EVERY POSSIBLE WAY TO FIND A LISTING

If you’re reading this report today you have a basic understanding that anybody who’s involved in any type of sales position … knows and understands that they must participate “in some form of prospecting” … and by prospecting we’re referring to talking to people and in our case people who are either going to buy or sell Real Estate or refer us to somebody that could. If you don’t understand this than you probably should stop reading this report.

The only industry that doesn’t seem to understand this … or chooses not to accept it … is the Real Estate industry. There’s a number of reasons why the industry doesn’t accept this, we’ll talk about that later, but at the same time each of us should be aware of the fact that if we don’t talk to people … prospect … lead generation (call it what you’d like), the odds of doing anything substantial in terms of productivity and profitability are diminished.

So there are several issues at hand. How do we get ourselves into the mindset of doing a substantial amount of business … the skill set of learning what to say and what to do to generate business … and then setting up the discipline to do it on a regular basis.

These are three different questions to be answered … the first being looking at, “how big” you’d like your business to become. Second … part of that answer is if you’re going to allow your inexperience as a salesperson … or your lack of sales skills at this time … to control your income and your future. Third, is how disciplined are you? I think this report can help you find the answers.

Again, if we look carefully at every other sales industry … the majority of the business revolves around finding customers for their products and services, what we’re going to do here is outline that for you. Dozens of methods of prospecting for listings that you can use.

If you look at this list carefully you’ll quickly realize they’re divided into two major categories. Those that will bring you a lot of rejection (which can be quickly learned to overcome) but also bring you the highest amount of productivity. There are also those that bring the lowest amount of rejection (which most Real Estate people like) and therefore the lowest amount of production.
Why do the majority of the major Real Estate companies … the majority of the individual offices … the majority of the speakers/trainers/coaches teach you the methods that bring the lowest amount of production … or should I simply say, the lowest amount of rejection?

You really need to take a very careful look at what I just said. The answer that I’m going to give you now may seem somewhat general, but it’s very specific if you think about it.

The Real Estate company/office needs to recruit sales people continually if they want to build their productivity and a Real Estate Broker/Manager who is not recruiting/prospecting every day is limiting the chances of increasing office production and growth dramatically. Since the majority of Broker/Managers do not prospect/recruit daily, they have a difficult time taking a strong stance on the ideas regarding lead generation and prospecting. It’s often difficult for them to tell you to do something they won’t do themselves. Think of it this way, and don’t smile and don’t get mad, if a Broker/Owner/Manager insists upon teaching direct sales prospecting techniques, which bring about higher levels of rejection and the agent is not prepared to learn … or doesn’t want to learn them … or won’t learn them, the Broker/Owner/Manager has a decision to make (teach them easy, nonproductive, non-rejection oriented techniques to use so the agents feel good or teach them how to generate business).

Now pay attention … if their Broker/Owner/Manager keeps pushing these direct sales techniques and the agent rejects them and quits, the Broker/Owner/Manager now has to prospect to keep the office full.

To reduce the amount of rejection that the Broker/Owner/Manager receives they simply have to reduce the amount of rejection that the agents have to receive. Thus, nobody in the company really has to prospect … nobody has to be rejected … and we can keep production at a minimum … WHICH BY THE WAY, DOES CREATE THE SAME TURNOVER AS WITH THE BROKERS THAT ARE TEACHING DIRECT SALES. INTERESTING ISN’T IT?

Let’s look at the speakers/trainers/coaches. I asked a prominent professional speaker in the Real Estate field a simple question one day after I watched him do a three-hour seminar at a convention we were speaking at before. I actually asked him two questions, the first thing, “Do you actually believe that the things you’re teaching them are going to make them highly productive and profitable?” He smiled and said, “No, but they love it don’t they?” I then asked him a second question, which I’ve asked many speakers over the years and the answer is always the same, “Are you doing this for recognition or as a business to make money?” The majority always answers with … “Recognition first.”
The fastest way for you to get a high level of recognition in the marketplace is to run extensive ads, bragging about yourself and what you do ... the expensive direct mail campaigns bragging about what you do (with your picture of course prominent) ... or simply tell Sellers exactly what they want to hear and overprice listings in the marketplace. These will bring you recognition ... a very low net profit per transaction ... and a healthy expired practice.

The majority of the speakers/trainers/coaches want the audience to like them and the fastest way to be liked is to tell them what they want to hear versus what it takes to become productive.

