

Real Estate Good Life presents:

How to Sell 100 Homes a Year without Cold Calling, Door Knocking, Telemarketing, Trespassing, Bootysmooching, or Pussyfooting.

A Foolproof Plan for Building a Lovable Business Now.

This book has been twenty plus years in the making. All the mistakes I've made have compounded over time into a magical diamond that I will share with you today.

This book has been stumbling around in my pea brain for quite some time. Just now shall it be released.

(*I'll be using the word "book" throughout this. So get over it. Yes, it's not a book yet. This is a live draft. And actually better than a book because of all the freebies included and the real-time interaction.)

Why'd it take so long?

Fear.

The same fear that prevented me from sharing my message sooner.

Four years ago I appeared on a LIVE broadcast of the real estate show Keeping it Real and told my story. (You can watch it here)

To this day, I still get messages from agents thanking me for sharing so much information and being so vulnerable and authentic during the show.

Fear, Anxiety, and being an Introvert has prevented me from appearing on a show or podcast since.

Until just the other day.

My friend, Good Life Inner Circle Member, and fellow agent Tom Miller - encouraged me to get on a podcast called Real Estate Uncensored.

Reluctantly I agreed.

Leading up to the recording of the show I was (of course) nervous, apprehensive, anxiety riddled, and dizzy with fear.

The Monster (the bully voice in your head that talks mean to you and always keeps you afraid) kept telling me, "Nobody wants to hear your story!"

Well, I appeared on the show anyway.

Once we got rolling I had a blast (kinda what ALWAYS happens when you face your fears).

At the end of the show after the recording had stopped. The host of the show Greg McDaniels said, "That was amazing! We gotta get you on more podcasts!"

And then said this... which has (finally) motivated to write this book:

Greg said, "Your message MUST be shared!"

So here we are.

What My Mentor Told Me:

My mentor, Dan Kennedy, always reminds me to:

Give 'em what they want - and then - Give 'em what they need.

This book is exactly that. A combination of what you want...

(the ideas that will deliver 100 home sales to your business each year without a single cold call)

And what you need...

(Personal development, a mindset shift, and a deep conversation about the one thing you and I MUST have in order to be happy (or at least happier).

Thank you very much for investing your money and your time in what WILL be the single greatest book (not a book yet, lol) you will EVER read.

(Seriously).

[CLICK HERE TO CONTINUE...](#)

Introduction:

Imagine lying on your deathbed and in walks...

... the person you could've been.

Introduction part two:

If you're serious about living the Good Life... this book is about to melt your face off. If you can tame your ego, the Monster in your head, and your drunken monkey - and focus long enough while simultaneously aligning your heart, your mind, and your soul...

... this book will change the very person that you are.

(Seriously)

*In order to become who you want to be - you must be willing to overcome who you are today.

**Drunken Monkey: that buzzy bee voice in your head that has only one job. That job is to distract you. The monkey forces you to reach for your phone to check notifications or scroll Facebook EVEN if you are in the middle of watching your

favorite television show or speaking with an actual person standing right in front of your face. The drunken monkey distracts you from the fact that you'll be dead soon.

Introduction part three:

How much longer you gonna wait?

Do not let this just be one more book you bought and didn't read.
Do not let this be just one more program you bought and didn't open.
Do not let this be just one more get rich quick scheme you fell for.
Do not let this be another year of failing on your Mission

P.S. If you have felt broken...

...or that something is wrong with you,
...or even called yourself lazy,
...or simply wanted to give up because you didn't think you have what it takes -

If you have felt any of these feelings because you don't like to:

- Cold call
- Door knock
- Telemarket
- Trespass
- Bootysmooch
- Pussyfoot
- Grind yer face off
- Be available 24/7
- Be obsessed or be average
- Dial for dollars

You, my friend, are in luck.
You've found a home.

Everything is about to change for you, forever.

Welcome to the Good Life.

[CLICK HERE TO CONTINUE](#)

Part One: My story

(Please bear with me as I share a little information about me. I don't want you to think I'm some fly by night goo-roob or Facebook phoney baloney, or an Instagram newb agent selling you on theory or make believe.)

The stories I'm about to tell you are 100% true.

The method I'm about to share with you: How to Sell 100 Homes a Year without Cold Calling and Bootysmooching - Is 100% true, real, and proven (repeatedly) in my own business.

A business that you can call and "test" to see if it actually exists at any time (219) 531-1111.

*Please pay careful attention to how I have written my back story. This will be extremely important going forward.

Without further ado...

Do you need to understand the driving force behind that constant "angst" you feel? Read this...

The Amazing "Good Life" Secret of an Introverted Agent from Indiana!

Dear Agent,

If you would like to, once and for all, have a laser focused direction in life that is fully supported (and funded) by your real estate sales business - then... this is going to be the most exciting message you will ever read.

Here is why: My name is Bart Vickrey and, some time ago, I was dead broke. My business was almost bankrupt, and I was drowning in tens of thousands of dollars in credit card debt.

I wasn't just broke, I was desperate.

I was a newbie agent in the small town of Valparaiso, Indiana. The beginnings of my "career" in real estate began with eye rolls, nay-says, and behind the back talking from friends and family members.

I was labeled a dreamer and one family member even questioned my "common sense."

Maybe they had a point.

I mean, who in their right mind leaves the stable warmth of a sure-fire, paycheck every two weeks, comfort and protection of a job at UPS... In order to volunteer for the roller coaster ups and downs of real estate sales? Probably not anyone in their right mind.

The ribbing and the nay-saying from the doubters continued. Even my very first broker doubted my future, when he said straight to my face,

"Bart, you won't make it six months in this business." Ouch!

My own sister-in-law, made a wise-crack under her breath at Thanksgiving, at the end of my very first year of full-time real estate sales... she said, "Some of us have real jobs." She was reacting to my concern that my one and only brother was scheduled to work on Christmas Eve.

Looking back, these people all said the right things at the right time. Providing fuel for the fire.

If you've ever been doubted, this is the perfect business for you to "show them!"

So I did what I had to do early on in my career. Worked harder than all the other agents around me. Six and seven days a week. Ten and twelve hours a day. It began to work. But I still wasn't happy.

So I began to do what society has trained me to do, once you start making a little bread... I spent it!

Next thing ya know, I'm rolling up in a BMW, Corvette convertible in the garage, and a second home in Bonita Springs, Florida.

Sure there were handfuls of dopamine and endorphin pops to the 'ole pea brain. But nothing lasting. This also came with more stress, more sleepless nights, more knots in the bread basket.

As the red flags flew - and the clues presented themselves... slowly, and I do mean slowly, a philosophy began to develop.

This philosophy, I now call the "Good Life."

What really drove the stake through my precious heart was when, in December of 2012, my bodacious Bride asked me, "Should we get a divorce?"

That question was like a cattle prod to the cookie bag (family jewels)!

Explosive and unexpected.

I'll share the details of the story with you on another day.

