

Marketing Without Money



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A Washington State Approved Real Estate School under R.C.W. 18.85.

Marketing without Money

Curriculum

Section 1 ½ hour	Ways to separate agents from their money List 5 products or programs that seem too good to be true to bring business and one reason they aren't. Evaluate any payments you are making to build business and list one and the reason why.	Lecture Discussion Quiz/ action items
Section 2 ½ hour	Identify your Target Evaluate your past business. List one trend that you see. Look to see if our past has had an effect on the clients you attract. Name one example. Determine what your ideal buyers and sellers have in common. What type of property do you like to sell the most? Build Your Own Lead Generation List Evaluate your current database and determine your ideal number of contacts. List three ways you are going to build your database	Lecture Discussion Quiz/ action items
Section 3 1 hour	Get Social Sign up with a profile on 3 social media sites. List those three sites.	Lecture Discussion Quiz/ action items
Section 4 ½ hour	Engaging your Followers Engage with 3 of your friends on Facebook, Connections on Linked in, or comment on a blog, YouTube or Just engage with 3 people online.	Lecture Discussion Quiz/ action items
Section 5 ½ hour	Having a Social Media Strategy Write a simple social media strategy. What are 7 items you will do this month?	Lecture Discussion Quiz/ action items

Marketing without Money

The most difficult part of the life of a real estate agent is finding prospects that want to list or buy property. There are so many companies trying to sell agents leads. Whether it is a referral database, internet advertising, or a subscription to a lead generation program the goal is to separate agents from their money with lots of promises and little success. There is no easy way to grab the business in the real estate industry. But, it is possible to become highly successful without paying someone else to bring you loser leads.

Course Objectives

As a result of taking this class the real estate licensee shall be able to:

- Identify the types of products and services that go after agents money that may not guarantee a return
- Build a powerful lead generation program for yourself
- Get involved in the social media world as it is the future of marketing
- Learn the ways to share information and ideas and make connections using blogging, video and email.
- Create a social media marketing plan for the next 30 days.

Ways to separate Agents from their Money

(do not give out your credit card number!)

Hardly a day passes that a real estate agent is not bombarded with a barrage of deals. There are crowds of people and diverse businesses that promise and even “guarantee” agents that their product will bring prospective buyers and sellers right to the agent. In addition, there are marketing programs that can do all the advertising, social media and marketing for the agent by only giving up a given amount of money per month. There are coaches that purport to help you double your business in 90 days by just chatting on a phone call.

Your business will primarily come from your sphere. Any money spent to generate business from complete strangers is money you throw at another company with no guarantee of a return. It is about as successful as a lottery ticket. It is difficult not to believe the claims. Even fellow agents will brag about the leads that are handed to them by some program that they purchased. (They won’t say what a waste it is because they are paying for the leads... good or not.)

Lead generation programs.

Imagine the day when you will open your email and find the names and numbers of a list of qualified prospects that want to buy or sell real estate. One phone call and in a matter of hours they are signing documents. In order to take advantage of these programs, there is typically a contract that ties the agent into a fixed payment for a certain period of time. With the hope of easy future commissions, agents fall for the idea of an exclusive list of qualified potential clients, agents hand over their credit cards for automatic withdrawal.

What most agents find after signing up for these types of programs is that the prospects are seldom qualified. In addition, they find that what was promised as an “exclusive list of prospects,” is actually one that is given to a number of agents.

For example, an agent signs up with the “Blue” lead generation company for prospects in one particular zip code. Each time the agent calls a prospect, they find the prospect has already been contacted another agent who got the lead from the “Green” lead generation company which is owed by the “Blue” lead generation company.

If lead generation companies and programs actually worked, then there would be no reason for agents to waste time on other marketing. But, history has proved that there is no real effective lead generation program that an agent can use as a base for business.

Pay to be 'first page of Google (Otherwise known as SEO)

Yes, Google, the leader of all the search engines. You could be number one on their list which is called Search Engine Optimization (SEO). Is that what will bring you the business you want? Is it possible to stay number one? Can they really make you THE agent for the market??? Google is in control and no internet "expert" really knows how to manipulate the search engine giant. And even so, if your little website or blog comes up first, it is rare it would make any difference to your business. A stranger that gets to your website/blog isn't going to say, "Sure, sell me a house, today." The internet is quite busy and noisy.

Paying an internet expert for SEO when your clients are not even following your website or blog is just a waste. You can search your name or website on Google and see where you come up. You can create your own internet presence in only a few steps. Without being any kind of internet expert, you can make it easier to find yourself online.

Full Color Advertising

There are still homes magazines on the shelves. They are scrambling to get your advertising so that they can stay in business. There are local direct mail coupons, newspapers and all types of brochures. Print advertising is very expensive and cannot be tracked. Make every dollar work for you. Throwing up an ad in a print medium may look nice but may not bring you business. Few real estate agents can tell you they sold a house because of a full color advertisement.