“You don’t have to do the things Mike Ferry says to succeed ... you don’t need to talk to people all the time ... you don’t need to be rejected a lot ... just do the things I say.” I haven’t lasted 40 plus years in this industry, in the work that I do, by throwing softballs to people that are easy to hit. At some point, we have to understand exactly what it takes to build a predictable ... duplicatable ... productive and profitable business. I’m offering that to you here with these thoughts.

Speakers want you to return to their seminars, to buy into their non-productive or low productive activities and like them a lot. Don’t get mad ... I’m not concerned whether you like me or not, I’m concerned about your levels of productivity so you can make this a meaningful and productive business for yourself.

The prospecting we’re offering here can also be seen as a way to bring long-term, future business to you ... those that bring you continual slower responses ... meaning the people you’re talking to will do something in three to six months versus long-term one year or so from now, and we’ll also look at immediate business techniques. Each of you will decide which technique makes the most sense and the level of commitment you have to building your business.

Here we are near the end of 2017, and I believe that, “Each of us is very aware that the people that list property and control inventory are the agents who do the most deals ... earn the most money ... and have long-term, productive careers in Real Estate.” You’re reading this report, I’ll assume you want to take listings and become a better more productive Real Estate Agent. As you know, to become a good Listing Agent you have to learn to become good at finding listings or in essence ... you have to become good at lead generation/prospecting for listings and you have to do this as often as you can. The question is ... How good are you and how good do you want to become?

“It’s rare that I ever meet an agent who’s become good at prospecting that also has not become good at listing property. Each agent that becomes good at listing property will
soon become a better agent in the marketplace.” If you want to become a better agent in the marketplace, you have to control the inventory ... and we can only control the inventory, if we know how to get it. We can’t get inventory unless we understand every possible means of trying to find a potential Seller.

This list can and will make you a very strong Listing Agent and can make you a very productive and profitable agent at the same time ... only if you use the ideas. This long and tedious list is made up of most of the techniques that Mike Ferry-trained Top Producers use or have been taught and sold on ... with that being said, it’s a list you’ll want to use if you want to increase your production to the level you say you want to increase it to.

In looking carefully at the list ... some of these techniques are challenging and require a lot of good sales skills ... some of them are easier to use and require very few skills. Some of these techniques can bring you listings quickly and some of these techniques will bring you listings at a painfully slow pace. Each of you will decide which ones you’re going to use and your decision will tell you and your coach (if you have one) how much money you’re going to earn and how soon you’re going to earn it as a Real Estate sales professional. Let’s look at the list. I’ve put a star next to the ones I would recommend you use ... no star ... not recommended.

Question for you, if you had to get a listing today ... or two or three listings this week ... could you get them? If the answer is yes ... why don’t you? If the answer is no ... are you lacking the motivation or the skills to make this happen?

2. Let’s quickly take a moment, and review the questions I asked you over the phone …

*1. Contacting Past Clients for Their Immediate Personal Business or Immediate Referrals. Obviously, we have to determine the size of your Past Clients database. You have to look carefully at the customer service that you’ve offered in the past, as that will determine the response you get, and you have to look carefully at how often you’re talking to them and what you’re saying. Your answers will determine the return you’re getting on this great method of prospecting.

*2. Contacting Your Centers of Influence for Their Immediate Business and for Their Referrals. I strongly recommend you do a database cleanse as quickly as possible especially in the areas of your Centers of Influence. Are these people actually people that know you? Or are these people, people you’ve met once and decided to do a drip email or marketing campaign to? Your database, which are Past Clients and Centers of Influence, should only contain people that you know
on a somewhat personal level and have done business with or are doing business
with. In areas one and two you should have a minimum of 150 names on this list
and they should produce 25% to 40% of your total business.

If your database is not providing a minimum of 25% of your annual business,
it likely tells us you’re not working your database efficiently. If the majority of
your business is coming from your database, then you’re not using other types
of prospecting.

To see how effective your lead generation is you need to do two things at this
time ... First, look carefully at the sources of business for your existing business
... or in essence, where is your business coming from? Sort every listing
taken and every sale for the previous 12 months, and analyze carefully which
prospecting techniques you used.

*3. Contacting Expired Listings. It’s interesting how often agents that are new in
Real Estate will contact an Expired Listing and then either the rejection stops
them or a “veteran” convinces them to stop. “They’ve already demonstrated
they want to sell and, in most cases, will list again very quickly with somebody
... it might as well be you.” Yes, they are in most cases mad and angry about
their experience ... but you’re a professional salesperson, you can help them.
Download the MFO Expired Script so you can create a strong question based
conversation when talking to them. Contact RedX for finding the Expireds.