What I did next was develop a business model that ran in direct alignment with my soul. A business for lifestyle's sake. Not a business ONLY for the money-getting.

The Good Life philosophy feathered it's cap recently at the annual company Christmas Party.

It was at that party that I gave out an award to one of my agents that choked me up.

Brought tears to my eyes.

Covered my body in goosebumps.

Giving out this particular award cemented my “Why” deep into my soul. Like a doctor smacking the arse of a newborn, that baby knows immediately, “I’m alive!”

Giving out this award made me feel like I had grabbed hold of an electric fence. An electric fence of purpose. An electric fence of direction and clarity.

Too often, I have dark feelings. Thoughts that lead to questions like, “What am I doing?”

“Why am I doing this?”

Questions that arise both advertently and inadvertently. I know you have these thoughts too.

Which brings me to the most important topic and subject of this book...

YOU!

For some unknown, mystical, magical reason - you just so happen to hold in your hot little hands - a license in the Greatest Small Business Opportunity in the World!

A business that has allowed my progression from the proverbial dumpster dive’n to living “high on the hog.”

Imagine a life in which you have full control over your time.

Imagine a life that includes more than enough money for you and your family.

***Undeniable Money Truth #1:** Money will only solve those problems NOT having money creates.

Think about that for a second. I painfully remember ALL of the problems I had when money was still an issue.

This business allows for you to write your own ticket. Control your own destiny and even leap tall buildings in a single bound.

YES, it's true. The real estate sales business is THE greatest small business opportunity in the world.

At least today it is...

That will change sooner than later. With Zillow buying and selling their own houses. Catapulting their own listings to the top of buyer home searches.

With OpenDoor "mugging" the agent out of the transaction. Eliminating US entirely from the selling (they buy homes directly from sellers without the help of an agent) and then the buying (rehabbing, then staging them offering buyers the convenient opportunity to preview homes in person without having to "wait" for an agent).

With Amazon, hinting and teasing their investors and the general public with plans to "enter" the real estate space (aka: blindfold us agents and demand we walk the plank to our own demise).

Don't believe me?

Imagine this scenario -

Say Amazon buys a company like Ring (they make those cool security cameras and systems that are all the rage - that allow for homeowners to see who's at the door conveniently from their smartphones).

Let's also imagine Amazon buys a "smart lock" company that provides an easy solution for package delivery or letting the kids in the house after school, or, you get the picture. And this smart lock is of course efficiently run by said smartphone.

"Hey, wait a minute - Bart. Amazon did buy Ring! And Amazon does now have a "smart lock", it's called Amazon Key. This is getting scary!"

I won't continue to twist the dagger into your sweet little heart... but "they" are ALL coming for us. Gunning for us. Locking, loading, and aiming... bullseye planted through accurate scope... directly on our innocent (now sweat soaked) foreheads!

Please don't be like MOST all other agents and think, "This will never happen to real estate agents, Bart."

Umm, Blockbuster said the same thing. Even laughed Netflix CEO Reed Hastings out of their corporate offices in Texas back in 2000.

By 2010, Blockbuster was BANKRUPT!

Their corporate office is now a crack den filled with former taxi drivers, stock brokers, travel agents, Kodak camera executives, and all the millions of horses that lost their jobs because of Henry Ford.

Ok, Bart... what gives?

You said, "this is going to be the most exciting letter you will ever read!"

"This letter is not exciting. In fact, if there were a bridge nearby I'd jump right off!"

Fine, enough of the sky is falling the end is near doom and gloom.

Time for the solution.

Remember what I said about giving out an award at the annual Christmas party back in December? An award that covered my body like a cheap suit in the goosies?

Well, that award was given to my friends and agents - Wendy and Andy Hammonds. People that I love with all of my heart.

That award, which was given out for the very first time in my very long career, was **The Debt Freedom Award**.

See, it all started back in 2004. Wendy and Andy purchased a brand new home in Chesterton, Indiana. At the closing there were two real estate agents. The Hammonds only remember one, me. And I wasn't even their agent! I represented the builder.

(I'll share with you the details of how to make lifelong friends out of complete strangers later).

Fast forward to 2014, Andy Hammonds shows up out of the blue at my office (driving a fancy automobile). We sit and chat. He opens up to me and shares the struggle he was living with.

He and Wendy each hated their "jobs". And to add a turd to the top of the moldy meatloaf...

They were drowning in nearly \$100,000.00 in credit card debt!!!

I told them, what I'm about to prove to you...

I can take anyone off the streets and have them at a six figure income in less than three years, debt free in five, and financially independent in seven years (or less).

Provided, that person possess these three attributes:

- Reasonable intelligence
- Connectability (able to build genuine rapport)

- Desire

Next thing ya know, real estate school. Exams, state test... boom! Licensed in the greatest small business in the world.

What they did next will make your heart go pitter pat.

What they did next will have you rooting them on for a lifetime.

What they did next will melt your face off with excitement.

I'll share all of that with, along with the step-by-step process they followed to enter the pearly gates of "The Good Life."

What happened to me on that emotional night in December, giving out that well deserved award to two amazing people...

Locked and Loaded my Why.

This WHY, has given clarity to my "Mission" (fancier word for goal).

What I want is more of that "feeling". The feeling I got when I presented **The Debt Freedom Award** to Wandy (nickname like that of Brangelina).

For selfish, feel good, smile plastered reasons - I'm reaching out to you with a question:

Do you want to live the Good Life?

If so, I'm in the middle of building the Greatest Real Estate Agent Membership in the entire World.

Filled with agents that have a real Why and want to pursue a lovable "Mission."

See, what I find troubling, if not disturbing, is the lack of WHY in our business.

Agents brag about how many closings they are going to on Facebook. "Gonna get dat money!"

Agents lust for the sales for all the wrong reasons. I should know, I did it that way for years.

Internet Guru's and Facebook phonies flash pictures of Lamborghinis and photoshopped Private Jets. These bait and switch, get rich quick schemes will ALWAYS attract the thirsty "easy-button" crowd.

The "Grind till ya die!" and the "Hustle yer face off!" message can be motivational. But it will never lead you to the Good Life.

Why?

- Because material possessions do not make you happy.
- Because working so much that you missed your kid's childhood only leads to regret.
- Because money for money's sake will never make you happy.
- Because you're going to die soon!

"Oh boy, Bart! Really? You're going there?"

Too soon? Is it too soon for the morbid inevitable truth... that we will be dead soon?

I don't think so!

As the great villain Colonel Nathan R Jessup said (in the greatest movie of all-time), "You can't handle the truth!"

One of the many many reasons Why you must consider pursuing the Good Life now is the horrifying fact that this one and only life of yours - is only a mist in the history of the universe - and WILL BE OVER SOON!

The sooner the better for you to get off the "rat race" treadmill of mediocrity and stressful angst... JOIN me in living the Good Life.