Pay for Exposure or Internet Ads

There are so many real estate sites on the internet including search engines that prospects can look for properties that meet their specifications. Sometimes you can pay to get on the top of the list, to answer their questions, to have a bio. Some sell advertising. They can include sites like Trulia, Yahoo, Zillow and others. Are you just paying for an ad on a website? Will your listing really show at the top of the site on any trackable basis? Even your own industry website is charging for more exposure at Realtor.com but I found that only about 20% of the agents in my own city have a bio and photo on Realtor.com.

There are social media sites, like Facebook.com and Google.com that have advertising. If you choose to advertise, make sure you know exactly what you are paying for. Is it exposure or a price per click? Is there some kind of spending limit? Is the audience targeted effectively? Until you have built your business, consider carefully the decision to spend money on advertising.

Facebook Ads

Bottom line... you will never build an ongoing successful real estate business by "buying leads or ads." If it was that easy, then everyone around you would be doing it. I hear every day how successful Facebook ads are. But, really? Are they successful for you as a consumer? Did you find your dentist or insurance agent off an ad on Facebook? Connect and engage on Facebook... and you can build your business. Advertise... and it is like sending money out the window.

Coaching

Real estate agents have been known to spend as little as \$10 per month to upwards of \$6000 a year for coaching. It can include weekly or monthly phone calls, motivational talks, personal meeting with a coach, or regular emails. Prospecting hasn't changed drastically for the real estate industry. Many agents pay for coaching instead of doing the work they need to do to build their business. With real estate averaging about 13,000 annual income... coaching can cost almost half of an agents income.

Some coaching programs are very inexpensive but come with strings. They might require the agent to buy a certain online class or program to track their business. Some coaching is personal but the agent has to really follow the advice. (Did any of us take all the advice of our parents?)

If you choose a coach... make sure you are clear about the expectations. Know that there is no coach that can actually build your business... it is YOU that have to do the work. Know what you are working on... whether it be your own blocks inside your head or learning about how to use a specific kind of technology. Sometimes the most important aspect of coaching is just having a counselor to discuss your situation.

Ghost Writing

Oh, the idea that you could have a blog and not have to write it. Sounds "too good to be true?" There are individuals and companies that want to get into your checkbook in exchange for writing blog content. That is not a true blog. Evaluate whether your friends and family will read it and think.... "hmmm... I should hire _____ to be my agent when I sell because of this blog." It is like the old newsletters that agents could purchase and sent out to their sphere. Take a few minutes and write in a blog periodically. Be authentic. Be real. Create conversations.

Gift and mailing services

You can hire services to send out gifts to your prospects... for a fee. You can find a company that will do automatic mailings, send magazines, and send emails to your list. But, that is not really the only connections that you want with your sphere. Paying a company to connect is great if you are already connecting yourself.

Multi level marketing

There are so many multi level marketing companies that are targeting YOU because you are self employed and have contact with so many people. So, why not make some extra cash with a multi level company while you are prospecting for real estate? Answer: Because it distracts you and it COSTS money! Very few people have a full time or even a very good part time job managing a multi level business. They all come and go. From real estate products to makeup, soap, and clothes.... there are so many opportunities for them to get at your list. And, you have to be careful so that you don't lose your prospects for real estate because they go running when you approach them with some multi level marketing opportunity. You need to decide if you are a real estate agent or a recruiter and focus on how to generate income.

Website Design

There is an unlimited number of web designers out there in the industry wanting to create websites for real estate agents. A website is a great tool. Some simple sites can create on your own can be more effective with little to no cost. If you hire a web designer, make sure you know what you are getting in advance. It can be your online office!

Graphics, like logos, headers, etc.

Why just use your name when you can have a personal logo and graphics? Yes, it sounds like a great idea and many agents have terrific logos. But, some beautifully designed brand will not make you money. They will add to your “branding” of yourself but they will NOT bring you business. You can make just as much money using simple tools.

In order to be successful in real estate, you have to find people that will say “yes.” That is not going to happen because of the card stock of your business cards, the font your name is written with, or the car you drive. Make careful choices when you spend your money on image. The amount money you spend does not translate in the amount of business you will get.

Staging

It is important that properties be “staged” to show them to buyers in their best light. But, you do not need professional staging. It can be a major expense. The most important things a stager does are clear out clutter and personal items, rearrange furniture and create effect. Go online and find ten things a seller can do to stage their own property.. and then give the information to the sellers!

Subscriptions

Everyone ... every company is on the kick for a subscription service. “It’s so convenient” ... supposedly! Even Microsoft will offer Office for only \$6 a month. Every subscription adds up. Letting everyone else into your checking account is like having the kids have access to your credit cards! Avoid subscriptions at all costs. Stop letting others get into your money. It is not wise to subscribe to blogs (some are up to \$79 a month.. and YOU write the content or others charge for the content). Look at your credit card/bank account and see what charges are happening every month.

