resonate. Thank you for sharing (by no coincidence) Clyde McClintock's video (aka McCormick - haha, sorry couldn't resist).

Turns out I too have a similar story. I was about 7 or 8 years old. One day I decided to make necklaces out of the viva puff cookie-packaging trays and then canvassed the neighborhood to sell them. I cut out the round inserts/trays, made a hole in each one, and strung 2-3 of them on cooking twine string. I received anywhere from 15-25 cents each.

Like Clyde, I had no fear, no worries. I was having fun and so proud of my creation. Some neighbors, mostly the ones who didn't know me, said no - the rejection didn't even phase me...I just kept plugging. When my father found out, he wasn't upset, in fact he said he tried hard not to laugh in front of me. However he did tell me that it wasn't right and I should return the money to the neighbors, so that is what I did.

He meant well, but I have to wonder if that caused something?... hmm, good question right? Through my journey filled with my burning questions, this memory I

had suppressed, came flooding back to me about a year ago. The fact that I recall this so vividly as though it was yesterday... something to pay attention to and ponder...

Thanks again! and sorry for the long winded email. You have really shaken and opened up a lot for me.

- Catia P.

THE OTHER WAYS - MAYBE - MIGHT BE EASIER - BUT THEY ARE FAR INFERIOR...

Hey Ryan,

How's it going? I'm just starting to get my podcast stuff set up, will start podcasting within the month. We did quarterly newsletter all year, which was a big jump over no newsletter ever before. In 2016, now in the habit of writing, and with our set-up in place, we'll get the letter out every month. I'll soon need to order more books too! Apparently I already got most of them distributed - is that 300 or 400? I can't remember how many I had gotten. I'm about to run over and pick up our big presentation check from the print shop, so we can start our giving + publicity in earnest.

I thought your program was great up front. But I was so busy working my listings, talking with clients, and negotiating contracts that I didn't have much time to implement all the things. If you're not implementing then the monthly program cost is tremendous. I was thinking "there has to be a different way that's not so time-intensive." I got GKIC gold membership and Kennedy's No BS book. I signed up for Craig Proctor's stuff. Read it all. It was such a done-for-you method. Solid theory. How-to steps. "Easy"! But by the time I got through it all, I was totally sold on your program again. Those methods treat the people around me like prey. Their designed to make me a "lead machine". It dehumanizes everyone involved. I'm not into it.

So I'm recommitted to the Superhero

style - I don't care how much time it takes, I'm in. Your programs match up exactly with the types of things I've found successful in my business in the past. They build up relationships and no doubt will have long-term impact. Anything good takes time and work. I know this. I guess I had to check once more if there was an easier way. The other ways - maybe - might be easier - but they are far inferior. And now your phrase "goes against the core of my character" means so much more than before, now that I know what those alternative programs actually consist of. I had never considered them before. Never needed to. Always had enough business. But now that I'm working to expand, first with my current buyer agent, and soon with additional team members, we do in fact need a system and a plan to keep the phone ringing. I'm looking forward to figuring out this podcast thing, and I think once we crack the code on that, it will be a great long-term asset. Keep the good stuff coming, we're going to try to implement as fast as possible going forward.

Thanks, Ryan!

- Lauren C.

Let it be known. I am greatly thankful to each and every person who writes me. I read each one. I respond to each one. These people have messages. They have experiences to share. They have stories to tell. And no longer can I keep them to myself, in my own inbox. It would be selfish. I have always wanted to create a platform for others to stand on - and now we have! - right here in Broken Industry!... To be heard: send your notes, thoughts, stories, and important messages to: Ryan@FightTheGuruParty.com - I am listening. You have a message to share? I want to hear it. Send it to me. You're certainly not alone in your thinking. Let it inspire others!

Dare to Dream

“HATERS GONNA HATE”

Brought to you by the *TGP*

See folks, I told you we're being heard. The best part? We're under their skin. As I got off the plane in Scottsdale for the Live Event this past week, I received the message above, “*Haters Gonna Hate*,” from a prominent member of the *TGP*. As you can see, they're about as witty as their tactics are effective. It wouldn't surprise me if a professional comedian or joke writer was hired to write the punch line for them.

That's how sad these people are. *Truly!* And while he's at home patting himself on the back for having taken, what he considers “a shot at me,” if you can call it that, in reality, he's only proven my point.

