



# **6 Figures with Zero Ad Spend**

**the proven road map of how to attract and close your ideal client iwthout complicated funnels, lead campaigns, or big ad spend, even if you don't have a big social network**

# SELL MORE LIVE MORE

*Coaching*  
WITH SARA KALKE



**Why is it that some agents seem to have  
business literally falling in their laps,  
while others are constantly struggling to get  
their next lead?**



**Use this targeted strategy to replace complex, expensive, and inconsistent lead generation, or be stuck fighting for scraps, having no predictability, and making little or no profit.**

The Struggle

**This is Ferdinand.**



**Ferdinand enjoyed his life...**





**... but he was lonely.**



## *Ferdinand's Plan:*

**meet someone  
get them to like him  
start a relationship  
gain trust in each other  
have freedom and happiness**







## *What Ferdinand Did:*

**find out where the target hangs out**

**go there at the right time**

**approach target**

**ask questions to learn about the target**

**follow up, follow up, follow up**

**ask for the appointment**





*What Ferdinand Did:*

**build trust**

**continue to ask questions**

**keep commitments**

**spend quality time**

**advance relationship**



**We already know how to build great  
relationships.**

We can have

**Freedom AND profit.**

**Clients calling US.**

**Minimal ad spend.**

**Massive profit.**

**Predictable business.**



**Use the same techniques used by the best  
marketers in the world to attract your  
business to you.**



**would you like a raise?**

# **i'm sara kalke**

**Top 40 Real Estate Influencers of 2020**

**#1 Individual RE/MAX agent in Edmonton**

**RE/MAX Canada top 100**

**100+ homes/year as an individual agent**

**coach at Key Real Estate Coaching**

**mom, adventurer, entrepreneur**

**founder of badass women in real estate**



**@sarakalke**  
**@sellmorelivemore**







**buckle up**  
**and**  
*focus*



*stop  
doing the  
same thing*

**AND EXPECTING DIFFERENT RESULTS...**





**traditional real estate  
marketing has some  
*serious issues***



**being all things  
to all people  
all the time...**



*Don't Get a Divorce...  
Just Get a Bigger House*

**Chris Clarke**  
*The Real Estate Guy*



**RE/MAX**  
Hallmark Realty Ltd.  
Brokerage



416.462.1888 [chrisclarketeam.com](http://chrisclarketeam.com)





**Mr Sell Team**

January 7 at 11:51pm · 🌐



WANT TO WIN \$100 CASH? - Tag the buyer in this video. If they purchase the property you receive the cash at settlement.

NEW LISTING ALERT - 2 Heritage Drive, Wellington Point - Huge block, family estate, jacuzzi, shed - this family home has everything buyers!

[Josh Sherwood](#)



2.9K Views

# Buying or Selling a Home?

*Call Mike First!*



**Mike Jones**

Your Real Estate Agent

Cell: 555-5555  
Office: 1-800-628-1804  
Email: mark@email.com



*Mike helped us find and buy our home. He was very thorough and professional throughout the entire process. Would recommend!*

*– Lindsay H.*

**why are sales people  
so annoying?**

**desperation  
comparison  
fear**



**did you ever feel like you  
weren't good enough?**



**This leaves our industry using generic "one size fits all" messaging, which doesn't stick, risks annoying the consumer, and leaves agents spending more and more money, not truly connecting with anyone.**

# Things That Annoy

- 1) canned language
- 2) cliches or "humble brags"
- 3) manipulation
- 4) being fake

# The Struggle

**Most agents struggle with marketing because they:**

- **don't understand the basics of marketing**
- **use a message with a "one-size-fits-all" message**
- **use language, staging, and marketing that doesn't resonate with their audience**
- **are using outdated copywriting patterns - dated questions or NLP**
- **are overwhelmed by what marketing is**
- **haven't been taught how to speak to the consumer**
- **don't have a specific strategy for who they want to work with**
- **are shooting for the same target as everyone else**



**every conversation is a**  
*marketing conversation*

A young child, possibly a girl, is shown from the chest up, wearing a thick, brown, textured winter coat with a fur-lined hood and cuffs. The child is looking down at a lit sparkler held in their right hand. The sparkler is bright and glowing, creating a starburst effect. The background is dark, suggesting it is nighttime. The overall mood is quiet and contemplative.

