

**They will do business
with you if they know
you, and like you.**

- Lender: Trent Boser, 2023

Sphere of Influence

- Your Sphere of Influence consists of the people within your network who know you, trust you, and are likely to refer or seek your services. It includes family, friends, acquaintances
- Studies consistently show that a significant portion of real estate business comes from referrals and word-of-mouth recommendations

Nurturing & maintaining relationships within your Sphere of Influence is vital.

- *People are more likely to work with someone they know, like & trust.*

Becoming the person they think of when they have questions about your area of expertise.

Utilize your social media to become the person that your friends or followers goes to ask you specific questions about _____.

Pro Tip: the more niche you get, the more influence you will have

CONTENT

~scary~

Content Buckets | Planning & Organizing Content

- Categories or themes that you can use to organize and plan your social media content.
- They help provide structure and variety to your content strategy, ensuring you cover different topics and engage various aspects of your audience's interests.
- By using content buckets, you can consistently deliver content that aligns with your brand and appeals to different segments of your target audience.

Getting Started

3 Content Buckets

Secrets to Social Media Success

- Number of followers doesn't matter.
 - quality > quantity
- Post what you enjoy, comfortable with, and knowledgeable about.
- Social media is a two way street!
 - you must engage with others!
- Stop over thinking it.