“Ok, Bart - enough razzmatazz! What exactly are you talking about? What is the definition of the Good Life?”

First thing’s first:

For the first time in my career (which started back in the 1900’s) I am looking to share my “behind the curtain) message to ONLY like-minded agents.

But not just any agents...

I’m looking for a specific type of person. A person that would much rather have the peace of mind of living Debt-Free, than the person who lusts for blinged out watches and fancy automobiles.

I’m looking for a specific type of person that hungers for control over his or her destiny. A person that values time over money.

A person that nods their head in agreement with the statement: Money will only solve those problems NOT having money creates.

A person that desperately wants to “feel” a part of a powerful movement. A mission. A purpose driven by the momentum of this statement:

“If you ever find yourself wondering what to do next. Just take the next right step.”

Well, I’ve got those “steps” laid out for you.

Here is the bottom line, so take this in and let it simmer for a bit...

I want to help you:

- Earn a “living” in under twelve months.
- Reach six figures in less than three years.
- Become debt-free in five years.
- And reach financial independence in seven years or less.

Why seven years Bart?

Great question!

First, all good things in life take time. They take patience. Pursuing the Good Life REQUIRES: patient persistence.

Without it, please do not apply.

Second, the seven years is not an arbitrary number. I did not just pull it out of my nether region. No. My gut tells me we have around seven strong years left before we're at the mouth of the cliff - scrambling and yelling,

"OMG! Bart was right!!!"

We have seven good years left before the real estate sales business is disrupted to the point where we're sitting around the campfire waxing poetic,

"Remember the good ole days of real estate?"

We have seven good years left (in the midwest, that is) before disruption has applied a gluttonous vacuum truck to our honey hole.

Disruption is coming.

The real estate sales business WILL NEVER BE THE SAME!

NOW... is the time, the only time to begin digging a Financial Moat around your family.

I want to help you dig the moat!

I want to help you become debt free.

I want to help you reach financial independence.

I don't want this business to be skewered by the flaming arrow of Wall Street greed.

I don't want the very opportunity that has allowed my family and I to live the good life, to be chewed up and swallowed by the Silicon Valley ravenous robots.

I'm hoping and praying that we get to seven years from now and you're able to make fun of my doom and gloom predictions of today... and that, this incredible community - that this, the World's Greatest Small Business Opportunity - is still standing strong without a dent or scratch.

Let's offer a silent reflection of that hope right now...

.... Regardless of the outcome...

Wouldn't you feel a whole heckuva lot better getting to the end of the next seven years having dug the moat. Fortified the fortress. And built for yourself and your precious family the debt-freedom and financial independence you long for?

Along with the Good Life that you deserve?

Yes.

The answer is Yes.

If you want to apply for an available slot you are here now. It's all up to you. To JOIN the crusade, to JOIN the Alliance, to JOIN the fight of good versus evil...

To JOIN me in the Greatest Real Estate Agent Membership in the World...

Then, my friend, please complete the rest of this book. Take action. Implement THE ONE THING I'm about to share with you.

The One Thing that if you do indeed implement and deploy into your business right now. And stick with it. And stay patient...

You will not only survive the impending doom of the real estate business disruption...

You will not only thrive during the disruption...

... you will survive - grin on face - moat around business and family.

P.S. Like my friend the Godfather said, "I'm gonna make you offer you can't refuse!"

Imagine what it will feel like to:

- Know exactly what to be doing day in and day out in your business.
- Having access to a proven and repeatable blueprint for consistent leads, sales, and closings.
- Going to bed at night without the debt dragon haunting your dreams, I mean, nightmares.
- Waking each morning bright eyed and bushy tailed with the steely focus of a world class sharp shooter. Lasered in on your "Mission".
- Finally having a clear and spine-tingling Why to drive your dedicated Mission.
- Once and for all figuring out the science and secret to money (and believe me there is a science and secret to it).
- How will it feel to have your face plastered ear to ear with arched lips and pearly whites because for the first time in your adult life you can answer, "What am I even doing?"

P.P.S. Here's the best part: After reading this book (online interactive life altering experience... soon a book), you'll have EVERYTHING you need to get ANYTHING you want in business and in life.

Believe dat!!!

P.P.P.S. Oh, but there is this...

YOU HAVE TO ACTUAL IMPLEMENT: The One Thing (which is coming up next in this book).

[CLICK HERE TO CONTINUE](#)

THE ONE THING

Let's start with a quick fable.

Billy, a young newbie real estate agent was looking answers.

He'd tried everything (once, maybe twice).

Cold calling (he hated it).

Door knocking (he only knocked on nine doors and then his heart made him stop).

Robo dialers (he despised getting robo dialed - so he quit robo dialing).

Facebook bots.

Filipino call centers.

And even paid his hard earned money for Zillow "leads".

Nothing worked. And what did work, did not resonate with his soul. It didn't "feel" right.

Billy had heard rumors of this real estate sage.

They called him the Mister Rogers of Real Estate, the Yoda of YOLO, the Marie Kondo of Kindness...

... but he was best known as simply - The Real Estate Jedi.

Legend had it, the Jedi survived the 2008 real estate crash. He was personally debt free. Nobody ever noticed him because he drove a nondescript car that he bought used and paid for in cash.

He was said to live in the Fortress of Solitude, just beyond a moat in the middle of nowhere.

Billy searched high and low for the Jedi.

Never giving up, one day he found him.

Descriptions didn't do the Jedi justice. He was majestic. With a beautiful gray mane of hair he wore like a crown of wisdom.

Oddly, the Jedi strolled around the Fortress without a shirt, displaying his perfectly visible abs.

Billy was welcomed in the lovable lair by the Jedi.

"Why do you come?" asked the Jedi.

"I seek wisdom."

"What is your question?"

"Do you know the secret to business and life?"

"So you have two questions?" the Jedi smiled.

"Yes sir."

The Jedi paused and said calmly, "The secret to business is this..."

He held up one finger.

“The secret to business is your finger?” asked Billy puzzled.

“The secret to business is one thing. Just one thing. If you stick to that one thing, everything else will take care of itself.”

“Wow! That’s great, but what’s the one thing?”

“That’s what you’ve got to figure out.”

Luckily for Billy (and you) he bought this book.

So next I’ll be sharing with you The One Thing.

Do this one thing in your business (right now and forever) and everything else will take care of itself.

And later, I’ll also share with you the secret to life. (Seriously).

The secret that started with the statement:

Imagine you’re lying on your deathbed, and in walks... the person you could’ve been.

The secret shared with you later in the book about life - will prevent any regret regarding that statement.

Now, before I get to the One Thing for your business (don’t roll your eyes... I’m a get to it)... let me share with you the story that led to this one thing.

Five or six years ago, my bodacious Bride and I were at a real estate conference.

The keynote speaker was Darren Hardy. Darren told a fascinating story about Sir Richard Branson.

That story inspired Bride and I to skip the final day of the conference and just get to work. Get to work on defining our strategic objectives.