*4. Contacting For Sale by Owners. I was told that NAR states on their website
that 94% of all For Sale by Owners will list their home for sale and pay a
commission. Who do they list with? The answer is, the most professional ...
skilled ... agent who can present strong value in what they do for the For Sale by
Owner. Again download the MFO For Sale by Owner Script and talk to RedX
about that service also.

*5. Just Listed Phone Calls or Doors. There’s no question that when a sign goes
up in the front yard neighbors become curious, and a simple sign creates
conversations among neighbors, which revolve around, “Maybe we should also
sell our home.” You should be contacting by phone or in person 15 to 25 people
around each listing that you take. It proves to your Seller that you’re working ...
that you’re looking for a potential Buyer for their home, and it also helps you
find additional listings. Again, go to the MFO website to download Just Listed
and Just Sold scripts to use and contact Cole Realty Resource to get the numbers
that you’re going to call.

*6. Just Sold Phone Calls and Doors. There are two things that can bring about
better results for you. Having the chance to “brag” about your accomplishments in the neighborhood by getting a home sold and the obvious chance of getting another listing because of the home you got sold, both work in your favor. Again, 15 to 20 doors around each listing of yours that sells or THE SAME NUMBER OF CONTACTS AROUND SOMEBODY ELSE’S LISTING THAT YOU SOLD.

*7. Working Old Company Files or Adopting the Files from Agents Who’ve Left the Business. Nearly every company keeps, for a given number of years, all the files of transactions that have been completed, with many of these transactions ... the agents have left the company or left the business. Therefore, this client is not being contacted and therefore the customer is not getting the quality of service that they should be receiving. Contact your Broker to see about adopting some of these clients ... contacting them and offering your service for the future ... include them in your database. Also, for agents who have left the business contact them about adopting their files and including them in your database.

*8. Attend Two or Three Mike Ferry Four-Day Training Events Per Year, Learn Some New Techniques. Go with the intention of learning how to sell and with the intention of building an agent referral database by purposefully meeting 15 to 20 people at the event where you can exchange cards ... or Mastermind Groups ... become Role-Play Partners ... become Accountability Partners and most importantly as referral sources. Whether they’re in your immediate market or outside your market, the MFO events attract people all over, so with a professional approach, you can work more referrals for more listings.

When you look at the methods of prospecting for listings, and we’re just scratching the surface here so far, you have to look at how many contacts you need to make per day to achieve a reasonable goal. This will include a reasonable number of listings. To determine the amount of prospecting you have to do per day, and the number of contacts you have to make per day, consider the following exercise. Write your production goals for the next 12 months (number of deals closed), then write the number of transactions within that goal you’ll receive from your database. For example, if your goals is 25 transactions and your estimating you’ll receive 10 from your database ... that means that you’ll have to generate 15 transactions from other methods of lead generation to achieve your goal. Specifically, you’ll have to make 15 new contacts per day, using the types of techniques we’re discussing here and do that five days a week to achieve the goal you’ve set. You’re going to make 10 to 12 contacts per hour, so in this example, you’ll be prospecting between 60 to 90 minutes per day.

*9. Working Current Clients. With a listing contract just being signed or a purchase
contract just being signed by a Buyer, at that moment their level of faith or trust in you is at its highest point. The smile on your face during that first few days of getting the contract signed is when you should be asking very specifically for referrals. This is a very common technique that good producers use.

*10. Working Sign Call Inquiries. Depending on the area that you work in and the marketplaces approval for using “for sale” signs in yards, this can be a good source of listings as well as potential Buyers. When you receive a sign call, instead of assuming that it’s always going to be a potential Buyer, start with a simple question, “Which home in the area do you own?” The answer tells you if it’s a Buyer prospect or a Seller prospect, and you’d use that answer to determine what you’d say next. You may want to consider using 800InfoHomeLine as a method of capturing the names of both Buyers and Sellers who drop by and view the listings you have for sale. Refer to my website for more information on that service.

*11. Staff Centers of Influence. If you have assistants working with you, I strongly recommend you consider having them develop their Centers of Influence list and make it part of your database and consider paying them a small referral fee for any business they bring you.

*12. Small to Medium Home Builders. In most parts of North America, you’ll find small to medium home builders active in the marketplace, in most cases they’re going to cooperate and list their properties with a local agent, versus hiring their own sales force to handle these transactions. They, many times, will be a little more demanding in terms of marketing/advertising and in commissions, but they’re also a good source of business. Many of the Buyers are also potential Sellers for you.

