

CREATE A  
**MOVEMENT**<sup>TM</sup>  
PROGRAM GUIDE

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# WELCOME

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## In This Guide



### Welcome to the Create A Movement™ Program Guide

Orlando Mansion, home of the  
Live Event

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This guide explains the Create A Movement™ and Protector/Social Superhero 12-month program. You will learn how to craft—and convey—a message that finally differentiates you from the *Negative* reputation and *Unethical* stereotype of the real estate industry.

**The premise is simple: With Create A Movement™ you'll meet with us live for 2 days while we create the ultimate plan for your business.** This is how the program kicks off, with the live event. We'll discuss your positioning. The types of stories you should tell. You'll see examples broken down into minute detail. Your platforms will be built for you too. We then continue to support you and your business with consistent communication with our founder, Ryan Fletcher, and the other community mentors.

This is a very unique hands-on personal business accelerator that—quite literally—will position you as the Leader of your own Movement. And if that sounds insane or impossible, that's ok. I don't expect you to fully understand this. But the forces that create a Movement are quite formulaic. They can be applied to any business, organization or cause. Read on to learn the details of this one-of-kind program and how it can vastly affect your business, regardless if you are a new or experienced

real estate entrepreneur.

## WHAT IS CREATE A MOVEMENT™

**Create A Movement™ is the core training and philosophy behind the P/SS Program that helps you craft, convey and scale your message—to create an audience of evangelists for your business.**

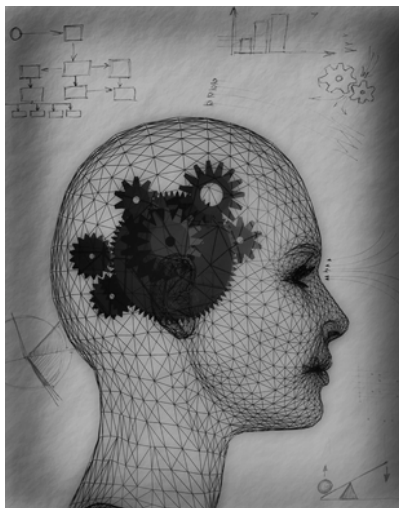
We'll start by helping you to design a specific roadmap to build the foundation of your Movement; there are pillars that must be constructed. Movements are formulaic, but they don't happen by accident. The first step of your journey will take place in Orlando, FL—the 2-day live event—then we'll continue to work with you as you scale your message to the next level.

After your plan is set in motion, **the next 12-months consist of a series of guided action steps, weekly videoconferences, personal email support, our strategic connections and more.** Including, we'll build out the Platforms you'll need, in order to have the distribution channels needed to scale a message into a community movement.

This accelerator is led by Agent Marketing Syndicate® and Entrepreneurs Networking Group™ founder, Ryan Fletcher, with a host of key founders from the P/SS Community who have proven to be great mentors to other founders in the community. **Ryan**

**will show you the Create A Movement™ method he used to create his own audience, and build his company to \$300,000 in new revenue in just 4 months, without any source of funding or large advertising budget,** and will help you to develop your own Movement for your business. Movements aren't about sales tricks or the result of slick advertising or marketing tactics. They take shape, grow and expand fundamentally by creating evangelists around your stories and Message.

**“Create A Movement™ will build your evangelist roadmap for you, and then help you execute it.”**



**After dissecting dozens of different mass Movements, you find all successful Movements follow a pattern. To create a Movement, there are three distinct phases to understand:** 1) The Elements of Creating A Movement, they all must be present to see the kind of audience growth that successful Movements experience. 2) Marketing To Create A Movement, this is the act of securing your first audience members and the process of converting those users into recruiters. And finally, 3) Strengthening A Movement. With the other two phases complete, it's now time to scale to reach larger and larger audiences. In short, Create A Movement™ will build your evangelist roadmap, and then help you execute it.

# WHAT IS INCLUDED?

**Create A Movement™ is broken down into 3 sections: skills, community and platforms.**

The training consists of a private live two-day event in Orlando, FL that is extremely unique. Instead of the typical seminar setting, this event was created to be personal and hands-on. It's been documented that Steve Job designed Pixar Animation Studio's campus, to facilitate collaboration. **You'll be discussing your business directly with Ryan and other mentors in a table setting, at a grand and epic mansion with a with all the amenities, while they help you formulate the strategic elements of your Message.** The event will include all meals either catered or in restaurants and we'll close the final day with an open bar, to celebrate the work we've done.