We sat in the plush surroundings of the Gaylord Texan Resort and brainstormed this list:

- Organize the list (database).
- Define a plan for proper communication to the list.
- Deploy the newsletter.

We then sat and painstakingly combed through the database CRM system. Cleaning out old dead leads. Eliminating dozens of “tags”.

And checking the list of past clients against the MLS.

Why?

To make sure nobody sold without us.

What we found was both disturbing and heartbreaking.

In fact, we stopped counting at 37.

Within the span of just a few hours (scouring and organizing the database) we found 37 past clients that had since sold their home... with another agent.

Waaaahh! Waahhh!

No use crying about it.

We had a feeling anyway. This feeling is what led us to the three strategic objectives.

Once we got the list organized and spit shined, we then penciled out a plan for proper communication.

The linchpin of the plan was a Printed Monthly Newsletter.

This personal pow wow at the Gaylord was late November. By the beginning of January we had officially deployed the newsletter.

What happened next (after a lot of patient persistence) forever changed the trajectory of my business and ultimately my life.

Take a look at this:

Year Zero: 151 homes sold (57 of which were sphere of influence, aka SOI)

*Year Zero: the year before deploying the newsletter.

Year One: 208 homes sold (123 SOI)

Year Two: 263 homes sold (177 SOI)

Year Three: 468 homes sold (295 SOI)

Here's the other piece of the perfectly prepared pie...

Year One: 500 recipients on our newsletter mailing list.

Year Two: 1,000

Year Three: 2,400

Is your face on fire with goosebumps?

If not, let me tell you how dumb I am (Seriously).

At the end of the third full year of newsletter deployment the top agent on my team left and took a handful of agents with him.

(they were his team members within my team so don't get mad at him)

What did ole brilliant Bart do?

Double down on the newsletter?

NO!!!

The opposite.

I went into scarcity mode and trimmed the “budget”.

One of the cuts was the amount of people we were sending the newsletter to.

Why?

Because we were spending a little over a buck an issue to send the darn thing out. With 2,400 on the mailing list... it looked like an easy target line item on the ole P&L statement.

As much as I knew the newsletter was a boon to the bottom line.

As much as I LOVE one to many marketing.

As much as the newsletter is my saving grace from telemarketing.

I still did the fearful, bone-headed thing... and cut off my nose to save my face.

Now keep in mind, I’m the guy that will hide the darkness with a smile.

Sometimes I feel lonely in a crowded room.

What I’ve discovered with a lot of “self-coaching” is that ALL of these feelings are diabolically delivered by the Monster.

Inside my head and on each shoulder sits two voices.

The Wise and Wonderful Whisperer and the Monster.

When my ear hole fills with the love willed by the Whisperer, magical happenings happen.

When my brain is manipulated by the maniacal Monster, fear shudders my senses and hope is held hostage.

This happens to you too. I know.

How do I know?

You wouldn't be here, if you weren't just like me.

You wouldn't have read this far, if you weren't just like me.

Now to further prove my insanity, there was even a time (not that long ago) when I shut down the newsletter completely.

I'll share the gory dopey details with you when we talk in person. For now, let's get back on track with The One Thing.

What led me back aboard the neverland express newsletter bandwagon was actually a question from a Good Life Inner Circle Member.

He asked me, "What kinda return are you getting from the newsletter?"

Hmm?

Good question.

In my bumble bee buzzing brain I had resigned to the fact that quantifying the exact number of "sales" from the newsletter campaign was impossible.

But in my ever running mental abacus - I always held onto a statistic that Brian Buffini once gave me.

He said that staying in touch with the database will produce a 10-15% transaction return.

So what'd I do?

I finally, after years of deployment, looked closely at the newsletter statistics (number of recipients) and cross referenced them with sales.

What I dumbfoundedly deduced was a direct and powerful correlation between the number of newsletter recipients and the number of sales.

Duh?

Of course I knew this subconsciously. Now I had the data to back it up. Which then led me to once again fall madly in love with the newsletter.

The Newsletter a Love Story:

Once upon a time there lived a timid empathetic introverted real estate agent.

(I know what you're thinking... this cannot be true. No timid empathetic introverted human being in their right mind would get into real estate sales!)

This introverted precious agent signed up for this amazing career because he craved one very specific thing:

Freedom.

Once inside the cynical silo of real estate he followed the herd. He copied the coaches. He worshipped the top dogs.

He tried it all.

Making calls directly from the phone book.

Knocking doors around his open houses.

Buying leads like a bandit.

Paying product pushers for the same advice over and over and over again...

... make more calls! Pound more doors. Harass more people. Smooch more booty. And practice more pussyfooting.

None of it made our precious agent feel very good.

In fact, he thought he was broken.

The same way he felt when his parents divorced when he was eight years old.

The same way he felt when he lived in his Aunt's double wide trailer.

The same way he felt when his broker told him, "You won't make it six months in this business!"

He felt - broken.

He felt like he didn't fit in.

Until one day he discovered the wonderful world of One to Many Marketing.

Our fine young agent morphed from struggling to fit in and make ends meet - to the Good Life.

(Not necessarily in one fell swoop)

Okay, so obviously I'm talking about me (the introverted empathetic agent).

If you DISLIKE Cold Calls - Then One to Many Marketing is Your New Best Friend.

Let me define One to Many marketing.

One piece or act of marketing delivered to Many (people, prospects, friends, clients, whomever).

The newsletter is the holy grail of one to many marketing. You produce one newsletter and mail it to many many people.

The newsletter is written in a manor that builds genuine rapport over time.

The newsletter is interactive with trivia contests, riddles, spotlights on recipients, inspiring stories, all delivered in a lovable entertaining framework.

Here's an example of one of my recent newsletters.

Before I continue beating the beautiful drum of the newsletter ideology, let me backup a bit and share my somewhat inadvertent discovery of One to Many Marketing.

How and Why to fall in love with your marketing

By now you understand my definition of One to Many marketing.

Like this book. One book - sent to many people.

I was first attracted to the one to many marketing philosophy out of desperation. Cold calls and door knocking and pop-bys and glad-handing just did not align with my soul.

As much as I wanted them to.

They did not.

My first attempt at one to many marketing was way back before the ink was dry on my real estate license.

I bought a course online from Craig Forte for expired listings. The course instructed me to buy little cardboard boxes, construction paper, yarn, sewing needles, and a bale of hay.

(I'm not making this up!)

Mrs. Ed and I then sat in our spare bedroom at our very first home on Westside Park Avenue (Wesssiidddee!) and put together the boxes, cut out squares in the construction paper, attached the yarn to the needles, and piled a handful of hay into each box.

The note scribed on the construction paper said, "Finding a good agent is like finding a needle in a haystack."

(Still not making this up.)

We then carted dozens and dozens of boxes to the post office and mailed them off.

I waited... eager to get rich from this amazing marketing concept.