**what's not annoying?**










**Stop the overwhelm,  
stop using dated and unfocused marketing,  
stop wasting money,  
and start seeing real results!**

**Use the same techniques used by the best  
marketers in the world to attract your  
business to you.**

**I studied, read, met, and  
learned from the best  
marketers in the world.**

**Brandon Burchard**  
**Rachel Hollis**  
**Jon Cheplak**  
**Donald Miller**  
**Karen X**  
**James Wedmore**  
**Jasmine Star**  
**Neil Patel**  
**Donald Miller**  
**Digital Marketer**  
**Andy Stanley**  
**Robert Cialdini**  
**Ray Edwards**  
**Simon Sinek**  
**Ryan Levesque**



**high profit = high human  
needs being met**

**Brandon Burchard**

 **@sarakalke**



A close-up photograph of a person's hands and forearms. They are wearing a thick, mustard-yellow ribbed sweater. Their left wrist is adorned with several metallic bangles in silver, gold, and black. They are sitting at a dark wooden desk, using a silver laptop. Their right hand is on the trackpad, and their left hand is near the keyboard. The background is softly blurred, showing a window with natural light.

**the client experience is**  
*everything*

**every conversation is a**  
*marketing conversation*



# avatar marketing

 @sarakalke



**everyone wants to buy  
no one wants to be sold**





**be the guide  
not the hero**

**talk about what  
your customers  
care about**



**how do you trust**  
*someone?*



## *What Ferdinand Did:*

**find out where the target hangs out**

**go there at the right time**

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**follow up, follow up, follow up**

**ask for the appointment**

## **6 Ways How to Make People**

*Like You*

- 1. Become genuinely interested in other people**
- 2. Smile**
- 3. Remember that a person's name is, to that person, the sweetest and most important sound in any language**
- 4. Be a good listener**
- 5. Talk in terms of the other person's interest**
- 6. Make the other person feel important – and do it sincerely**

**- Dale Carnegie, How to Win Friends and Influence People**

**how well you know client is how much they will**  
*trust you*



**how much your client trusts you is how much**  
*freedom and profit*  
**you will have**

# *building common ground*

**Are there people you're a natural fit with?**

**Are there people you are NOT a natural fit with?**

**Are there types of clients who, even though you get along at the beginning, never seem to work out in the end?**

# YOUR IDEAL CLIENT 'AVATAR'

WHO ARE YOUR FAVOURITE PEOPLE TO WORK WITH?

BUYERS / SELLERS

MOVE-UP BUY AND SELL

FIRST TIME BUYERS

EMPTY NESTERS

FIRST TIME SELLERS

SENIOR CITIZENS

SECOND HOME BUY AND SELL

NEW BUILDERS

INVESTORS

HOME FLIPPERS

NEW HOME BUYERS

OTHER:

# FIND YOUR HAMSTER WHEEL

WHAT *ACTUALLY SELLS*?

WHAT PRICE POINT HAS THE GREATEST CHANCE OF SELLING? WORST?

WHAT TYPE OF HOME IS THE HARDEST TO SELL? EASIEST?

WHAT TYPE OF BUYER IS EASY TO WORK WITH? HARD TO WORK WITH?

WHAT TYPE OF PROPERTY IS EASY FOR YOU TO SELL? HARD TO SELL?

WHAT KIND OF HOME DO YOU LOVE SELLING? HATE SELLING?

# RUNNING A BUSINESS

METRICS TO CONSIDER:

ABSORPTION RATES - HOW MANY PROPERTIES SELL VERSUS HOW MANY ARE FOR SALE

EXAMPLE: 20 ACTIVE CHARACTER HOMES LISTED IN SEPTEMBER

5 SALES OF CHARACTER HOMES IN SEPTEMBER

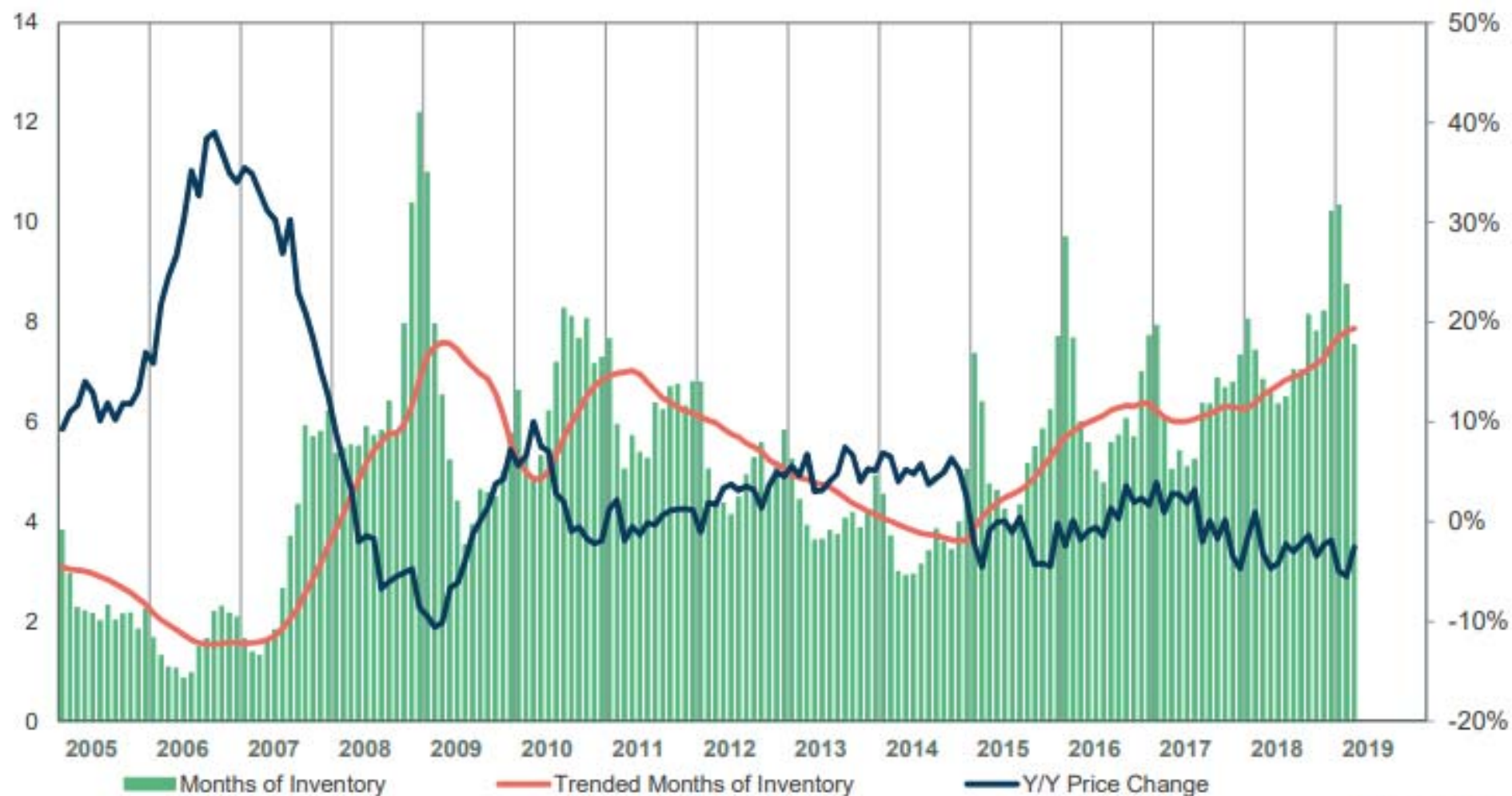
$5/20 = 25\%$  ABSORPTION RATE, OR 1 IN 4 CHANCE OF SELLING

OR, IF YOU WANT TO SELL 5 HOMES, YOU NEEDED 20 LISTINGS

DAYS ON MARKET - MARKET AVERAGE VERSUS NICHE AVERAGE

TOTAL INVESTMENT - WHICH TYPE OF LISTING IS MOST PROFITABLE? MOST EXPENSIVE?

## Alberta Months of Supply and Price Changes



Source: CREA



# AVATAR MARKETING BASICS



# EXAMPLE #1 - FIRST TIME BUYER

How old are they? 18-30

What are their greatest desires? Safety, a good investment, instagram worthy

What are their greatest fears? Missing out, not safe (women), losing money, hassle

What keeps them awake at night? Will their parents and friends approve?