After you leave this event, you'll understand exactly what your execution plan is and on what you should be focusing on next. **Prior to the event, in preparation for Create A Movement™, all P/SS Program Platforms will be setup on your behalf as well.**

This means, upon returning home, you'll move straight into implementation. We'll also connect you further, with the recruiting systems needed to spread your Message. This invaluable pre-event setup is what makes the biggest difference when it comes to accelerating your growth.

## THE GAMEPLAN

SKILLS	COMMUNITY	PLATFORMS
Storytelling	The HipChat Forum	Published book
Message Creation	Urgent business support	ENG
Distribution Channels	Weekly videoconferences	Podcasting
Publicity	Connections that matter	Magazine
Scaling	Real entrepreneurs	Philanthropy

The next 12-months you'll be part of a Community unlike any other in the real estate space. We think different. We believe different. You will be exposed to things that exist nowhere else. **And as a new founder in the group, you'll have a family of like-mind entrepreneurs to turn to and lean on for support.** When things get tough, and they will, you'll have myself as well as other founders to help you. If you feel you need to adjust your current path, we'll discuss specific pivot points that might be needed to effectively scale your Message. There will also be weekly videoconferences—every Tuesday—a member forum, to communicate with other founders in the community. Plus a constant infusion of new ideas, presented in Create A Movement™ updates, specific to what is working for the other founders in the community, in their businesses.

Even though Create A Movement™ is a 12-month minimum program, it technically lasts forever. Once you're in the family, you'll be able to get urgent business support from Ryan, at anytime in the future. **You'll be talking daily with the Community in The HipChat Forum and consistently working toward the same goal as the other founders—to build, scale, and strengthen your Movement.**

## WHAT ARE THE LIVE EVENT DETAILS?

The private event will be held in Orlando, FL in a beautiful 10,500 sq.ft. mansion, complete with pool, pool bar, backed up to 18-hole Jack Nicholas golf course. It will take place on Oct. 4<sup>th</sup> to October 7<sup>th</sup>. Unlike most seminar style events, this one will be hands-on. **Ryan and other mentors will be personally presenting Ted-style talks to open, sharing their best ideas and deepest insights, into what has worked in the creation of their own Movement.** You will hear ideas that may seem foreign to you at first, but quickly you will grasp their superiority.

**Every aspect of your business from Message validation to intense scaling will be discussed, completely thought-out and drafted on paper.** The course material will be based on the Create A Movement™ Manual, which is discussed in detail in the next section of this document.



**While the event is designed to be insanely effective, it won't be all work.** One reason we're meeting in-person is to strengthen the bond of the Create A Movement™ community. The event is being held at a mansion in Orlando, so we'll also enjoy an open bar (poolside) each afternoon to celebrate the new business improvements we've set in place. We'll enjoy other amenities too.



# WHAT IS THE TRAINING FORMAT?

The core training and format for the live event will come from the Create A Movement™ Manual. **This is a concise 180+ page set of detailed instructions that Ryan has been creating for 3 years after reversing engineering dozens of Movements**, from many different industries and sectors. This is the same set of instructions he then applied to his own business, to move/scale from zero to \$300,000 in revenue in just 4 months.

Each founder in Create A Movement™ will receive a copy of the Manual upon arriving to the live event. Within its pages Ryan has dissected every inch of his, his clients, and other founders' most successful Movement-building strategies and this will prove to be your “bible” for the duration of Create A Movement™.

**The Manual, and live training format, will be broken down into three main sections:**

- Phase 1: Elements of Creating a Movement
- Phase 2: Marketing To Create A Movement
- Phase 3: Strengthening A Movement

**These three phases are absolutely instrumental to the scaling of any Message.** In each phase we'll show you specifically how Ryan has used the strategies within each of these phases to create a great Message, attract followers to his Message, convert recruiters to evangelists of his Message, gain marketshare and scale his (and the other founders) businesses.

On the next page of this guide, we'll walk you through each section in detail. During the live event we'll discuss how each of these points will pertain to your business while drafting your personal execution plan. After the event, you'll know exactly why you need to implement the steps that you need to implement, in the exact order they need to be implemented, and why that is true to create a Movement for your business.

The Create A Movement™ Manual will also serve as your go to resource for answering tough questions or creating new positioning Messages for any business, situation or circumstance in the future.