Within just a couple of days my pager buzzed (yes, pager). Notification of a voicemail. I grabbed the Motorola Startac flip phone and dialed into the voicemail box (I was at my full-time job) and listened intently to what was sure to be a listing appointment invite.

"I don't know who you think you are mailing me this ridiculous box. My living room is now a mess with hay! Don't ever contact me again!"

Uh oh.

I never mailed another hay filled box ever again.

(Stacey was happy because I stopped using my Mr. Ed voice during our box packing sessions)

Although my first attempt can be deemed a failure, now that I know better and understand the concept of marketing...

... the only reason the hay box boondoggle failed is because I quit. One and done can never be the process for marketing.

Patient persistence is required for one to many marketing.

And when you do apply the patience.

And when you do get better at writing words.

And when you do get clearer on your message.

And when you do find the most responsive audience.

Marketing will change your business and your life forever.

The best first step. The best foundational marketing piece. The best way to deliver your message...

... is with the newsletter.

Continue doing each and every thing that is driving business to your business - AND, deploy the newsletter.

Over time, this will be the greatest decision you've ever made (in business).

My second attempt at One to Many marketing produced 16 listings

In early 1999 I attended a Roger Butcher seminar with my Century 21 office. Out of the 30 or 40 agents in attendance I'm the only agent that shelled out \$300 bucks for the program Roger was selling.

And believe me, I was probably the agent with the least amount of money at that time.

The program was pretty simple.

Collect names and addresses from the local tax rolls and mail out letters.

I was instructed to collect the names of people that owned local property but had out of town mailing addresses for their property tax bills.

(This program will still work today - by the by)

The program then had me writing handwritten notes that said (with a straight face), "I have local buyers interested in your property at 123 Banana Street. If you have any interest in selling call me at ###"

Of course I didn't have any buyers! But that's besides the point isn't it? I was just doing what the program instructed.

Boss Lady Bride and I spent countless hours, countless days in the Treasurer's office of the local county building going through the tax rolls.

By hand!

It was 1999. We were partying like... umm, you know.

We compiled lists. We wrote letters.

We compiled more lists. We wrote more letters.

And then...

... the phone started to ring.

Over the course of the next couple of months I collected 16 listings!

I sold several of them. All of my first deals in this business were the result of that \$300 information system purchased nervously from Roger Butcher.

(If only agents would take my advice. Join the Inner Circle... deploy the newsletter... grow the list... well, maybe someday)

During this time the managing broker called me into his office.

"I need you to explain exactly what you are doing?"

“What do you mean?”

“You’re taking all of these listings. Calls are coming in for you left and right. I need to make sure what you’re doing is on the up and up.”

“Remember that Roger Butcher seminar you took us all to?”

“Yeah.”

“That’s what I’m doing.”

I still didn’t get it completely at the time, but I was beginning to see the results of what would ultimately be the one and only way that I operate my lovable lifestyle business...

... with One to Many marketing.

No cold calling.

No door knocking.

No telemarketing.

No trespassing.

No bootysmooching.

No pussyfooting.

Only... lovable. (okay maybe not, only)

“Tell ‘em about that time you created a six figure yearly one to many marketing campaign out of thin air.”

Okay, sure.

If you want to hear more One to Many marketing examples. Here's a doozie.

So back in 2008, there was some sort of hiccup in the economy. I don't know a minor little thing called the Great Recession.

My beautiful business was just about belly up...

... barely breathing... and on life support...

... netting a massive \$100 in 2009 (not a typo).

In 2010, we made a comeback. About midway through the year we implemented a direct mail postcard and sales letter campaign for expired and fsbo listings.

(You can ACCESS copies right here)

We were shelling out greenbacks left and right with nary a listing in sight.

One day, Boss Lady pulls me into the conference room to discuss the profit and loss statement.

(Remember how well 2009 went)

She was concerned with the new marketing campaign. We were mailing out moolah faster than we were mailing out the postcards. Between supplies and postage our investment was running a grand a month.

We were six months into it when lady says to me,

“Umm, yeah. I think we need to pull the plug on your direct mail marketing experiment.”

What she didn't know until that very moment was: We were starting to get traction. I was going on listing appointments and collecting listings directly from that campaign.

We just hadn't sold any of the homes, yet.

Over the course of next twelve months we cashed \$87,000 worth of commission checks directly from that one single One to Many marketing campaign.

And haven't sent less than six figures to the bank since then. (From that one simple One to Many marketing campaign)

Although we did overhaul the entire campaign and rename it Shock & Awe. Which has been extremely profitable for us and is designed for ALL listing leads.

Here's one of the pieces we send out with the Shock & Awe campaign. [CLICK HERE TO ACCESS.](#)

[CLICK HERE TO CONTINUE TO:](#)

The Undeniable Money Math of the single greatest One to Many marketing Campaign in the History of the Real Estate Sales Business.

Okay so let's get back to the newsletter and dust off the ole abacus.

Our newsletter theory is this:

If you have a "list" that you've neglected and or NEVER communicated with consistently... then your list requires a warming up phase.

Year One: Warming up.

Year Two: Nurturing.

Year Three and beyond: Bonanza

Take a peeper peered peek at the projected transaction returns of you newsletter deployment:

Year One: 2%

Year Two: 5%

Year Three: 10%

Now apply the abacus based mathematical mechanisms.

With a list of 100, you can look forward to TWO extra transactions in your business.

“Hey Bart! What gives? How in the world can I buy a Rolex with only two deals?”

First, hopefully you never buy a Rolex (Things don't bring happiness. Never will.)

Second, the newsletter campaign is a snowball method. It is compounding over time.

The longer you mail it. The better the performance.

Consistency over time - always wins.

In year two, you're looking at five “extra” sales. Year three, ten.

Introducing the World's Slowest Get Rich Quick Scheme Ever!

I admit.

This is a slow get rich quick scheme.

Before we get to the punchline, the big reveal, the sweet necterred honey hole... let me just say this...

... the one thing...

... the newsletter campaign...

... is to be utilized on top of everything else you ALREADY do to produce sales in your business.

With this in mind, what you will discover over time is that the newsletter will be the most productive, most lucrative, and best of all - most lovable component of your business.

Why?

Simple.

Because, the newsletter is delivered to people you like. People you want to do business with. Most of which already kinda know, or know very well who you are.

The newsletter arrives as an invited guest into the humble homes of friends, family, past clients, current clients, and all those looking forward to your inspiring, motivational, entertaining, and insightful messages.

The newsletter arrives in their least crowded inbox... their mailbox.

The newsletter allows for a magnificent minute for your reader to slow down their day. Move their blurry eyeballs away from the electronic screen.

The newsletter provides a message of hope, dreams, inspiration, and love. Which is a beloved break from the doom and gloom blood and guts message delivered on the tele and on the device and in the news and in the social media.

There is a starving audience waiting for your message.

Please DEPLOY the newsletter now.

There are no excuses.