What do they look forward to? Acknowledgement, having fun, dinner parties

What to they eat? Organic when possible, "to go" food, starbucks, restaurants

Where do they go for fun? Dinner, walks with the dog, travel, shopping, music

What do they dislike? Overwhelm, too many options, being sold, slow progress

What do they define themselves by? Instagram, friends, fun, status





## EXAMPLE #2 - EMPTY NESTER

How old are they? 55-75

What are their greatest desires? Living their dreams, comfort, convenience

What are their greatest fears? Change, safety, privacy, a place for their precious "stuff"

What keeps them awake at night? Will they have enough money to last through retirement?

What do they look forward to? Retirement, grandkids, legacy, travel, time with friends

What to they eat? Home cooked meals, routine planned dinners, deep freeze food

Where do they go for fun? Home, dinner parties at friends' houses, concerts/games

What do they dislike? Change, feeling like they don't have control, lack of respect

What do they define themselves by? Independence, confidence, success, wisdom

# TALK ABOUT WHAT THEY ARE THINKING ABOUT

## *FIRST TIME BUYERS:*

TALK ABOUT WHAT THEY DON'T WANT TO MISS OUT ON  
SHOPPING, MAKE-UP, LOCAL  
INVESTMENT OPPORTUNITIES, WHAT HAPPENS IF THEY DON'T BUY  
SIMPLIFY THE PROCESS

## *EMPTY NESTERS:*

TALK ABOUT THEIR SUCCESS, THEIR HOBBIES, THEIR LEGACY  
LISTEN TO WHAT THEY HAVE TO SAY  
ALWAYS RESPECT THEIR EXPERIENCE

**MAKE IT THEIR IDEA**

# **Remember the three golden rules of** *sustainable business:*

- 1. Bring more value than you cost**
- 2. Do unto your customers as you would want done unto yourself**
- 3. You must give before you can receive.**



# **The three secrets:**

- 1. Understand your customer (better than they understand themselves)**
- 2. Effective communication creates imbalance (imbalance creates action)**
- 3. Solve your customer's problem (before they know they have a problem)**

*what content do you like*  
**engaging with?**

A close-up photograph of a black and white dog, possibly a pit bull mix, with a green collar. The dog is looking directly at the camera with a happy expression, its mouth open showing its tongue. The background is slightly blurred, showing a person's legs and some greenery.

**telling stories  
being real  
being yourself**

# blue ocean strategy

**we**

**WALKABLE**  
EDMONTON



# Live close to what you love.

LOCATIONS



FOOD



PARKS



FAMILY



SHOPS



FUN



HOMES



[BACK](#)

FOOD

## Bar Bricco

**Downtown**

A 30-seat establishment modeled after eateries in Italy known as "spuntini bars" where patrons enjoy tapas and a couple of glasses of wine. Not a dinner spot, Bar Bricco is a place to unwind after work or finish off an evening out.


[VISIT WEBSITE](#)



## Blog

We're exploring things to do and see in Edmonton.


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Changes in Walkable  
Edmonton




Walkable Nature | Red  
Squirrel




Henry



5 Minute Walk | Greasy  
Spoon-Music-Reads-  
Craft



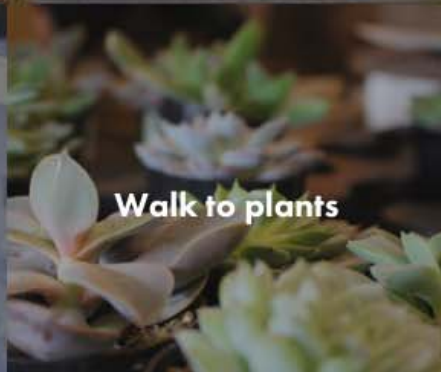
Munroe



Zine Library



Belle



Walk to plants

# Changes in Walkable Edmonton

Lots is changing in Spring 2019

FUN



SHOPS



FOOD



## Recently

[Changes in Walkable  
Edmonton](#)

[Walkable Nature | Red  
Squirrel](#)

[Henry](#)

[5 Minute Walk | Greasy  
Spoon-Music-Reads-Craft](#)

[Munroe](#)