STOP SPENDING MONEY!

ACTION ITEMS

- Evaluate any payments you are making to market yourself or your listings

Identify your Target Market

It is important for you to have a handle on what kind of real estate business you want to run. This is your own small business and though you say you would take any buyer or seller, there are some ideal clients that you might be targeting.

Who is your ideal buyer and seller?

Who have you worked with in the past? What kind of business are you attracting? What kind of problems do you encounter in your transactions? Do you get repeat clients? Are your buyers impulsive or do they evaluate every aspect of the decision? What characteristics do your buyers share? What are similar characteristics between your sellers? Their properties? What time of year are you most successful? What hobbies do your clients have.

Once you have evaluated your current market.. take a look at why you attract certain clients and properties. What about your life attracts certain people in your direction? Why do you not get certain business?

I grew up in a wealthy suburb of a major city. As a youngster, when I would go play with friends in my neighborhood, I would always go in the back door, address the parents in the most respectful way, and go hide out in my friends bedroom or playroom... never the living room. I never knew what job any of my friends Dad's had. When I started in real estate I seldom had a listing of an expensive home because I would have to walk through the front door, be overly respectful with the homeowners and go hide in the playroom! I just never felt comfortable in a very expensive home.

I bought my first home with a little inheritance from Grandma when I was only 25 years old. In those days single women didn't buy houses. I was so proud of owning my own home that when I got into real estate several years later, I worked hard at helping other single women get a home of their own. I knew it could be done.

ACTION ITEMS

- Evaluate the business that you have had in the past and the trends you might see.
- Look to see if your past or your life outside real estate has an effect on the clients you attract.
- Determine what your ideal buyers and sellers have in common?
- What type of property do you sell the most? Like to sell? Want to list?

Building Your Own Lead Generation List

All real estate agents have a potential database that would outperform any database that they can purchase. It can seem so appealing to just say “yes” to someone selling a lead generation program promising future business for just your credit card. But, the reality is that money will not buy you business. Your business will come from the connections that you make and how you keep those connections live and active and turn them into relationships.

You have the most powerful lead generation database in your possession. It includes all your friends, family and contacts. Some estimates estimate that only a third of the real estate agents in the market have a current database over 200 names.

Today, go to your computer and look at your database. Sometimes it seems easier to eat a live lizard than deal with the details. But, this IS your business. How can you answer these questions? What do you want the answers to be?

“KISS” is an old acronym that stands for “Keep it Simple, Stupid.” In order for you to make the best use of any database, it is wise to keep it simple. You can buy all kinds of programs that can manage a wide range of contacts. What you need is a list. You do not need to purchase any contact management system.

Your database must be:

- accurate,
- manageable,
- continually growing,
- in a simple program. and
- accessible anytime.

You might not have the email of your past clients. Send them a postcard and say if they can identify the location of the photo... or some trivia... and have them email back the answer to win a Starbucks card. Its worth a few bucks to get their email! You can search for your past clients on LinkedIn and Facebook (though Facebook changed everyone’s emails).

Questions to ask about your database:

How many names are on your list? _____

How many do you want to have? _____

How accurate is your database? _____

When was the last time you added a name to the list? _____

When was the last time you updated it? _____

How often do you want to update it? _____

List 5 places that your names originate? (i.e. Past clients, family, clubs, church... etc)

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Are you going to connect with people in another way in the next year? _____

What percentage of the people on your list do you connect with in real life "IRL" _____

List 5 ways you can increase the number of people that you connect with? (Phone? Coffee? Seminar? Facebook)

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

ACTION ITEMS

- Evaluate your current database and determine what your ideal number and information you want.
- Make a decision how you are going to build your database and keep it accurate and accessible.

Get Social

Now that you have identified what sets you apart, what your ideal prospect looks like, and you have started a database, it is time to start creating a social media plan and start using some of the tools that are free to you online. Join the rest of us online.

You need to have a plan. All your future business will be connected to you online in some way. Consider this, if all your future clients will be on Facebook in the next 3 years, shouldn't you be connecting to them now?! Did you "opt out" of the white phone book pages? Facebook is like the phone book on steroids.

Whatever sites are popular in social media are not necessarily going to be the same ones that we will be using in 5 years. But, we need to be active and understand how they interconnect and help build our business. For example, MySpace.com was THE site for musicians, artists, etc. In almost no time it went into oblivion. No one has even uttered the name of the site in the last year in my presence. Pinterest.com just started this year and is taking off as fast as a 767 jet out of the airport. No one knows the future, but all we can do is connect today and grow as the social media grows and develops.

