

Coaching Call
About
Russell Shaw



**Lessons Learned
from the
Master Mind Agent
Interview**

Today's Objective

Dissect the interview

And determine the

GEMs

(Golden Educational Moments)

That can be applied to your business

Comments & Questions

If on the **webcast**,
in large box on left side of screen.

If on the **phone**,
Press *2 to raise your hand.

I will be reviewing comments and
questions at the end of the
presentation

Russell Shaw Interview

released on June 7, 2012



- **Billion Dollar Agent**
- **Radio / TV Expert**
- **Godfather of Radio Ads**
- **403 closings**
- **\$55 million**

3 Lessons from Russell

1. The **#1 STRATEGY** to becoming a top agent
2. The **#1 SKILL** all agents need to succeed
3. The **#1 ADVERTISEMENT** that made Russell a fortune

Lesson #1

**Do you know the
#1 STRATEGY to
becoming a top agent?**

**The answer changed
Russell's career and
income forever**

Lesson #1

**Do you know the
#1 STRATEGY to
becoming a top agent?**

**Russell was an “average”
agent for 12 years before
discovering this strategy**

Lesson #1

**Do you know the
#1 STRATEGY to
becoming a top agent?**

**Then Russell became an
“extraordinary” agent with
this simple shift in strategy**

Lesson #1

**Do you know the
#1 STRATEGY to
becoming a top agent?**

Answer: Listor

Lesson #1

Russell completely shifted his focus from buyers to seller

- **STOPPED** working with ALL buyers
- Referred buyers to other agents
- Spent all his time, effort, & money attracting sellers
- Became an expert at listing “strangers” homes

Lesson #1

Why shift to sellers?

Leverage time:

- **Total time with each seller is half time of each buyer**
- **You can work with multiple sellers AT THE SAME TIME**
- **(You can NOT be with two buyers at the same time)**
- **Control of the transaction**
- **And if you want buyers, use listing as bait to get as many buyers as you want**
- **All of the POWER is in the LISTINGS**

Lesson #2

**Do you know the #1 SKILL
all agents need to succeed?**

**Without this skill you do
not have a business**

Lesson #2

**Do you know the #1 SKILL
all agents need to succeed?**

**You can do EVERYTHING else
RIGHT. But if you fail at this skill,
your business will FAIL too.**

Lesson #2

**Do you know the #1 SKILL
all agents need to succeed?**

**You can do EVERYTHING else
WRONG. But if you master this
skill, your business will succeed.**

Lesson #2

**Do you know the #1 SKILL
all agents need to succeed?**

**Once Russell mastered this skill,
he mastered the business and
went from an “ordinary” agent
to an “extraordinary” agent...**

...and you can too!

Lesson #2

**Do you know the #1 SKILL
all agents need to succeed?**

Answer: Lead Generation

Lesson #2

**Russell completely shifted
his focus to consistent,
duplicatable lead generation**

...and you should too!

Lesson #2

How do you generate leads?

**That is the question you
will focus on and answer
for the rest of your career**

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**This discovery changed
everything for Russell**

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**Russell went from
CHASING clients to being
CHASED by clients...
...big difference**

Lesson #3

Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?

Answer: **Radio Ads**

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**You are probably thinking,
I can't afford radio.**

**Maybe you can
and maybe you can't, but..**

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**You CAN use the PRINCIPLES
that make the ad WORK in your
promotions – whatever medium
you choose**

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**So let's break apart Russell's
super successful radio ad
and look at why it works**

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**This ad (and slight variations) has
worked for over 20 YEARS**

...the principles are timeless

...people are people

Lesson #3

**Do you know the
#1 ADVERTISEMENT that
made Russell a fortune?**

**Dozens of agents around the
country have successfully
duplicated this ad format into
their market**

Lesson #3

**First, let's listen to
Russell's Radio Ad**

**You can hear Russell's latest
radio ad on his website at:
www.NoHassleListing.com**

Lesson #3

Here are the bullet-points of the ad:

- Homes are selling and so are we. In fact, twice as fast as the average agent
- I'm Russell Shaw with Realty One Group
- We help more homeowners sell than any other agent. And most at full price or more. In fact, it takes 71 ordinary agents to sell the number we sell
- I'm not bragging, I'm applying for a job. I want to be your Realtor®
- If you're not happy, fire me. Mind you, I think you'll be happy because my
- No Hassle Listing® has flexible commissions, sell it yourself and pay nothing, cancel anytime, found your own buyer and need help – we can take it from contract to close
- Free Information Package – Call (phone number)
- For 34 years, selling homes is what we do best
- (Timely Addition) Can't make your house payment? Don't foreclose. Get up to \$3,000 to do a short sale. Attend our free short sale seminar. Valley wide (phone number) or [www.\(website\).com](http://www.(website).com). Thank you.

Lesson #3

Let's break down the ad into parts:

“Homes are selling and so are we. In fact, twice as fast as the average agent.”

Get Prospects Attention and Showing the Difference between Russell and his competition – optimism about the market

Lesson #3

Let's break down the ad into parts:

“I'm Russell Shaw with Realty One Group.”

Introduce self and company

-most states require this disclosure

-builds trust

Lesson #3

Let's break down the ad into parts:

“We help more homeowners sell than any other agent. And most at full price or more. In fact, it takes 71 ordinary agents to sell the number we sell.”

Show experience and difference compared to competition

Note: show your difference. “I sell more homes in _____ subdivision than anyone else.” “I sell homes for 97.8% of the asking price when our MLS average is 89.3%.”

Lesson #3

Let's break down the ad into parts:

“I'm not bragging, I'm applying for a job.
I want to be your Realtor®”

State objective & reason for boasting

-Transparent motives

-Generates more seller calls

-Eliminates angry agent calls / voice mail

Lesson #3

Let's break down the ad into parts:

“If you're not happy, fire me.”

Risk Reversal. Guarantee. Seller is in control of contract and will not be locked into a non-performing agent. It shows confidence.

Lesson #3

Let's break down the ad into parts:

“Mind you, I think you'll be happy because my...

No Hassle Listing® has flexible commissions, sell it yourself and pay nothing, cancel anytime. Found your own buyer and need help – we can take it from contract to close.”

List benefits and uniqueness from other agents.

Addresses common objections: commission, sell by self, locked in, and paperwork.

Lesson #3

Let's break down the ad into parts:

“Free Information Package.
Call (phone number)”

Call to action.

Call phone to get free info.

Non-threatening.

Not – call to set appointment.

Lesson #3

Let's break down the ad into parts:

“For 34 years,
selling homes is what we do best.”

**Shows experience. Perception is
he must be good since he has been doing it so long.**

Note: If new, say – our company has been selling homes for 52 years. Or our company's combined experience is 27 years.

Lesson #3

Let's break down the ad into parts:

(Timely Addition) “Can’t make your house payment? Don’t foreclose. Get up to \$3,000 to do a short sale. Attend our free short sale seminar. Valley wide (phone number) or [www.\(website\).com](http://www.(website).com). Thank you.”

Bonus Call to Action. Timely statement about current market conditions with a benefit of avoiding foreclosure and getting \$3,000. Call phone or visit website. The “Thank You” at the end is a nice punctuation and shows he is friendly and professional.

Lesson #3

**This is a good start
for your ad...**

**For the full list of tips and
pointers...**

**Listen to the complete interview
with Russell Shaw**

3 Lessons from Russell

1. The #1 STRATEGY to becoming a top agent – Become a **Listor**
2. The #1 SKILL all agents need to succeed – **Lead Generation**
3. The #1 ADVERTISEMENT that made Russell a fortune – **Radio Ad**

Comments & Questions

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Comments & Questions

- What did you find most valuable in the interview?
- Should we interview Russell again? (follow-up)
- What other things would you like to ask Russell?
- Other comments or questions?

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Coaching Call

About

Russell Shaw



- Listen to Russell's entire interview and listen for GEMs (golden educational moments)
- Write GEMs down
- Implement immediately

Learn more at:
www.MasterMindAgent.com

Next Interview

Raquel Quinet Interview

released on June 21, 2012



- **253 closings**
- **\$27 million**
- **Look in My Club Area**
- **www.MasterMindAgent.com**