## TWO LOCALLY-OWNED (+ LOVED) SHOPS ARE ON THE MOVE



SARA KALKE

REALTOR®/RE/MAX REAL ESTATE

# The Weekly

WHAT'S HAPPENING IN WALKABLE EDMONTON



## Events.

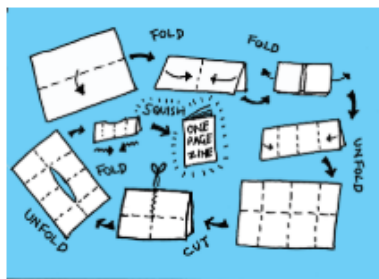
Across neighbourhoods



> [My favourite girl that I never see graphic novel launch](#)  
April 17 at 5pm  
Wonderland Games

Join Wonderland Games (formerly Happy Harbour Comics) artist-in-residence Courtney Loberg as she launches her new graphic novel, *My favourite girl that I never see*.

Courtney Loberg will be discussing and reading from her new book, with a special guest talk by local comic artist Catherine Dubois.



> [Zine Making: Fine Art Grad Show Workshop](#)  
April 18 at 2-5pm  
John + Maggie Mitchell Art Gallery

Interested in publishing as an artistic practice? Come by the Mitchell Art Gallery to learn about zines and how to make your own.

This workshop will be led by a graduating Fine Art student as part of the Fine Art Grad Show.

It's free.



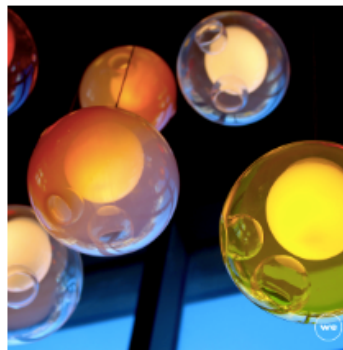
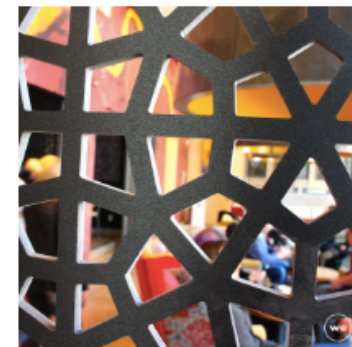
> [In Conversation with Yasiin Bey](#)  
April 21 at 6pm  
Triffo Theatre (MacEwan University)

Legendary hip hop artist and activist, Yasiin Bey (formerly known as Mos Def) shares in an inspiring conversation about his journey from Brooklyn to Paris to Cape Town and learning what it means to find an authentic voice in a crowd of echoes.

\$25-\$275

## Place.

Queen Alexandra neighbourhood





Live in Queen Mary Park...



# Walk to .



FOOD | PARKS | FAMILY | SHOPS | HOMES + DOUGHNUT PARTY

NOV  
24

## WE ♥ Doughnut Party

Public · Hosted by Walkable Edmonton and Sara Kalke,  
Edmonton REALTOR®

✓ Going ▾

...

🕒 Saturday, November 24, 2018 at 12 PM – 2 PM  
about 1 week ago

📍 Doughnut Party  
10938 119 Street, Edmonton, Alberta T5H 3P5

Show Map

55 Went · 557 Interested

See All



Sarah, Lisa and 3 other friends went

### Details

Join Walkable Edmonton for a Doughnut Party!

Everyone who walks into the Queen Mary Park bakery gets a FREE, delicious Birthday Cake doughnut when they visit on Saturday, November 24 at noon-2pm.

\*\*\*\*\*It's the Birthday Cake Doughnut!\*\*\*\*\*  
It's vegan!

Limit of one doughnut per person - while supplies last!

- 100 🍩 donated by Walkable Edmonton
- 100 🍩 donated by Doughnut Party

Walkable Edmonton is curated by Sara Kalke. Edmonton REALTOR®.

See More ▾

Food

Kid Friendly



Walkable Edmonton

@walkableedmonton

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1,458 people reached

Recent Activity

Boosted on Feb 01

Audience: Canada: Edmonton A

By Sarah Hoyles · Finished 5 da

[View Results](#)

Like

Bob Vermillion, Debbie Kit



Write a comment...