So, start with a plan. You need to be on the most common websites. You need to be able to be found online when someone Googles you. You need to build a following as you start becoming interested in others in your social sphere. So, get your profile up on the most important key sites.

It is so important to connect with your database.

Many brokers have websites... but usually it is just a page on the website for the office. What if your website was like your office online. What if all your social media sites pointed to your office?

If you post on social media sites, you are communicating with your target potential clients! So, anytime that YOU write information that will educate, inform or even entertain your prospects is a connection. If it is on a social media site, then the conversation can become two-way.

Facebook.com

Facebook.com This is the most important social media site on the planet. Soon it will reach almost one billion users in the world. There has never been anything like Facebook to connect people across continents. Telephone lines were and still are expensive across the continents. Facebook and the internet is free and is far greater than just the connection of two people across a wire. It connects families, groups, and cultures. Facebook is still growing and evolving.

Facebook.com is a social media platform. One way to describe it is to envision that you have a coffee shop. You open the door and invite those you want to socialize with. Sometimes people will knock and ask. You will sit at a table and be part of conversations with your closest friends and family. At another your coworkers will be chatting. Another table is for long lost high school friends. You will hear your past clients and acquaintances as they mention what is happening in their lives. If you want to know more you just go sit next to them. Sometimes they will invite you to an event, a group, to play a game or put your name on a photo they took.

You need to have an identifiable profile including your real estate contact information. Though you can advertise on it, the purpose of Facebook.com is to create online relationships. Share information about yourself and learn more about your family, friends and prospects. Your profile is your personal wall on Facebook.com. You can share status updates, photos, videos, links, write wall posts, “like” pages and join groups.

Pages are created after you have a profile account. They represent an organization, hobby, or business. They can be customized. Updates can be posted and the pages are public and searchable. This is one of the main differences from your personal profile... a page can be found and viewed by anyone on facebook.

Groups represent an idea or cause or club. There is no customization. There is a wall where information can be posted.

Community pages represent a topic or experience and are owned collectively by the community.

Messaging is like email. You can send a private email to your friends or others.

Events is a way to post anything from a birthday party, community event or open house you are involved in setting up.

Building your Friends

You built your followers or “friends” on facebook. You do that by letting facebook search your email, you search on facebook for friends/family/prospects, clicking on the suggestions that facebook gives you (facebook sees that someone shares a handful of the same common friends so facebook suggests that you might know them) and you go to your friends and family lists and see who you know and want to ask to be “friends.”

As you build friends, put them in lists. This is SOOOO important! You create your own lists and add friends to one or more lists. They do not know if they are in a list. For example, I have a family list, real estate agents, boating friends and a list of those I am distant from. Then when I post a status update or send out an invitation, I can target certain lists who might see it.

Your facebook friends are a DATABASE! And, it updates on its own! Your friends keep their email and phone current so you don't have to do that! The day may come when sites like Facebook and LinkedIn will be your database and contact management system!

Facebook business pages

This is where you can let your connections and prospects know about your real estate business. If you choose to have a business page, make sure it is compelling and target your audience. Give people a reason to "like" it. Though it is searchable by anyone on the internet, your followers that "like" your page will have to be generated by you. If you were Coke or Nordstroms, then the name might be enough, but your page must be grown by you. You start with your own friends on Facebook. Post information and ask them to "like" your page. But, most important... your page must be compelling. It must be fascinating.

ACTION ITEMS

- Get a Facebook.com account, create a profile with a photo that looks like you, check your privacy settings, and start building friendships.
- If you have a Facebook account, then look at your profile page and all the posts you have made. Go look at the page of some of your friends and see what interests you to get ideas.
- Take a look at the number of "friends" you have on Facebook. Set a goal to build up that number in the next month.
- See what Pages that you have chosen to "like." Go to them and see if they have any compelling or fascinating.
- Create a Facebook Page and some posts and *encourage your current friends to "like" your page.*

LinkedIn.com

This is like your resume and rolodex on a website. This could be the contact management system and database for all your past and future clients. So if you take that into consideration, maybe you would be working with it more!

This is known as a more professional site. If you have a listing presentation at a home of an employee at Amazon.com, that person might search for you online and see your LinkedIn profile and if you are connected, for example, to others at Amazon.

LinkedIn can search your email for people that you know that are on LinkedIn. It can also make suggestions based on the connections and work history that you have.

You can post status updates, send out emails to others that you know, and have groups!

ACTION ITEMS

- Sign in to LinkedIn with your photo, bio and links to your website. Then build your connections.
- If you have a LinkedIn account, consider expanding the number of connections by searching your email.
- Post every so *often about what you are up to in the way of work because LinkedIn is more business oriented.*

Pinterest.com

Pinterest.com is growing exponentially. People like to share interests and look at photos. Yes, the old cliché is that “a picture is worth a thousand words.” In practice, this is so true! This is one way to be able to connect with others that have similar interests and a way to create links to websites or blogs or interests of your own.. . whether it is photos of your garden or your favorite photos of properties you have listed.