**In each phase we'll show you specifically how Ryan has used the strategies within each of these phases to create a great Message, attract followers to his Message, convert recruiters to evangelists of his Message, gain marketshare and scale his (and other the founders) businesses.**

# Create A Movement™ CORE TRAINING

## PHASE 0: POSITIONING CLARITY SECTION

- 1.1—Welcome to the journey
- 1.2—Mental reboot
- 1.3—The reason agents fail
- 1.4—Stereotype / Negative Reputation
- 1.5—Reversing the perception

### Section 2—Delink & Disconnect

- 2.1—Reputation dictates respect
- 2.2—Negative vs. Empowering reputation
- 2.3—Steps to create authority
- 2.4—Shedding your real estate skin

### Section 3—Authority Killers

- 3.1—Not having a reputation
- 3.2—Not protecting your reputation
- 3.3—Incongruent expectations
- 3.4—Incongruent behaviors
- 3.5—Incongruent language
- 3.6—Incongruent message
- 3.7—Incongruent marketing
- 3.8—Incongruent conversion funnel
- 3.9—Public begging
- 3.10—Poor associations
- 3.11—Poor endorsements
- 3.12—Summary: My trademarked phrase

## PHASE 1: ELEMENTS OF A MOVEMENT

### Section 4—Introduction: You, The Leader

- 4.1 —The Hoffer Formula
- 4.2—Men of Words (historical context)
- 4.3—MLK as a case study
- 4.4—The role grievance plays
- 4.5—Discredit prevailing creeds
- 4.6—Constructing the message
- 4.7—Putting forth the new doctrine

### Section 5—Element 1: Negative Reputation Environment

- 5.1—Ripe Conditions
- 5.2—How to research the conditions
- 5.3—The essential factors
- 5.4—The litmus test
- 5.5—Creating factors that don't exist

### Section 6—Element 2: Not Villains, SuperVillains

- 6.1—The Stan Lee Belief
- 6.2—Plots & Storylines
- 6.3—The James Patterson Method
- 6.4—Lesson from the C.C.A.
- 6.5—Harnessing (existing) demand
- 6.6—Fan base creation
- 6.7—Advanced positioning

### Section 7—Element 3: The Unchurched

- 7.1—Identifying the best evangelical target
- 7.2—Creating affinity
- 7.3—Basics of storytelling
- 7.4—The language of the Protector
- 7.5—Us vs. Them
- 7.6—Tapping into frustration

### Section 8—Element 4: The Trigger Event

- 8.1—Constructing the origin story
- 8.2—Self-discovery
- 8.3—Story Structure
- 8.4—Conveying character beliefs & values
- 8.5—Structuring the vow
- 8.6—Creating the Legend
- 8.7—Establishing the leader's mission
- 8.8—Amplifying conviction

### Section 9—Element 5: Not Heroes, Superheroes

- 9.1—Taking an oath to protect
- 9.2—The 18 character traits
- 9.3—Advanced storytelling concepts
- 9.4—Ways to convey depth of character
- 9.5—The psychology of connection
- 9.6—Social Superheroes

### Section 10—Element 6: A Vehicle To Drive Change

- 10.1—Making the mission tangible
- 10.2—Making the mission credible
- 10.3—The Platform
- 10.4—Founder, Vehicle, Message
- 10.5—Publishing, Speaking, Organizing
- 10.6—Recruiting activists
- 10.7—Empowering evangelists

### Section 11—Element 7: Organized Evangelism

- 11.1—The Conversion Process
- 11.2—The Belief System

- 11.3—Presenting the doctrine
- 11.4—Selling ideology not products/services
- 11.5—The psychology of belonging
- 11.6—The Viral Message

## **PHASE 2: MARKETING A MOVEMENT**

### Section 12—Pillar 1: Personal Narrative

- 12.1—The vocal leader
- 12.2—Conveying trust and connection
- 12.3—Elements of authenticity
- 12.4—Progression
- 12.5—Creating the face of the Movement

### Section 13—Pillar 2: Extreme Leverage

- 13.1—1-to-1 vs. 1-to-Many communication
- 13.2—Media formats
- 13.3—Media platforms
- 13.4—OPM: Other People's Money
- 13.5—OPT: Other People's Time
- 13.6—OPR: Other People's Resources
- 13.7—OPA: Other People's Audiences
- 13.8—The value of evangelists

### Section 14—Pillar 3: Dramatic Innovation

- 14.1—Reversing the status quo
- 14.2—The 7 definitions of innovation
- 14.3—The Snuggie Effect
- 14.4—The new doctrine represents hope