## Invite to Like Walkable Edmonton



All 55



48



7



Peggy Jankovic

2 mutual friends

Invited



Kelly Margarine

1 mutual friend

Invited



Graham Stuart Bell

4 mutual friends

Liked



Antoine Palmer

30 mutual friends

Liked



Zabrina Mecham

1 mutual friend

Liked



Chris Corrigan

13 mutual friends

Liked



Cynthia Strawson

3 mutual friends

Liked

YEG Cycle  
Gym/Phys

# Minimalism Edmonton

🔒 Closed Group

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## Shortcuts



Minimalism Edmonton



YEG Real Estate News



Cyr

January 28 at 12:49am

st shared CBC News's video.



This video will make you feel good about our clothing swap tomorrow!! ❤️  
Thank you so much for our volunteers who are helping out with the swap!  
So grateful that we have Ritchie Community League stepping in to put this together.  
And thank you to our sponsors (Walkable Edmonton and Sara Kalke).



927,955 Views

CBC News

January 27 at 10:30am

You might feel good about donating your old clothes, but nobody actually needs them.

Part of the problem is fast fashion and experts say the solution is to \*stop



FEB  
22

## Clothing Swap

Public · Hosted by Sara Kalke, Edmonton REALTOR® · 1  
co-host pending [?]

★ Interested

✓ Going

➦ Share ▼

...

🕒 Feb 22 at 5 PM – Feb 23 at 5 PM

📍 Forest Terrace Heights Community  
10150 80 Street NW, Edmonton, Alberta T6A 3H8

[Show Map](#)

💬 Hosted by Sara Kalke, Edmonton REALTOR®  
Typically replies within an hour

[Message Host](#)

**every conversation is a**  
*marketing conversation*

# What does your marketing say about you?

*Or are you....*

- **unique**
- **trustworthy**
- **knowledgeable**
- **the go-to source**
- **relatable**
- **authentic**
- **professional**

- **unprofessional**
- **not trust-worthy**
- **spammy or generic**
- **hard to get ahold of**
- **not proven (no reviews)**
- **fake or self-involved**





Real Estate Ads: Top 37 Examples of ...  
fitsmallbusiness.com



Real Estate Ads: Top 37 Examp...  
fitsmallbusiness.com



Real Estate advertising pu...  
merkleymarketinggroup.com



Facebook Ads For Real Estate: 10 Kil...  
39celsius.com



Real Estate Ads: Top 37 Exa...  
fitsmallbusiness.com



funniest real estate agent ads in Toronto  
torontolife.com



Sample Realtor Ads – Advertise Your Loans  
advertiseyourloans.com



Ad for a Realtor With ...  
adweek.com



How to Maximize Your Ad Budget ...  
vancourier.com



Real-Estate A...  
adage.com



Effective Real Estate Facebook Ads ...



Facebook Ads For Real Estate: 10 Killer ...



Adwerx - Ads by zip code



Real Estate advertising puzzl...



realtor advertis...