Pinterest is linked to Twitter and Facebook. You have to be on one of those accounts to work with Pinterest. You start by creating a few “boards.” Then when you see something on a blog or a photo in your camera, you “pin it” to a board. If others that are following you like it they might “repin” the photo. Where it makes a difference to your business is that you could have a blog of interesting listings and pin photos of those that interest you. The pin, when clicked, links right back to our blog.

ACTION ITEMS

- Sign up to Pinterest and create a profile with your photo and short bio.
- Create 3 boards to start.
- Pin something on each board. You can look at the trending topics.
- Once on Pinterest, your facebook friends will start following you.

Instagram.com

Instagram.com focuses on photos. Originally it was a photo site with great filters. Now it is a fully active social media site. Real estate agents use Instagram to promote their listings and blogs.

Instagram is also linked to Facebook. You start by creating an account. It is primarily a mobile application. You can create or use a hashtag # and upload your photos of your listings. A quick search of #realestateSeattle had few properties.. but one real estate team totally utilizing Instagram!

ACTION ITEMS

- Sign up to Instagram and create a profile with your photo and short bio.
- Upload 3 pictures and share on facebook
- Connect to 10 people

Twitter.com

Twitter is still young. The potential for this to multiply is so great. Have you seen an app called “flipboard” on an iPad. It takes twitter and makes it into a magazine with the links opened up. So, thought you may not see the value of some sites like twitter, it could really be a fantastic tool.

When there was an earthquake and tsunami in Japan, the only way I could find out about what was happening to my friends and neighbors of the little place I have on the Washington Coast was because of the Twitter and Facebook posts!

Twitter is as valuable to you as the people you follow and the people that follow you. Search is the most important part of Twitter. You search for topics and people that interest you and/or that you know. When people follow you, they will see your posts depending on how often they are on twitter and if your posts interest them.

ACTION ITEMS

- Think of a name or “handle” on twitter. I use @clockhours.
- Choose some topics that interest you to do a search. For example, search Kirkland, Tsunami, houses, realtor, waterfront.
- Then you can see who is writing interesting information and click to follow those people.

YouTube.com

So many videos are posted every minute it is hard to comprehend. Get yourself signed onto YouTube (it is owned by Google so if you signed into Google... see last paragraph... you are signed into YouTube. You can have your own channel. This is like your own TV Channel. You can post videos of your listings, video blogs, slide shows etc. Our attention span is getting shorter and shorter, so if you post a video bear in mind your audience starts to wane after 2 minutes.

This is a powerful marketing tool. Gary Vaynerchuk wrote a book, "Crush It" about the power of video marketing. It is an easy afternoon read. If you haven't read it, take a break and read it now!

ACTION ITEMS

- Read Gary Vaynerchuk's book "Crush It."
- Go search on YouTube and see what videos interest you.
- Make three *videos and post on YouTube*.
- Get visibility without taking out the credit card.

ACTION ITEMS

- Create profiles on at least 3 other sites.

Blog Topics and Ideas for a post on Social Media or YouTube Video

You can choose one topic that interests you or you can have a general blog on real estate. Do not pay for content. The internet is full of content on any topic. Make sure your blog expresses you... your ideas, interests, opinions. If you don't know enough about a topic, Google it and learn. For example, if you do a post about 5 things to do before listing your house... Make it up from your own knowledge or get ideas online. Don't just copy or link to someone else's post.

Educating the Consumer.

The closing process in explained
How does the MLS work?

How long does it take to close a transaction
How does the lock box work?

Financial Info

Interest rates have been relatively stable
What is a closing cost?
Get the best mortgage rate

Who benefits from the \$8000 Uncle Sam money?
Explain the A.P R.
Can I lock in the interest rate?

Listing Information

5 things you can do to stage your house
Most popular marketing tool is the MLs
How can you get top dollar for your house
Video of your listings

Anybody can give their house away
Is the Zillow Zestimate near the value of your house
What website will feature my listing
Animoto.com video of your listings

Buyer info

How to get information on any house on the market
Advantages to buying over renting
3 things to know before you write an offer

How do you know if it is a "good buy?"
Now is the time to buy
Is the neighborhood safe?

Neighborhood information

Top 5 coffee shops within walking distance
Historic neighborhood home on market
Photo a day in our neighborhood

New stop sign at 5th and Madison
Crossing Guard needed for school
Guess the location of my weekly photo

Top Three List

Top 3 books I've read
To 3 condos for sale
Top 3 most things to look for in a house

Top 3 first time buyer's houses
Top 3 reasons to buy in this market
Top 3 problems home inspectors find

Fear Factors

For sale by owners beware at open houses
Three reasons why buyers need a home inspection
The dangers of overpricing your home
Sellers that wait can increase risk of foreclosure

Ten ways homeowner can sabotage sale
Is your assessment too high?
Are agents using your home to sell the neighbor's?