### Section 15—Pillar 4: Respond to Emotion

- 15.1—Harnessing opportunity
- 15.2—Harnessing anger and frustration
- 15.3—Harnessing ripe environments
- 15.4—Harnessing public demand
- 15.5—The Fight

### Section 16—Pillar 5: Art of Persuasion

- 16.1—Triggers of influence
- 16.2—Unifying Agents
- 16.3—Harnessing suspicions
- 16.4—Confirming the stereotype
- 16.5—The structure of persuasive arguments
- 16.6—Advanced writing formulas

## **PHASE 3: STRENGTHENING A MOVEMENT**

### Section 17—Factor 1: The Conversation

- 17.1—The role of the Leader
- 17.2—The role of The Evangelist

- 17.3—Movements should never end
- 17.4—The Architecture
- 17.5—News vs. Information vs. Commentary
- 17.6—Strategic content creation
- 17.7—My personal modus operandi

### Section 18—Factor 2: The Platform

- 18.1—Evaluating platforms
- 18.2—Constructing content to be viral
- 18.3—Education vs. Entertainment vs. Inspiration
- 18.4—Harnessing personal strengths
- 18.5—Programming
- 18.6—Choosing the best concept
- 18.7—Implementation

### Section 19—Factor 3: Proof of Momentum

- 19.1—Spotlighting pain champions
- 19.2—Increasing numbers: 15 forms of social proof
- 19.3—Assigning ownership / recognition
- 19.4—News the enemy is winning
- 19.5—The threat of losing
- 19.6—The “stand with me” strategy
- 19.7—Reporting small “wins”
- 19.8—The complete list of strategies

### Section 20—Factor 4: The Painted Picture

- 20.1—The Vision: “I have a dream”
- 20.2—Getting the vision to represent The Movement
- 20.3—How to structure the vision
- 20.4—Writing and story samples
- 20.5—How to scale the vision
- 20.6—The Movement drives the business



# WILL I GET PERSONAL SUPPORT?

From the live event to the 12-months of follow-up and beyond, the Create A Movement™ and P/SS program were created with support and strong community in mind. Achieving great things is not easy. Trying to impact the world is even harder. **We're keeping this event small (25-30 entrepreneurs) so we can spend a significant amount of time with each new founder to really get to know each person on a deep level.**

**The main reason why we decided to keep Create A Movement™ a high-end program, with a small number of founders, was so Ryan and the community could create bonds and truly get to know each person's vision.** Having hundreds of founders to account for would vastly devalue the quality of the guidance we could provide each participant, and this is not an option we were willing to accept.

**You will not only be working hands-on with Ryan and his team at the event (and prior to the event to setup your P/SS Platforms) but also for a minimum of 12-months following the event.** Each Tuesday all founders of the community are invited to attend a live videoconference to share in the latest breakthroughs and setbacks learned at each stage. From this intel, each member can constantly adapt, grow, and pivot their execution plans toward the most effective strategies.

**Besides the core elements of the Create A Movement™ event and P/SS program, you will also get access to a private portal to communicate with the other founders in the community at any time.** The App Portal we use is called HipChat. You can think of this as the office “watering hole,” directly connecting you to every member in the community. You will find there is no problem or question that someone can't answer or help you with. Ryan is also active in HipChat to provide greater insight as well.



# WHO ARE THE MENTORS?



Ryan Fletcher, host of  
Agent Marketing Syndicate®  
Podcast

Create A Movement™ and the P/SS Program is created by Ryan Fletcher. Ryan is the founder of Agent Marketing Syndicate®, a business, using these principles, he re-launched and took to \$300,000 in revenue in 4 months, and ENG: Entrepreneurs Networking Group™—an international organization of entrepreneurs consisting of 40-plus chapters across the United States and Canada.

**Ryan's real passion though is opening people's eyes to this new and different way of growing businesses.** Through his Podcast, and associated companies, he's helped countless entrepreneurs and agents to shed their "real estate skin" and build empowering reputations; as Philanthropists, Protectors and Innovators—the three kinds of people who start, lead and grow Movements. The creation of most movements, at first, isn't easily recognized. But the results are undeniable. Like 3,000 people attending a customer appreciation event or adding \$14.01 million in new production to a founder's business in just 10 months time. These things can only happen by organizing an army of evangelists to distribute your message on your behalf.

With Create A Movement™ and P/SS Program Ryan's goal is to bring the knowledge he's acquired by studying movements and applying them to his companies to other entrepreneurs looking to grow profits, gain marketshare and expand quickly.