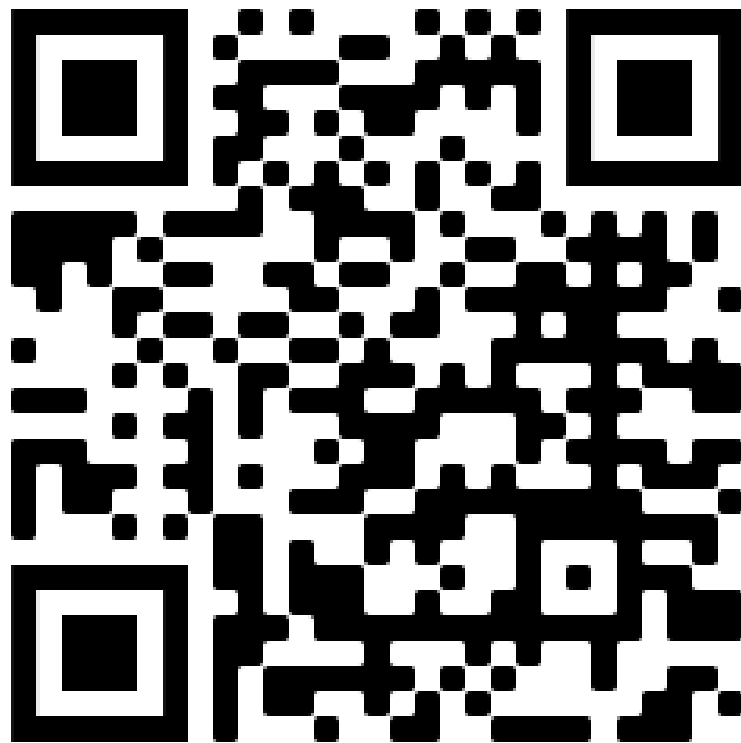




# 8 ESSENTIAL POSTS YOU MUST HAVE IN YOUR *Social Media Arsenal*

BY SARA KALKE | KEY REAL ESTATE COACHING

HOLD UP YOUR CAMERA TO DOWNLOAD







**what is the one thing I left my family today for?**

**profit.**





A tattooed woman in a black sports bra and shorts is pushing a weighted sled (Prowler 2) across a gym floor. She is in a low, powerful stance, leaning forward with her arms extended, gripping the vertical handles of the sled. Her arms and legs are covered in various tattoos, including floral and abstract designs. The background is a blue brick wall with a large white letter 'E' on the left. The lighting is dramatic, highlighting the woman's physique and the texture of the equipment.

**my mission:**

**bring more value than I cost**

**PROWLER2**

# real estate 5 sources of profit

- |                                       |     |
|---------------------------------------|-----|
| 1) <b>COMPLETING</b> current business | 97% |
| 2) <b>LEVERAGING</b> current business | 80% |
| 3) Sphere of influence                | 30% |
| 4) Industry referrals                 | 10% |
| 5) Strangers                          | 3%  |



**Saira Karmali** reviewed **Sara Kalke, Edmonton REALTOR®** — 5★

October 30, 2018 · 🌐



Sara is not only the best realtor, she's an amazing human. I met Sara during the most devastating time of my life, the sudden loss of my father. Sara made the selling of my dad's properties so seamless at a time I was coming undone. I highly recommend Sara for not only her work and dedication to her clients but for who she is as a person. I will always think of Sara as my "silver lining".



Sara Kalke, Edmonton REALTOR®

1 Comment



Love



Comment



Share



**Sara Kalke, Edmonton REALTOR®** Thank you Saira ❤️

Like · Reply · Commented on by Sara Kalke [?] · 12w



Write a comment...



**Jane Darragh** ★ recommends **Sara Kalke, Edmonton REALTOR®**. ! ...

October 27, 2018 · 🌐

We instructed Sara to help us sell our house and she did a great job. I knew we had chosen the right realtor when she showed up for our first appointment with a binder full of information to help us in the sale. She answered every question we had and was quick to respond when we contacted her. Sara's assistant Joanna kept us well informed of viewings and, again, she was quick to respond to any contact from us. We had an offer on our house within days of listing it! Would not hesitate to recommend Sara to anyone needing a realtor.



Sara Kalke,  
Edmonton  
REALTOR®  
@sarakalkerealtor

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...



Sara Kalke, Edmonton REALTOR®

Published by Sara Kalke · April 18 at 10:32 PM ·

...

There is one individual agent selling primarily Edmonton homes who ranks ahead of me in the year to date statistics for RE/MAX.

He sells only foreclosures.

We know 2019 will be different from any other year in Edmonton real estate.

It's the 5 year mark from our last high point for prices, and a lot of people just can't hang on.

Winning in 2019 takes a different kind of strategy... and a different kind of perseverance.

I was talking with some home sellers today about what I love about selling real estate. Two of my biggest loves are being creative and being competitive.

Sure, anyone can put a few photos up online these days.

But in 2019, there's a secret sauce of getting houses to SELL, of winning over all that competition...

... that's why I learn outside the industry. That's why I work with the best coaches, the best innovators, and NEVER stop learning and upping my creative game.

The stats help me along for sure, as I'm a neurotically competitive human being. But I'm competitive for my clients. I love winning for THEM.

A win is a new home,

A win is moving on,

A win is relief,

A win is hope for new days to come.

So the stats DO matter because they mean that my clients are winning. Winning is important.