HERE's a Word template of my newsletter.

Here's a copy of my very first newsletter (note how ugly it is)

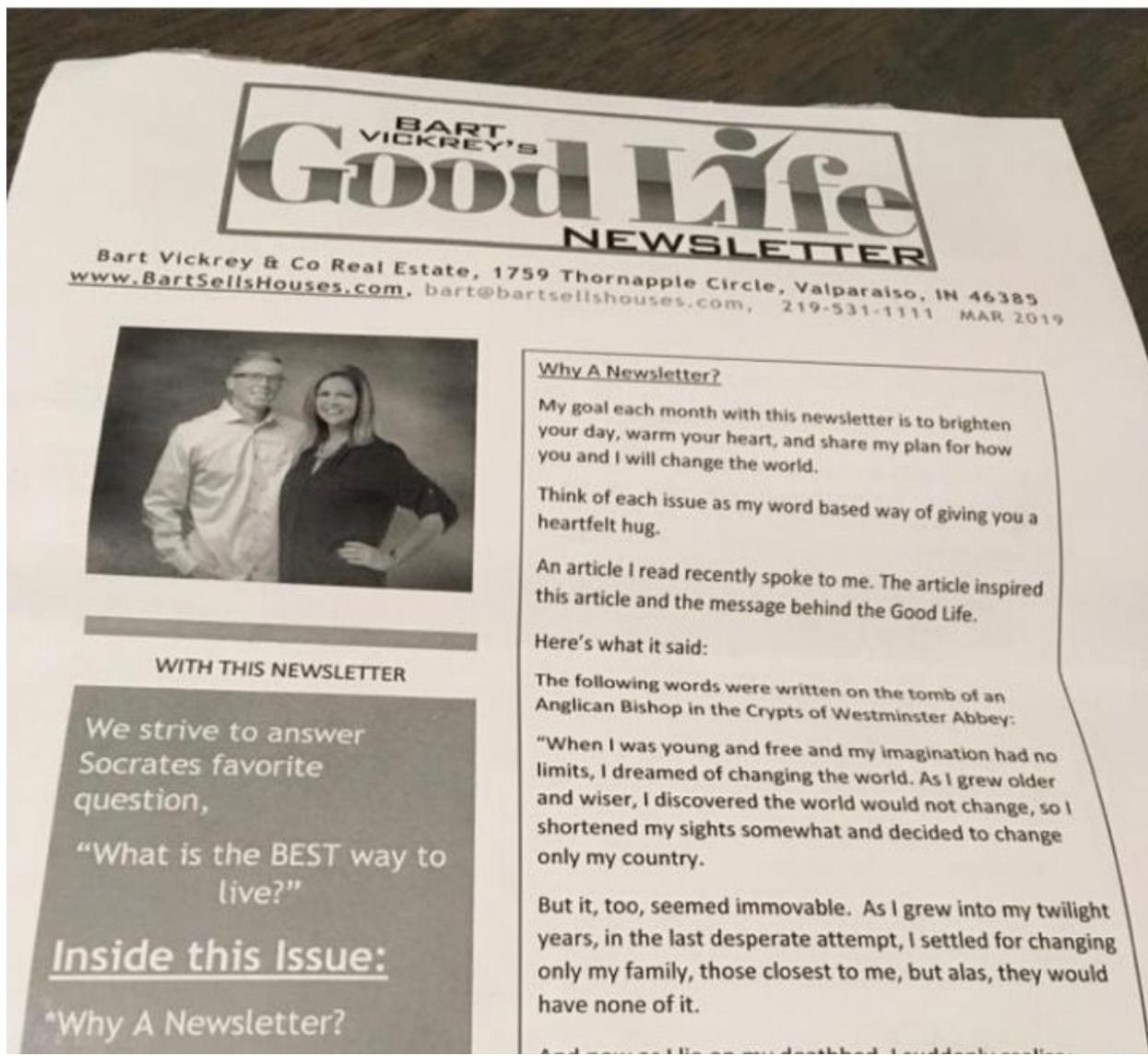
Here's a copy of the newsletter that I write for other agents. (If you want me to write, print, stamp, and mail your newsletter for you [CLICK HERE](#)).

Here's a screenshot of one of my newsletter recipient's that got cut off the list when I went into scarcity mode awhile back. She posted this on Facebook when she was added back to the mailing list.

(I've more than doubled my list since doing the deep delicious dive into the newsletter math, theory, and correlations)

Haven't gotten one in a long time. While I don't know him well, **Bart Vickrey** is just one of the neatest people I've met. He sold my house in less than a day 9 years ago and I still get enjoy a great magnetic paper calendar every year in addition to The Good Life newsletter. It's the only marketing materials I get that I look forward to and don't immediately throw in the trash.

If you're not on his mailing list, you should figure out how you can make that happen.



How bout dat!

Going forward my plan is pretty simple.

Add more and more and more and more and more and more people to the newsletter list.

Now for the grand finale:

How to Sell 100 Homes a Year without cold calling, door knocking, telemarketing, trespassing, bootysmooching, and pussyfooting.

Build a newsletter list of 1,000 lovable people over time. Within three short years that One campaign will produce (predictably and repeatedly) 100+ home sales a year.

And remember, all you have to do is get started. Keep doing all the wild drunken monkey squirrel chasing unicorn riding marketing and prospecting strategies and tactics you want... for now, just add this on top of it.

Keep at it. Stay consistent. Watch your business go from pussyfooting and bootysmooching to lovable in lickety split!

*Results may vary. Your list may not be very good. Only one way to find out.

Next...

How to Kick Zillow Right in the Cookie Bag and Build a Moat Surrounded Fortress around Your Business.

Before we move on to the Secret to Life. Let me wrap the newsletter into a delicious burrito and serve it up to you fresh.

If you are not already sold on the newsletter (shame shame shame) - stick this ideology in your pipe and smoke it.

Zillow is coming to eat our lunch. Please do not be in denial about this. Bury your ostrich dome in the sand if you choose but remember the day I told you this because I will FOR SURE say I told you so.

(In a very loving way)

I've been saying it for years. ***Link to old article**

Here's what will transpire. Zillow, Opendoor, and all the other vultures will continue to swoop in and swallow up market share.

In the meantime, you and I will be patiently and consistently digging our moat. The moat that surrounds our business.

The ONLY way to build this moat is through relationships.

Recently the great Gary Keller made the claim that Keller Williams is no longer a real estate company - they are now a tech company.

Gary doesn't get many things wrong.

But he be dead wrong on this one!

We cannot out tech the tech companies. Period.

In fact, we are not in the tech business despite all the tech based disruption here and coming our way.

We are in the relationship business.

How do you build, nurture, and strengthen a relationship? Through communication. Genuine, authentic, heartfelt, communication.

What does the newsletter do for us?

The newsletter builds relationships through genuine communication.

Who does your “list” want to work with? A nameless faceless corporate greed machine? Or you?