*13. Direct Agent Referrals. As we’ve mentioned above developing an agent database can be a great source of business for you ... through your state association meetings, local board meetings or Real Estate functions you may attend. Look for agents who are professional like yourself who are outside your immediate market. For example, many of our Coaching Clients, actually pay for their entire Coaching services using the referral fees that they’ve earned through their relationships with other Coaching Clients and people they’ve met at MFO events.

14. Holding an Open House. Obviously, its primary function is to attract Buyers, however if you’re going to do it (which I don’t recommend), it could be a good method of finding listings. If you’re holding an Open House on a Wednesday (Sunday should be your day off) spend an hour contacting 15 to 20 of the
neighbors to go to your Open House and consider using our Cold Door script to
invite them to the Open House and see if they have any plans for selling. When
people walk in the door strongly consider three or four prequalifying questions
you can use to determine if it’s a Buyer or a Seller.

You can get these prequalifying questions through the MFO website, which is a
lot more effective than having them sign a guest registry.

15. Floor Time. It’s not very common today and if you’re in an office, I suggest
you don’t take floor time, most companies have gone through a call coordinator
system (which I created for Brokers in the early 80s) which takes agents off of
this administrative activity. If you have to take floor time, always have three or
four good prequalifying questions you can use to determine if that caller is a
potential Buyer or Seller. If you present to your Broker/Manager that you have a
good prospecting system in place, you’ll probably be able to eliminate having to
take floor time as there are so many other things you can do to create business.

16. Working a Geographic Farm. Tom Hopkins in the late 60s early 70s was the
strongest advocate I know on farming, but one thing that jumped out as I sat in
one of his seminars was ... “Geographic farming is a great method of getting
listings, but it is time consuming and tedious, and will often take 18 to 24
months of work, before it pays off on a regular basis.” Even then working a
geographic farm for long periods of time, and if you’re getting the results you
want, meaning 30% or more listings in your farm territory and you’re doing it at
a reasonable expense then continue. If these aren’t your circumstances there are
so many other things you can do to bring yourself business on a faster basis.

17. Direct Mail Campaigns. Let’s first work under the assumption that these are
expensive and considered by most people to be junk mail. We hear things like,
hand write their names and address to get them to open it ... I’m sure this can
work. I’ve met agents who do thousands of direct mails per month and spend
thousands of dollars per month to get a listing. If the objective is profitability,
this is probably not a good technique. Also, remember this is a form of
“branding” yourself to a group on a mailing list. The question is how many
“branding” moments do they have to experience with you before they remember
who you are? Here’s a thought ... if you’re going to do direct mail ... wait three
days and call all the people you mailed to ... and start with, “Did you receive the
mailing I sent and did you have a chance to review it?” After your total amount
of nos ... which will be 95% of the time, you may understand my message better.
Consider at this moment taking 10 ... 3x5 cards and on each card write the
following ... “Where can I get a listing today?” Put these cards everywhere, so
you see them all the time and they become a visual reminder of what your job is.
18. Classified Advertising. It really doesn’t make any sense in today’s marketplace if you’re looking for a listing. It really doesn’t make any sense in today’s marketplace if you’re looking for Buyers. Simply stated, it doesn’t make a lot of sense.

*19. Knocking on Cold Doors. It’s interesting that I’ve been doing work for 40 years and the M.O. on Mike Ferry is ... “All Mike wants us to do is make cold phone calls and knock on cold doors.” You may have noticed that this is number 19 on the list and not number 2. My belief has always been that you should mix-up the methods of prospecting you use and, most importantly, understand that face-to-face contact is always good. With the professional approach, a smile on your face and a good script, it’s good to get outside and talk to people. Cold doors is one of those techniques. Go to the MFO website and download the Cold Door scripts.

*20. Cold Phone Calls, Like the Cold Doors This Is Another Method of Prospecting. This means the more numbers you talk to the more chance you have ... it is tedious and it can be boring at times, so use the MFO script to create conversation and call Cole Realty Resource to get the phone numbers.

21. Working Your Company’s Relocation Business. In talking to many relocation companies, this is often more Buyer oriented than Seller oriented and too often these leads are given to newer agents as they’re working with potential Buyers. The relocation business is a little unusual as to the fact that the commission paid to the agents are generally substantially lower, because the Broker has to earn an income ... the relocation company has to earn an income and then we have you the agent. The key here is prequalifying the relocation business carefully.