My stories

My last buyer moved from Australia
Sold my listing at an open house
The most interesting home I have sold
My listings sold right away

How I helped a seller from foreclosure
How my new buyer went green after getting power bill
My first day in real estate

Real estate news stories

Tax break for first time buyers soon to expire
Have link to local real estate article
Going green articles

Quote paragraph from news and write your thoughts
Write about rezone and/or a link to county site
Uncle Sam giving tax credit to homeowners

Other Blog topics

You can also choose to write a blog on other topics and highlight your real estate info at the bottom!

Theme days. Can be luxury house, something blue, holidays
Photo blog. Can include photos of area or even a quiz about where it was taken
History of area. Can include some historical fact
Video. Can be one your record
Quote of the day. There are millions, billions of quotes. Some move us more than others.
Humorous jokes. There is nothing better than laughter
Poll of your readers. Take a poll of their opinion once a week
Knitting or sewing blog. This can have a quote or photo or a tip of the week
Fantastic Fishing Blog. You might love to fish or have another hobby and have info to share
Weekend Blog. What is happening each weekend in town.

Your Own Video Show

You can be the star of your own tv show online! Now that may not be in your plan, but it is possible. It is also possible that any video you create can become viral and sent your message out to the internet world.

I was at a small folk concert in Oregon. The singer talked about his album before his first break. He said that for some unknown reason, after posting a video of a few live performances, one went viral and he sold 10,000 copies of his CD.

A real estate agent in Massachusetts made a short video about his listing. But, instead of a boring tour of the inside, he created a little mystery. The sellers explained that the “Omaha steaks are gone” and the real estate agent searched for clues throughout the house talking about the rooms, the molding, the layout of the house until he found a cute doggie with a fake steak in the master bedroom. The video went viral and has been shown in real estate classes all over the county. The house evidently did sell full price in a short time.

An agent in San Francisco made a video of a Corgi Dog and friends making himself comfortable in her listing. It has had over 63,000 views over the past year and has won awards as the best online real estate video. Some of her other videos have had 100 to 5,000 views!

As a Tool for your Listings

A video can really be a great way to showcase any listing. You can spend money to hire a videographer for your listing, but I do not recommend it. Remember, it is not the video that will sell the property... it is the PRICE! But, that being said, a video is a great way to promote the property. Like any television show, it will get viewed and shared based on how interesting the video is more than how perfect. YouTube would never be where it is today if all videos had to be perfect! The most imperfect are the ones that become viral. You have the opportunity to be creative. If you need ideas, start thinking outside the box.

Search other agents videos on YouTube

Ask the sellers relatives to come up with ideas... for example their teenage children.

Create a contest that you promote on Facebook, for example, for a creative listing video.

Think of a theme for the video.

Include several homes in the video as perfect for first time buyers.

Create a mystery in the video like the Steak out in MA video.

Hide something in the video... teddy bear.... And give a price to the first 10 people that find it so that the sellers, your friends, people on Facebook, etc will all forward the video.

To Market your Real Estate Services

You can create a video or a series to promote yourself as an agent. You can show properties that you have sold, what services you provide, and strengths that you have in the industry.

As a Video Blog

You can create a video blog. Just sit in front of your computer and talk every week or a couple times a week. Pretend you are talking directly to your sphere.

Make a list of topics.

As a video blog, create something that is consistent.

You could interview someone in your neighborhood farm every week.

You could pretend you are the host of your own talk show.

You could do a video of a certain area of town each week and narrate the film.

Share Interests

Videos on YouTube are one way of communicating with people that you know or would like to know! Imagine talking to those in your sphere. You can use it as an opportunity to share your own passions. By connecting with others in your world, you create relationships that could eventually lead into a business contact.

Your interests can include:

Travel and places you have been

Fishing holes

Boating

Skiing

Knitting

Sports

Book clubs

Shopping

Email is NOT Dead... yet

Email is still the primary tool to use for communication on the internet. It has stayed the same for over a decade. The biggest issue with email is the “spam!” So, if you use email with clients, make sure that whatever you send is not perceived as spam. Make sure that you are sending something that is “fascinating!” Give them a reason to read the email or click on any link. Don’t just send out purchased email campaigns. If you won’t open or read the email, then don’t expect your clients to do so.

Use Email Marketing Service

Most of the time your email will not let you send out bulk emails to a large number of people. Companies like MailChimp.com and ConstantContact.com that let you send out group emails so they aren’t perceived as spam by the internet provider.