Who does your audience want to work with? A Facebook bot? Or you?

Who does your friends want to work with? A Wall Street money grubbing mooch? Or you?

We both know the answer.

You must deploy the newsletter.

The single most important secret you will ever discover in your entire lovable life.

If you recall earlier in the book, our newbie agent Billy sought the enlightened advice of the mystical Real Estate Jedi.

The Jedi tempted young Billy with not only the Secret to the real estate sales business - but also, the secret to life.

You’ve been given the Secret to real estate: The One Thing. And the one thing is the NEWSLETTER.

Now I share with you the Secret to Life.

So without further ado (well, actually you’ll have to wade through a lot of ado to find it...)

.... **Here is the Secret to Life.**

P.S. You cannot possibly build a LOVABLE business with cold-calling, door knocking, telemarketing, trespassing, bootysmooching, or pussyfooting.

P.P.S. You can only build a lovable business through consistent communication with those you love - who in return... love you back.

CLICK HERE FOR THE SECRET TO LIFE

... Here is the Secret to Life

There are two young fish swimming along and they happen to meet an older fish swimming the other direction. The older fish nods and says, "Morning, boys. How's the water?"

The young fish say hello and continue swimming. Soon after, one young fish looks at the other and asks, "What the heck is water?"

This is water. The journey is water. Life is water.

(Quick story before we get to the Secret of Life)

The Fab five was in Mexico last week. Me, Bride, Kid one, two, and three. We had a glorious time. Pictures can be located on the real estate good life website.

(www.realestategoodlife.com)

The weather was incredible. Sunny each and every day with highs around 82 degrees.

We met an interesting cast of characters at the resort.

It started from the very moments after our arrival. Madison (Kid1) and I were on the patio area of our suite. We were both reading as Stacey (Boss Lady Bride) unpacked and organized.

I know what you're thinking, why weren't you helping your bride unpack?

Well let me tell ya, I've tried many many times. Several times, dozens of times over the years. Stacey prefers to do the unpacking. She allows me to schlep the bags but not unpack the bags. She's an expert at it.

Anyway, so me and Kid1 are on the patio reading.

I'm reading *The Good Neighbor - the life and times of Fred Rogers* by Maxwell King. And Madison is reading *Quiet: the power of Introverts in a world that can't stop talking* by Susan Cain.

All is quiet and peaceful and then we hear a big splash. Someone had jumped into a pool nearby. Now picture our suite at this resort. Walking down the hallway inside of the building, our suite is at the far end of one side. Approaching the room we have two doors and two room numbers, 3104 and 3105.

Inside room 3105 is a large living room with a dining table, couch, and entertainment area. To the left is the master bedroom with a king sized bed, huge closet, desk area, full bathroom, and sliders to the back patio. The living room also has sliders to the patio. To the right is the girls room with two queen sized beds, desk area, entertainment center, a full bathroom, and sliders to the patio.

So this patio is one long narrow area accessed by all three rooms of the suite. On the patio are two tables, chairs, and chaise loungers for sunbathing. The patio from our suite overlooked beautiful greenery and hedges to the right, very natural setting with lush mangroves and tall trees about thirty feet away from the building and directly in front of us. Over the hedges you can see one of the stone walking paths that meander throughout this resort.

Directly in front of us, separating the patio and the lush golf course like grass is a private pool. The pool is about eight feet wide and thirty feet long. It's longer than the width of the patio area. Hopefully you are able to picture what I'm describing because I'm beginning to confuse myself.

So we hear this loud splash, followed by an outburst of laughter. Like a pack of hyenas. The laughter is getting closer. And then there's another splash. Like fat cold skin slamming down on watery concrete. Sounded like a belly flop. The laughter is now at a fever pitch.

Next thing you know there's a Russian dude wading through the right end of our private pool followed by a band of Ruskiies on the walkway on the other side of the hedges. The polar bear looking Russian sees us and tries to wade as fast as he can while making a break for the pool wall.

He heaves his rotund torso up out of the water while driving his hands and arms in a downward motion on the pool wall trying to eject himself from the pool. As his porpoise shaped milky white body exits the water, his swim trunks exit his bum!

Mads and I are each holding our books in one hand and holding our gaze glued to the Commies pinko buttocks.

It's one of those moments when you're having a hard time believing that this is really happening.

Everything slows down. The sounds are almost muted.

On his first attempt Drago was unsuccessful. Hard to eject your drunken waterlogged vodka soaked pig shaped body from a body of water, especially when your trunks are playing peekaboo with your sputnik.

On the second attempt he springs himself from the pool, rolls out like a baby seal, his exposed buttocks attracts a crack full of mulch and dirt as he rolls to his feet like a ballerina, tugs his loose swim trunks over his crescent moon, and makes a beeline through the scratchy hedges. All while laughing like, well, a drunken Russian.

After he made it back to the safety of his friends and rounded the corner, Mads and I gave him a standing ovation. He stopped turned towards us, raised both meathooks in the air and yelled something about Long Live Mother Russia.

And that was the start of our fun filled vacation.

During our stay the Fab5 met many amazing people.

We met a cool dude from Columbia. Him and I had an interesting conversation about my favorite drug lord, Pablo Escobar. The man who terrorized the entire country of Columbia back on the 1980's.

We met a backpacker named Brody who Mads loved talking with. He has backpacked all over the world. Including Australia, Thailand, Cambodia, and Bali Indonesia. Mads has these delusions of grandeur that she is going to backpack the world after she graduates from college.

We met a cool cat from Canada named Austin who played catch with the football in the pool with me and Kid3. He had just finished his construction job for the season and will now be laid off for four months.

We met G from Korea, whose husband passed away nine years ago and now she travels the world. Spending weeks at a time at places like the resort we were at.

Good times, the good life, living a modestly glamorous lifestyle. Not a bad way to spend a week with the family.

Enough about me, let's talk about you. Let's talk about your epic journey to the good life. Your pursuit of personal greatness. Your freedom, your autonomy.

As you know, autonomy is defined as: freedom from external control or influence. Remember this definition, we'll touch on a statement later, that when I read it, gave me chills from head to toe.

We must also discuss the most important aspects of the **Why** behind our building a lovable business. There's got to be a rhyme and a reason behind our business.

There has to be a pursuit, a worthwhile pursuit. It cannot be just about the money. It cannot be about mansions and Rolex watches.

There has to be a worthwhile why. A lovable why.

And that why is freedom.

Freedom is everything. (this is not the secret to life... keep reading)

Freedom is everything and it's the very first principle in the list of the Good Life Principles I'm about to share with you.

We must live a principled life. We must have a philosophy to follow. To fall back on, to refer to as we are making our journey. Our hero's journey.

If you're a reader of my emails, and you should be, you've heard me start to discuss the Hero's Journey.

(get on the email list at www.realestategoodlife.com)

As we pursue personal greatness, the good life, and freedom - which all encompass the hero's journey - we must have guiding principles.