*22. The Mapping Program. This is a technique that brings a lot of what we’ve said so far into play, and something we have a lot of agents using, as it breaks up the monotony of using a single technique and gets you involved, as I stated, in most of the techniques. Simply stated ... pick a map of your area, early in the morning ... put an X on the map where each For Sale By Owner and Expired is ... and X where any properties you want to preview are, then draw a line connecting the Xs, and you have a map to follow for several hours doing a wide variety of prospecting.

23. Working with Absentee Owners. With the economy being what it’s been the last several years, there are more Absentee Owners now than there have been in the past. They require a little more research on your part, and this is where your title insurance company can come in to help you.
*24. Working with Tenant Occupied Listings. Yes, this is designed more for Buyers than Listings Agents, however ... when you’re previewing a property and its tenant occupied you have to remember that the tenant has to move. They’re used to living in a house and paying higher than normal rents, simply ask them if they want to buy the home they’re living in or another home?

*25. “Hot” Neighborhoods. There are certain areas where there are a lot of listings taking place, and this is an area you should be knocking on doors or making phone calls.

Remember, it’s not the potential Sellers’ job to find you ... it’s your job to find them. Three times a day ask yourself, “Is there anybody within a few miles of this office that’s going to list their property today?” If the answer is yes, go find them.

*26. Daily Conversations. We are professional Real Estate people and as we progress through the day, everybody that we meet we should ask this question ... “Who do you know who wants to take advantage of this market and get their home sold?”

*27. Small Business Networking. There are hundreds of small businesses in every marketplace and we should meet as many of the owners as possible to create the opportunity for continued referral business.

*28. Call Old Expireds. It should be further up the list then where I’ve placed it ... good agents are always going backwards six months to a year and, in some cases, two to three years back calling the old Expireds.

*29. Sales from 2008 to 2011. Contact every person you sold a home to during that period of time, as they may have a reason to move now as their equity position has probably grown and they’re in a better position to sell and buy.

*30. REOs and Short Sales. Call every person you know who bought an REO or Short Sale in the same period of time ... 2008-2011 as they also may be in a better position to do something because of their equity position.

*31. Identify the 10%. This one probably should be number three on the list ... you need to take advantage of this. Identify the 10% of your database that will give you a transaction or referral every year and talk to them once a month.

32. Personal Promotions. What agents call “branding” themselves or in essence
trying to get the public to call them versus us contacting the public. It’s great when they call, however, very expensive to actually get them to call.

*33. Adopt a Client. Each time one of your listing sells ... after the transaction is closed adopt the Buyer of your listing and make them part of your database. Unfortunately, most agents don’t follow up and therefore, these people are always going to be looking for information and you can be the person to furnish it.

*34. Lead Follow-Up. Most strong agents will tell you that they get as much business from relentless lead follow-up as they get from anything else they do. They gave you their name and number for a reason ... call them and see if they will give you an appointment.

*35. Prospecting Blitzes. Consider twice a month, or more often depending on your goal, to spend five to six hours in a day doing intense prospecting with all the greatest techniques on this list.

*36. When You’re “Hot.” When walking out the front door with a listing contract signed ... your mindset is always at the strongest point ... that day or the next day knock on 15 to 20 doors around the listing you just took to generate more business.

*37. Another Form of Expireds. If you have a fear of contacting the Expireds, cancelled or withdrawn listings, knock on the doors around any of the Expireds to look for leads of potential Sellers.

*38. Low-Interest Rates. When prospecting use, “interest rates are at an all-time low.” To let the public know that Buyers have more purchasing power when interest rates are low and Sellers have more potential Buyers when interest rates are low. This can create better leads for you.

*39. An Expired Day. As we do with our Coaching Clients ... consider once a month calling every Expired, and past Expired in your market. Spend the entire day ... get your Role-Play Partners and get your Accountability Partners involved because it can be fun.

*40. FSBO Prospecting Day. Do the same thing with For Sale by Owners that we just discussed with Expireds.

41. Networking Associations. There are many groups and organizations in every town where you can contribute some time and energy to some good causes, at the same time, many of the members use these groups for networking and
building their businesses ... participate.

42. REO/Bank Business. It’s a tough business, but one that can lead to a lot of listings as there are always going to be these types of listings available.

43. Email Marketing Campaigns. Many agents believe that accumulating thousands of email addresses and starting a drip approach campaign is going to bring them lots of business. There are many fallacies to this particular prospecting technique. The main one being the open rates are too low to make this a viable prospecting system.