**His mission and purpose is to help founders of companies to tell their stories.** He wants to show founders how to create a Movement based on their vision. How to use their mission and life's purpose to fuel and grow their company, oppose to traditional sales methods. The ultimate goal of his efforts is to impact the world by creating a movement of Movements, by helping you and others to create your own.

**"The true heroes in this community are the members—they are the true founders. They are the ones who have been my guinea pigs. They are the ones who took a chance on me. They are the ones who believed in me. They are the ones who give credence and validity to the crazy ideas I push upon them, transitioned and implemented to real estate. Without them, none of this would be possible."**

-RYAN FLETCHER

# HOW TO ATTEND THE EVENT?

**Create A Movement™ is an application-based event.** To attend you must be a member/founder in the 12-month (P/SS) Protector/Social Superhero Program. **If interested in joining, you can submit a preliminary application and learn how to schedule a 90-minute walkthrough here:**  
[www.TheSyndicateApplication.com](http://www.TheSyndicateApplication.com)

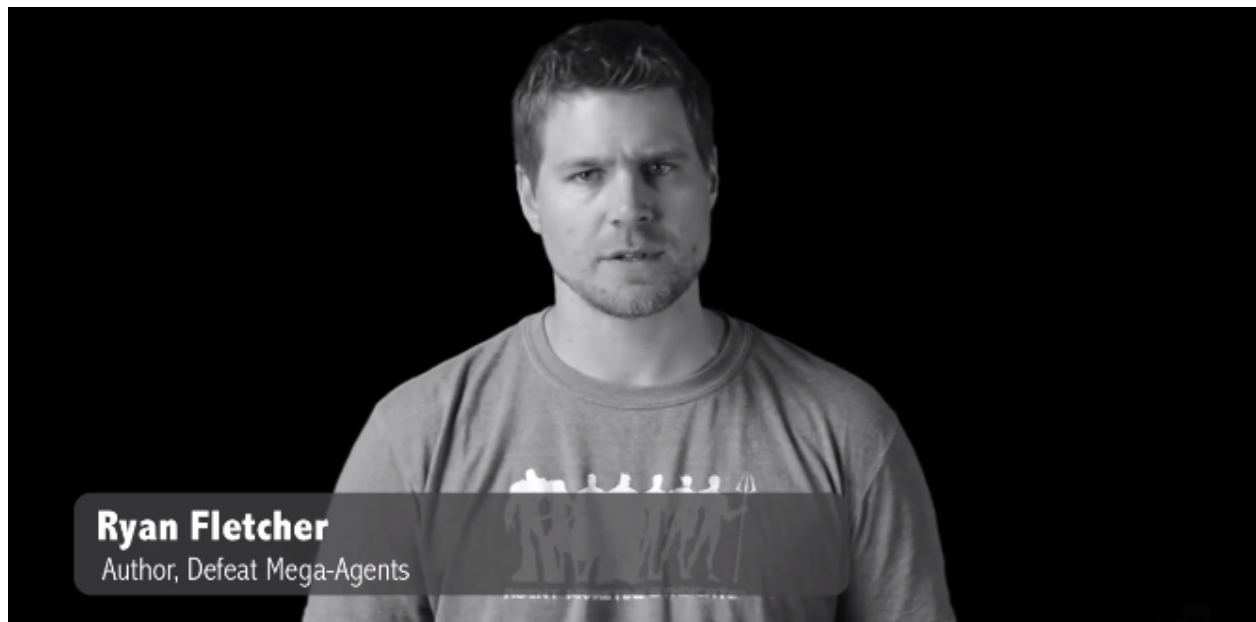
- **Step 1** – Submit Application NO LATER than Sept. 5<sup>th</sup> (or until Mansion has reached capacity)
- **Step 2** – Schedule Walkthrough NO LATER than Sept. 15<sup>th</sup>.
- **Step 3** – If Accepted, Event details and invite will be sent to you.

**Because of the live nature of this program, we will be closing new applications very soon.** If you have more questions about the P/SS program, we strongly recommend going through the application process where you can, if sufficiently interested, schedule a complete walkthrough and ask any of your questions directly to Ryan.

Thanks for your interest in the Create A Movement™ Event and P/SS Program. For general inquiries or comments, please email [Support@AgentMarketingSyndicate.com](mailto:Support@AgentMarketingSyndicate.com)

**“I’m very excited to work closely with a few (more) select people at the Create A Movement™ event and in the 12-months that follow. We are going to see some amazing messages created and scaled. And ultimately, legacies built.”**

-RYAN FLETCHER



The P/SS Program Video