Create a Call to Action

Try to create a call to action or some way to encourage some interaction in the email. You could have some contest, something interesting that you encourage them to click on, or a question that would encourage them to email back. So many emails we get from companies are just ads and articles telling us how great they are. They don’t seem to be interested in the reader.

Make any Email Personal

Share something personal. Make any email you send personal. Some link to a recent article about the market conditions is great but much better if you share your opinion or feedback.

ACTION ITEMS

- Check out MailChimp.com and Constant contact. Com and start a free account.
- Look at your database, clean it up and upload to an email service.
- Create three emails that you can send out over the next three months.

Engaging

Now that you have a presence on social media networks, it is time to take it to the next level of engagement.

Before the internet we just had advertising where our message was thrown at prospects from the size of a business card to a massive billboard. The message said, “Here I am. This is what I do... You call me!”

With social media, advertising has changed. It was originally referred to as “Web 2.0” but it is just simply that marketing is engagement and conversation. Social media took the tool of the internet and made it interactive. To be effective in marketing, today, it is imperative that you interact and engage with your friends, family, past clients, and prospects. Everyone you meet or know is a potential prospect.

Listening

For the first time ever, you can hear what your future prospects are thinking! You can get to know their interests, family situation, and their view of the world. It is as important to spend as much time listening as you do talking on social media. It is very similar to how you would spend time networking at a business luncheon or a group of friends at a coffee shop.

Your online connections will post interesting links, news articles, blogs, videos, photos and music. Follow them. Learn from what they share online. Become interested in your prospects.

Connecting

Start to respond, reflect, repost, and repin interesting information that your friends link followers post, or pinners pin. When you show an interest it creates a connection. Your connection to others will in turn come back like a boomerang. They will respond to your posts.

Often people complain that they “don’t care what someone had for dinner.” But, if that someone was eating dinner at your favorite restaurant in Kauai, Hawaii and you posted a comment that you love the place, they you created a connection. You create the potential for interaction with your next possible prospect.

Sharing

Sharing yourself online is the next step. Post, link, pin, follow... and share your links, thoughts, videos, music, articles, blogs, etc. Then you will see who connects with you and there is a link.

ACTION ITEMS

- Listen and respond to people you are connected with online.
- Engage daily with others you are connected with.

Marketing your Business

Once a video is created, a blog written the hardest part is getting viewership. It is hard to find the eyeballs because there is so much distraction on the internet. The best eyeballs are those that you have already been in contact with. Focus on them first. Then start to expand your circle of connections. You can promote your blog and video in many ways.

Promotion ideas:

- Link to the video or blog on Facebook
- Promote the video on your Facebook page
- Have teasers and create interest by posting on Twitter using also some Hashtags
- Send a link to the video out to your database
- Have a link to the video on your email signature
- Write a blog about the video and link to it
- Ask your lender to link to the video from his/her website
- Ask your title rep or lender to promote on their facebook... "share the video"
- Ask the seller or a buyer to "share" the video.
- Have a link to the video on LinkedIn
- Put a link to your video channel on your Google Profile
- Create a board on Pinterest with interesting videos
- Make small business cards for first time buyers, for example, with the video info
- Send out postcards to renters in your market area with info on the videos (if they target on first time buyers)

Then make another blog post or video and do it again!

You can increase sharing and viewership if you create a contest. For example, you can hide something in the video and the first 10 people to find it get a coffee card. Then the sellers, their friends, your friends, your facebook friends, your relatives, etc, will all compete to get the prize! Post the video on facebook, twitter, linked in, pinterest.

ACTION ITEMS

- Create a video or a website or social media post and market as seen above.

What good is a piece of chocolate cake if you can't eat it?

You can have all the potential buyers and sellers in the world with your prospecting program... But, what good are they as potential clients if you never contact them again? Consider the prospect GONE if you didn't contact them again and again. Don't waste a minute of your time or money by prospecting without follow up!

No marketing program is complete unless there is follow up with each prospect. It can be in the form of a call or direct mail or email.

"A friend of mine was looking for a house and ran into two agents I know. Both those agents contacted me and asked if he should follow up.... A couple weeks later... after my friend had already purchased a house."

"I always asked people on the phone if I could get their address or email to keep in touch and almost always they said yes."

"Sending out thank you cards really impresses prospective customers. It is mail that doesn't have a bill inside and is hand addressed!"

"My prospective buyers like the weekly email I send out with at least one listing."

Many agents can talk themselves right out of following up on leads. Here is an example of reasons agents don't call or write to their prospects.

I don't want to appear pushy.

Facebook is lame.

They want to "think it over."

I don't have time to spend on the computer.

I hate junk mail or telemarketers.

They will hang up the phone.

They don't want to hear from me.

It is a waste of time.

Can't I just hire someone to do social media

I don't know what to say or write!!!!

Having a Social Plan

Goals...