44. Notices of Default. In many parts of North America, you can subscribe to a service that will notify you prior to a bank taking a property back ... It’s not the most positive method of getting a listing but certainly one that many people use.

*45. Professionals in the Market. CPAs, Property Managers, Financial Planners, Insurance Agents, Bankers, Probate Attorneys, etc. ... introduce yourself and work to become their Real Estate resource.

Don’t get stuck on just one or two sources of prospecting as it becomes tedious and boring. Many times it becomes discouraging and limits your opportunities.

*46. Major Employers. Many marketplaces will have several major employers in the area ... consider contacting the Relocation Department, HR Department, or Upper-Management to see if they’re moving employees in and out of the area and work to become their resource center.

*47. Previewing Property. As unusual as it may sound, previewing property can be part of a great prospecting list. You’re driving by For Sale By Owners ... driving by Expired Listings ... seeing unique properties that are for sale and you should be knocking on doors around those properties.

48. Contact “For Rent” Ads. Ask them if they’re ready to sell and let them know what the values are to them.

49. “Moving Sale or Estate Sale.” People that are advertising a garage sale, or estate sale many times need the services of a professional Real Estate person. Be that person.

50. Zero Mortgages. Work to get a list of the people who own their homes without a mortgage to see if they’re interested in selling or using their equity to buy other homes.
*51. Agents’ Expireds. Identify the agents in your marketplace who continually have Expired Listings and suggest an agreement with them where you will pay a referral fee if they refer you to their potential Expireds.

*52. 800InfoHomeLine. Although this should be much further up the list ... it’s not only a Buyer source but, more importantly, a source for Sellers ... because people calling on your listings probably have to sell one too.

*53. Business Card Distribution. As a professional salesperson you should be handing out your card every day to every person you meet. It should be done with a smile and in a non-threatening manner and should include everybody from the bank teller to the waiter. We never know if they want to move or know somebody that wants to move.

*54. Increased Contacts. There’s a direct correlation between the number of people you talk to on a daily basis and the number of listings you get. Increase dramatically the number of contacts to increase your listing opportunities.

55. Just Listed/Just Sold Flyers. If you’re going to use flyers, door hangers, etc., follow up within 48 hours with a phone call.

56. Just Listed/Just Sold Calls. We’ve mentioned this earlier, consider doing Just Listed/Just Sold calls around any good listing in the marketplace or in any “hot” neighborhood in the marketplace.

57. Public Seminars. Consider introducing yourself in the community by getting a couple of dozen people together in a meeting room and offer to inform them as to the Real Estate market, changes, etc. Use it as a method of getting immediate leads as well as building your database.

58. Investors. Always be on the lookout for small to medium-size investors as they are always looking for good smart financial investments. Find them and become their source.

59. Internet Leads. You’ll notice it’s almost last on my list as it may be one of the poorer investments an agent makes in trying to do business. There are multiple reasons why I say this. You can send me an email and I’ll tell you why I feel this way individually versus wasting your time here. If you want to frustrate yourself and keep production at a minimum keep buying internet Buyer leads.

60. Anything else you can think of that is reasonable, realistic, can get you a listing now or the near future, consider doing it.
Now the question is ... Are you willing to go out and do the job of a salesperson every day? No matter how much you may try to deny this ... you can’t deny the fact that if you talk to people every day you’re going to generate leads to create listings and sales. Look directly in the mirror and ask yourself two questions ... “Why are you avoiding the most important part of the sales process?” and “Why are you diligently working every day to keep your income down?” Wouldn’t you agree that’s exactly what you’re doing when you’re not out prospecting?

Let’s close with three of the many, many, many reasons why you won’t prospect.

First ... It’s perfectly normal that people take the path of least resistance in many parts of their business and their life, if there’s an easy way ... they use it. That never brings great results.

Second, is complacency or what I refer to as the disease of the human spirit. When you’re satisfied with the status quo, you’re not going to do it.

Third, apathy also comes into play because too many people have simply given up on themselves and the work that they do and the business they’re in. If one of these three things is stopping you, I would strongly consider you spend more time reading inspirational books ... listening to inspirational messages ... going to more MFO seminars ... or join MFO Coaching today.

Thanks for taking the time to read this report, there were 39 stars next to what I think are the best methods for you to prospect ... 39 of the 59 of what was presented. Are you ready to do something productive today?

Mike Ferry