So now I'd like to share those principles with you. Principles that support our why. Principles that have our back. Principles that guide us to the Good Life.

Let's begin:

Good Life Principle #1

Freedom is Everything.

While most all humans zombie through life shackled to voluntary slavery. We do the opposite. We work for ourselves. We are self-sufficient. We need nothing from nobody. We do what we want - when we want - with whom we want.

#2 We are in focused pursuit of personal greatness.

Inside each of us is greatness. Greatness defined only by us. We can only fulfill this greatness through acknowledging its existence and in its pursuit.

#3 Life - "Time" is more important than money.

In life, we are born and then we die. In between is time. Life-Time. That time is finite. Money is infinite. First we trade time for money. And then, we trade money for time.

#4 Without Health: freedom, time, and money means very little.

Our goal is to live a long, active, cognitive, and healthy life. We eat right most of the time. We exercise regularly. We drink in moderation.

#5 Cashflow is King!

Building passive and semi-passive income streams in excess of our living expenses is a requirement for freedom and the good life.

Cashflow is King
Cash is Queen
Debt is the Joker

#6 We become and then live debt-free.

In our country it is now acceptable to zombie through life a slave to the creditor. In the Good Life we vanquish debt and live free from debt's whip relentlessly thrashing at our backs.

#7 We have nice things but nice things don't have us.

We do not buy material objects exclusively to impress others. Look around at all the baloney going on in the life of the average American adult. Driving fancy cars, wearing expensive watches and clothing, and living paycheck to paycheck or worse. Not us.

#8 We work daily to silence the noise.

The noise in our heads (the Monster), the noise of the media, the noise from our critics - all must be silenced.

#9 We learn from every mistake.

In order to learn from mistakes we must be willing to make mistakes. In order to make mistakes we must be attempting something new, extraordinary, or risky. We step out of our comfort zones and try. We fall down seven times and get up eight.

#10 Self-awareness is our super-power.

There is nothing more real than self-awareness. Most lack it, uncomfortably so. We possess it. Looking in the mirror - directly into our own eyes - we recognize that anything is possible.

#11 In life we can have Anything we want - but we cannot have everything.

We understand this concept and it drives us towards our goals. We can have six pack abs but we cannot have donuts every day. We can become debt-free and financially independent, but we cannot also live above our means.

#12 We are constantly moving towards our “Mission”.

Mission is a fancy word for goal.

Every single day we are doing something in direct alignment with achieving one of our Good Life goals. Eyes, attention, focus on the prize.

#13 We understand that our potential is nearly limitless.

If someone can do it. We can do it. If someone can live debt-free - we can live debt-free. If someone can create financial freedom - we can create financial freedom. If someone can live the Good Life. We can and will live the Good Life.

#14 We play the long game with money, success, happiness, love, and karma.

Consistency over time wins every time. We are not interested in get rich quick schemes. We are not interested in being a one hit wonder. We are not interested in one night stands and scandalous love affairs. We are faithful, loyal, and trustworthy. We do the right thing - even when no one is looking.

#15 It is not us versus the world. It is us versus us.

Pointing fingers at people and circumstances is an easy path to excuses. The only real fight, we have, is with ourselves. Recognizing and then vanquishing the “Monster” is required. This is not a one-time event. This is a daily event.

#16 We work to galvanize our autonomy.

Autonomy: freedom from outside influence. Autonomy is required for the Good Life.

#17 We recognize that happiness is not a destination.

Happiness is not a destination where arrival allows for celebration. Happiness is a choice that must be made each and every day. Understanding that happiness is not an achievable constant is empowering.

#18 The Journey is the destination.

There are two young fish swimming along and they happen to meet an older fish swimming the other direction. The older fish nods and says, “Morning, boys. How’s the water?”

The young fish say hello and continue swimming. Soon after, one young fish looks at the other and asks, “What the heck is water?”

This is water. The journey is water. Life is water.

#19 Hard Now Easy Later.

We do the hard now so that later it is easy. We do now what others will not so that later we can live like others cannot. Abs or donuts? Cash or credit. Hard now easy later.

#20 What is the best way to live?

Socrates asked this question of everyone he met back in ancient Greece. We ask this question to ourselves, every day.

#21 Get Rich First.

We get rich first. We do not look rich first.

#22 We attack our addictions.

We are all addicted to something that is making success harder to come by. We recognize this fact and attack. Whatever the addiction we work to curb or eliminate. Booze, attention, food, lust, porn, tobacco, caffeine, rage, Zillow (just making sure you're paying attention), television, fantasy football, and so on. Curb or eliminate.

#23 We are building a financial moat.

We are writing the blueprints, measuring the job site, acquiring the equipment, and getting to work NOW on our financial moat. The moat will be constructed around us and our family. Achieving the financial moat requires debt freedom and financial freedom.

And that my friend is the Good Life list of Principles. Really, in no particular order, other than Freedom being, always, #1 on the list.

This list may grow. This list may shrink, with one principle combining with another. We'll decide. You and I will decide the number of Principles and the order as we grow towards the Good Life.

And now... the Secret to Life...

Earlier I referenced the book I read while in Mexico. A biography about my dear friend Mister Rogers. The book was just ok, not great. I know it seems that when someone tells you about a book, they always say it was great. Maybe because they're amazed at themselves by actually reading a book in the first place. As most all adults do not read any books.

Anyway, you'll never get that from me. As I give you more book reports and book recommendations, they will always be honest critiques of the book.

There were several great passages inside the book about Fred Rogers. But it wasn't until the end of the book, on page 349, that I got the chills from head to toe.

Here's what I read on page 349:

Eliot daly, Fred Rogers's old friend and former executive at Small World Enterprises, says,

"I would describe him as the ultimate what you see is what you get, with one exception.

What most people couldn't see in Fred was his enormous power.

Power. Capital P.

Fred is the most powerful person I have ever known in my entire life... I've dealt with a lot of people whom the world regards as powerful. None of them could hold a candle to Fred's power...

His power derived from a really unique place. It was his absolute self-possession, which is different from self-interest or self-satisfaction, or selfishness. **He didn't need anything from you or from me.** He welcomed it, but he didn't need it."

Whoa, whoa, and wow. If that doesn't make you stop and listen, take note, and reevaluate your life, nothing will, nothing can.

Which brings us to The Secret to Life:

Self-Mastery

A magical combination of self-awareness, self-discipline, and self-love.

When we are self aware, anything is possible.

When are self disciplined we are free. Free from addiction, free from regret, free from neediness.

When we have self love we have everything. You cannot truly love another without first completely loving yourself.

Be yourself, everyone else is taken.

Thank you very much for taking the time out of your life to read this book.

P.S. The difference between Meteoric and Mediocre is IMPLEMENTATION.

Reading this book means nothing if you do not take action.

Now is the time to get started in your magical (albeit short) journey in life and to your destined arrival at personal greatness.

Do it now... Once and For All.