What do you want to achieve by getting yourself a better online social strategy?

- Be found on the internet
- Strengthen relationships with clients, prospects and influencers
- Increase traffic to your website/blog
- Generate prospects for real estate sales
- Keep in touch with past clients
- Better understand the buyers and sellers
- Improve your customer service
- Share information about yourself to build connections
- Let family, friends, and prospects know that you are a successful

How can your goals be measured? Social media is not like advertising for a pizza with a coupon in the mail. The results of the coupon can easily be measured by the number of pizzas sold during the life of the coupon. Social media is not like that. It is all about connections and relationships. It can only be measured over long periods of time. But, it is not an option. It is the way business is being done by all kinds of companies, products and services around the world.

The Basics to get Started or to Increase Eyeballs

Profile

Write ... or rewrite... your profile so it sets you apart and highlights those traits that you have that are remarkable.

Photograph

Take a new photograph to be used in profiles and avatars. You are most likely not the only person with your name.

Get or update Facebook Account

If you are not on Facebook, now is the time to sign up.

For step by step instructions about Facebook, download the e-book "Do you have a Face on Facebook.com" from <http://www.clockhours.com>

If you are currently on Facebook, then search your high school, email, database and the suggestions facebook gives you and increase your number of friends by 20%.

Post a status update on Facebook including a photo.

Sign up on LinkedIn

Create a profile and work history.

If you are currently on LinkedIn, then search your email and look for friends to increase your connections by 20%.

Post a status update on LinkedIn. Make it interesting.

Blogging/ Posting

Make a list of 10 blogging ideas. Think of a name and start a free website or hire a designer. (You don't have to share with anyone to start!)

Social Strategy

Now that you have the basics, you have to make it work to create connections, then engagement and finally relationships. Though it is important to put out information into the internet... it is important to LISTEN. So your strategy needs to include time to read what others are posting on Facebook, What the status updates are on LinkedIn and reading blogs and pages of your connections.

A strategy could look like:

Daily

Post on facebook about something that interests you.

In turn, read (listen) to what your other “friends” are doing on Facebook and post at least one comment.

Acknowledge the birthday of any friends on those days.

Write one blog post, take one interesting photo, find a captivating quote, or find a fascinating link (from news etc)

Share it with people on Facebook, a blog, linkedIn, twitter. Or even an email.

Weekly

Post on a blog at least weekly. Then link to that blog on Facebook, Twitter, LinkedIn and Google+

Add names to database, friends on Facebook, connections on LinkedIn, people in Circles on google+

Write a status update on LinkedIn

Monthly

Send out an email to your database with some interesting information along with links to blog and LinkedIn.

ACTION ITEMS

- Determine your social strategy daily, weekly, monthly
- Put your plan into place
- Evaluate your plan after 30 days.

Conclusion

Choose a marketing strategy that works for you! But, having an internet presence is not an option... it is the way we do business.

Your business will be successful in direct proportion to the number of leads you generate and your follow up with those leads!

Marketing without Money

Quiz/ Action Items

Complete answers on this form. Mail or scan to Professional Direction with Evaluation.

List 5 products or programs that seem too good to be true to bring business and one reason they aren't.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

6. List one trend you see after evaluating your past business. _____

7. What type of property do you sell the most? _____

8. What is YOUR ideal number for contacts in your database? _____

9. How long until you believe you will reach that number? _____

What are three ways you are going to build your database?

- 10. _____
- 11. _____
- 12. _____

Sign up on three social media sites with a profile and photos. What sites do you have a presence?

- 13 _____
- 14 _____
- 15 _____

116. Choose either Blogging /posting/ website _____, Video _____, or Email _____.

17. Create a name and enter it here. Blog name, Video Channel, or email account _____

18. Write one post, make one video, or write one email. If possible, list the link here. _____

Engage with three of your friends or followers or connections. Name three ways you engaged.

19. _____

20. _____

21. _____

22. What do you want to achieve by creating a social media strategy?

23. What do you think is the best way to get more eyeballs?

List 6 items you will complete on your social media strategy plan this month.

24. _____ 25. _____ 26. _____

27. _____ 28. _____ 29. _____

30. Your business will be successful in direction proportion to _____

Attach this two page quiz to your evaluation to get clockhour credit from clockhours.com

Your Name _____ Your Signature _____ Date _____



Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO
 Did you complete the quiz and attach answer sheet? YES / NO
 Did you pay Tuition (\$30 for 3 hrs) PayPal processes my credit cards securely on website YES / NO
 Did you fill out and sign this form? YES / NO
 Why did you choose to take this course? Topic? Time? Cost? Ease? Other? _____
 A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take you to complete the course? _____

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

Marketing Without Money		
Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
	Email	
License Renewal Date		Date class taken

Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones! Natalie Danielson

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www.clockhours.com