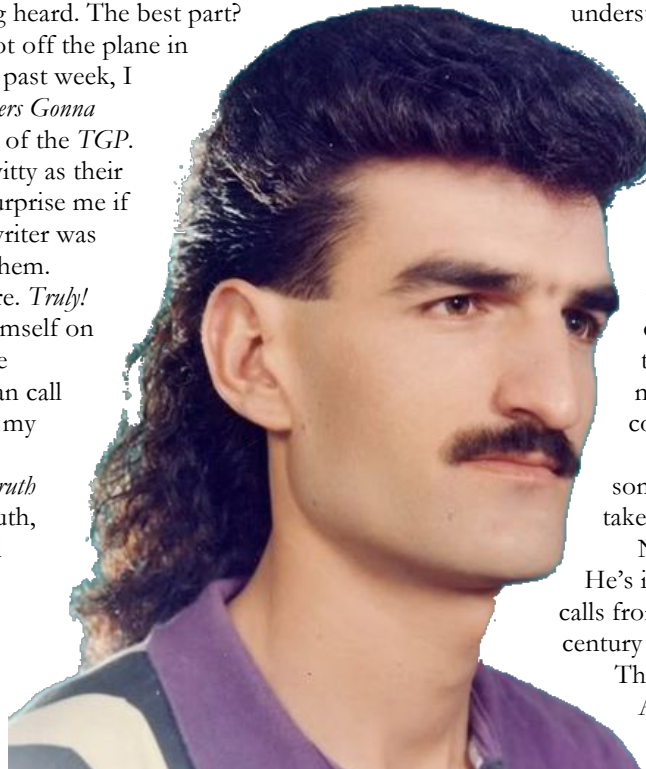
This goes back to *Undeniable Truth #14*: People who don't like the truth, consider the truth to be hate. And when you utter the truth, that's when they hate you.

I'm mean let's face it, if I were guilty of all the things they're guilty of, *C-level* coaching ideas, unethical bait-and-switch programs, including being a purveyor of *fake* authority, I wouldn't want the truth revealed either.

They see the truth as hate, because it damages them. It exposes them. It reveals the fraud and sham of their ideas. All of which, big picture, destroys their ability to fool the *Low-information* agent, which costs him money. So, rather than compete in the arena of ideas, they seek to silence the truth. Except, I am unphased. Their tiny little attack on me, again, if you can call it that, does not bother me in the least. You do not take-on the status quo, or lift the skirt of *The Ruling Class*, exposing who they really are, without being criticized or attacked.

In fact, I spotlight it here so you can see just how little their minds really are. “*Haters Gonna Hate!*” Do you hear that? I keep hearing it play in my head in sort of a whiny little voice. Is that what you hear? I guess depending on which member of the *TGP* you have in your head, that voice may differ. But I keep hearing it in sort of a whiny little voice.

By the way, do you think they're fuming about us, in their office, around their water cooler? Again, I know this person reads my emails, so I can only imagine how long, for months, that my message has been festering under his skin? And yet, “*Haters Gonna Hate*” is the best he could do. Which, you must



understand, by labeling me “the hater,” he's able to feel better about himself, because in his mind, that makes him the victim. If you follow politics, you see this tactic often used by the *Left* as well.

Folks, do you have any idea the amount of joy I take in this—seeing the *TGP* flounder about the ring, unable to craft a message that counters? Perhaps they could have their teams of telemarketers bombard my office—using annoyance as their counter measure.

Maybe they could develop a script or something to be sure they're heard and taken seriously. “Hi is Mr. Fletcher in.”

No.

He's important. He doesn't take incoming calls from telemarketers. Please try back next century when you update your techniques.

The next day, “Hi, is Mr. Fletcher in.”

Again, the same response!

No, he's not.

Mr. Fletcher is important. He

doesn't take incoming calls from telemarketers. Please try back next century when you update your techniques.

You laugh, but this is precisely how they teach their coaching clients to make money in real estate—positioned as a beggar—hounding FSBOs and Expireds, with at least 2-3 dedicated hours of per day. If you doubt me, I dare you, sign up for their coaching program(s).

You will discover exactly what I revealed back in Episode 15 of the Podcast. Do you know how many of their former coaching clients have written me? You should hear the things that they say about them. You should hear their frustration. I'm telling you, literally, just from their words, you can feel their immense dissatisfaction.

But then again, perhaps the *Low-information* agent and the *TGP* deserve each other. After all, if you can't spot someone who readily deals in over-the-top promises, who is also a purveyor of *fake* authority, then woe is you! And probably, until he escapes the plague of *Mental Obesity* (Ep. 30, 32), as the *Low-information* agent suffers, then no amount of truth will matter.

As a final note this month, let it be *Undeniable Truth #15*: It's a choice! If you're fighting for something you believe in. And you have strong convictions about it. Then never allow yourself to be silenced by your critics. ■