



Tip 59: Twitter

Another popular social media platform, **Twitter**, is basically like a worldwide group chat that allows anyone to start/join a conversation and make comments. It's a democracy that gives everyone a **voice**. *You do not have to be friends directly*. You can use #hashtags, similar to Instagram to connect your posts to other people, places, and things. This allows you to connect to brands, businesses, and other people. The trick is it's all through **word content, short remarks** not to exceed 140 characters. **No pictures**.

As far as real estate goes, it would be a literary platform to discuss the market conditions/stats, reach out-of-state referrals, just let your own personality/mind express itself, etc.

Here's an example: I'm no Tweet Master #Goodlucktoalltho

Tip 58: Facebook

The average Facebook user in the US spends over 40 minutes per day on Facebook. Facebook has become the **most popular** choice for **social media**. It's practically treated like the newspaper by plenty of users, scrolling up and down their live feeds. Often while they're on the toilet lol. The question is, *are you going to show up on their screen?*

When it comes to deals, they say low-hanging fruit comes from your own inner circle of **friends and family**. A simple way to **let them know you are active and effective in real estate** is to use this platform. Guess what, this is **FREE** to do! It can be a source of new business and/or referrals. All you have to do is post frequently. Whether it's your personal page or you've created a business page, it's good to utilize one at the least.

As far as **business pages**, you have a unique way to *target demographics* and market your content to users *outside of your network*! What you are promoting is key of course, because you want your marketing dollars to lead to not just **exposure**, but conversion. Landing pages or online forms that route their contact info directly to you is becoming a common form of business advertising.

General posting ideas: **Your listings, closings or deals you sold, market data/statistics, an offering of yours (free home valuation), etc.**

Tip 57: YouTube

YouTube is a staple for searching/posting online video content....

There's two ways to use it: Passively (internally) and Proactively (externally)

Passively would be using YouTube as a **viewer**, like millions of people searching for **instructional vids** or for following particular producers. Most every smartphone user uses *Google to search* something and then *YouTube to **learn*** something.

Proactively, nowadays you can have your own channel where you can post your own videos and build an audience. You can see how many views you're getting, how many likes thereafter, etc. Even if you just use YouTube to **archive** videos. YouTube is the more ideal platform for **longer videos** vs. short videos. Either way, posted content has it's own link which you can share thereafter:

A listing/property tour

Your introduction and background

Training/Teaching something

Interviews, Activities, or Events

Don't forget about this tool. I can see it's one I haven't implemented myself quite yet...

Tip 56: LinkedIn

Now we move into social media....starting with **LinkedIn**.

This is basically **your resume** buttoned up into one **professional profile**. Your current/previous work, education, etc. all are viewable by the public. And some clients and/or other professionals might look at it. This is the passive benefit.

Another benefit (proactive) is the ability to **build a network through the platform**, reaching out to other industry professionals or experts in completely different fields. You can *connect* and privately *message* one another. You can even *search* for others by location, expertise or affiliations. **Build some referral channels. Expand your reach.**

Tip 55: Time Management

Piggybacking off of yesterday's tip, which can't entirely be done without **time management skills**...

Scheduling your day/week is a necessary trait for a successful realtor. After all, you're the one responsible for your performance. So now that you have a GOAL of how many leads you need to generate, it's time to break down your calendar for the week so you set enough time aside to proactively produce leads.

Be sure to set aside regimented time for Follow-ups, Social Media posting, Keeping up on current deals, as well as other Lead-generation tactics. Here's an example:

8am: Breakfast

9am: Social Media Posting

10am: Follow-up with active leads and past clients

11am: Tasks required on current deals/dashboard

12pm: Lunch

1pm: LEAD GENERATION (implementing Tip of Days)

3pm: Gym lol

5pm: Show/Visit Property

7pm: Home for Dinner

Don't forget to factor in personal life too. The keys are to balance all of your time, be accountable to your schedule, and then remain consistent in it. Kinda like a recipe or a formula, it leads you to your end result.

Tip 54: Goal Setting

This should be one of the first tips. While so basic a principle, one of the most important...

Do you know what you are projected to earn this year? Do you know what it takes to get to the amount you want to earn? Setting goals is about breaking the goal down into smaller steps over a simpler timeframe.

Example: Say you want to make \$75,000 in one year. The **average** take-home commission (net) on **Agent deals** is about **\$5,000-\$6,000**. The **average** on **Broker deals** is about **\$3,000-\$4,000**.

\$75,000 divided by 12 months = \$6,250/month (a much more manageable target)

\$6,250 is basically:

- A. 1 Agent deal per month
- B. 2 Broker deals month
- C. 1 Agent deal every 2 months and 1 Broker deal every month.

Now to break down the conversion rate.

They say the avg. conversion rate is 5%. Meaning it takes 20 leads to convert one to a transaction. But it's been proven within our team, that 10% is a very realistic #. So for the sake of accomplishing goals, let's go with 10%.

Based on C., that means you need 5 Agent leads per month and 10 Broker leads per month.

Break it down into weeks = 1.25 Agent leads per week and 2.5 Broker leads per week.

Are you implementing some of these tips and capturing this lead generation? If you are capturing less leads, but with higher purchase prices (thus higher commission potential) then this can balance out the end goal too.

Tip 53: Car Stickers/Decals

Let's retrace this tactic a bit more...

Do you drive around a lot? Then why not consider tossing some sexy car stickers on the side of your whip? **While you are on the road or even parked there are countless impressions/views by the surrounding traffic.** This is essentially **free advertising**, other than the one-time cost of the magnet.

If you do so, keep them simple and clean, maybe with a *short, catchy tagline* - attention spans aren't long in these scenarios. But the exposure can only be a plus. Hey, even Batman made his car stick out....

Tip 52: Priority Mailers

An elaboration of using standard postage for your mailers....**certified/priority mail.**

The concept is since a lot of mail gets thrown out, how can you nearly guarantee your mail is received and opened? **Put it in a special envelope**, even one that requires a **receipt-signature**. Besides, who doesn't want to open up a package addressed to themselves. Now you can track your successful deliveries and follow-up accordingly.

As far as content, sure you can put a "Just Sold" flyer inside, letting that homeowner know what properties in their area are selling for, enticing them to call you for a listing appt.

Idea: Targeting *FSBO's*, what if you also **threw a \$10 Starbucks gift card inside**. And said something like "*Instead of asking to meet for coffee first, this is for you, would love an opportunity to view your property and help you co-sell it*"

Online leads costs between \$50 and \$120 each, and a lot of them don't always work. This method above for example costs around a combined \$15. And is **out-of-the-box thinking**....

Tip 51: Business Cards

Yep, these are still useful today. **Face-to-face meetings** often start or end with exchanging/handing out your contact information.

Make sure your name, brokerage name & logo, and your contact information are on them. Everything else is optional, whether you want to add a tagline, your photo, etc.

A lot of times we order 100-500 of these in a box. The question to ask oneself is: *How many do you still have left?* Put yourself in a position to **unload more** of them, keep some in your car...

Tip 50: Promotional Materials

And we are half way!

Promotional materials, specifically, are about **branding**. Some creative ways to get **exposure** for example are calendar magnets, mugs, pens, etc. Basically *items that your client can use all while carrying your business information*. This way you are always within sight, not forgotten, until they need you.

Even a promo item for yourself can work, like car decals. Every time you are driving in traffic you are getting free advertising. Just make sure you're aren't driving with any road rage. "Hey my realtor just flipped off that Prius" lol