I love winning for my clients, I love selling houses in Edmonton, and I'm going to keep at it, big or small, buyer or seller, one conversation at a time. ❤️

I'm here for you Edmonton. 🌱❤️



Michelle Yee, Dawn Kelley and 125 others

13 Comments



## MY STORY (PERSONAL PAGE) - 235 LIKES, 24 COMMENTS

**Sara Kalke**  
October 18 at 9:27 PM · 🌐 ▼

Being a realtor can feel like being on a roller coaster. 🎢

Some days are awesome... everything goes smoothly, offers come in, the phone rings and past clients send their family and friends my way. ❤️

Some days are tough... ask any agent and they'll tell you the same stories...

I have been yelled at, fired, nearly robbed (by a buyer who only booked a showing to scope out my jewelry...), dropped after a massive amount of work for a "slightly better deal", I've had financing fall through, agents bad mouth me behind my back, and all manner of variation on the above....

I can count more than a dozen times this year that I could have chosen to sue or report someone for some sort of sketchy behaviour.... and those days make us all wonder why we do this job.

But then I remember... it's the days like today that count. ❤️

A tough townhome sale came together because a veteran agent on the buyer's side wouldn't give up on his client's conditions. He worked tirelessly, going to different lenders until the sale was done.

My clients were loyal and kind and reasonable. They said thank you for my work even when I was giving them bad news.

I remember that even though life is sometimes tough, there are truly awesome people out there.

So thank you to all of the kind, loyal, honest and ethical professional and clients out there. You are noticed and you are valued.

Thank you. 🙏❤️



 Kirsty Lloyd, Seema Chadha Rbc Mortgages and 233 others · 24 Comments

 Like  Comment  Share

## MY STORY (PERSONAL PAGE) - 453 LIKES, 197 COMMENTS



Sara Kalke

November 22 at 7:49 PM · 🌐 ▼

The latest statistics came out today....

... and I can barely believe it.

🏠 I'm the #1 Individual Agent for RE/MAX Edmonton offices year to date.



#13 in Western Canada and just a few spaces above some agents I have looked up to since I was a wee receptionist answering the phone at my summer job at RE/MAX.

It's like Christmas in November. 🎄

This year was anything but easy...

The local economy was a big challenge, with chances of selling condos and houses hovering from 3-15%, and cumulative days on market being 70-120 days....

... so it really feels like a miracle sometimes when places sell.

It took a lot of strategy, perseverance, and sometimes straight up willpower to make the sales happen... 113 year-to-date to close in 2019.

My staff of course really stepped up this year, along with my awesome colleagues who helped out if I was giving a talk or teaching a course. MASSIVE thank you to Ferdinand, Joanna, Sarah, Sarah and Jad 🙏❤️

I'm so excited to share my entire playbook that got me here next week - the strategies I have used, the lessons I have learned, what I love now, and the path forward from here.

Shoot me a message if you're interested and I'll send you the link to sign up for my business planning webinar.

Most importantly, seriously THANK YOU to each and every one of you for supporting me, sending me your clients, your friends, your family, and trusting me to get the job done. 🏡



Carol-Anne Schneider, Brittney Pino and 451 others

197 Comments



Like



Comment



Share

View previous comments

4 of 138



Marisela Harper Yay!! 🎉🎉

Love · Reply · 14h



1



Michelle Jones Well deserved Accomplishment. **Congrats** Sara!

Love · Reply · 14h



1



Bic Nguyen DeCaro Congratulations, Sara!! Such an inspiration!! 🎉

Love · Reply · 14h



1





# **live more**

**start truly LIVING a badass life**

**find your calling**

**have more fun than you've ever had**

 **@sarakalke**

**Spend Less Money**  
**Get better results**  
**Work with clients you love**

A close-up, profile shot of a woman with freckles and brown hair tied back. She is wearing black boxing gloves with yellow accents. She is kissing her right fist, which is held up to her lips. The background is dark. The text "You Can Do This" is overlaid in white, bold, sans-serif font across the center of the image. On her left shoulder, there is a tattoo that says "interminable" with an arrow pointing to the right. On her chest, there is a tattoo of a birdcage. In the bottom right corner, there is a small Instagram logo and the handle "@pamphila".

**You Can Do This**

**your greatest competition is**  
*yourself*





**that thing  
you're so  
scared of?**





**breathe**



**be intensely dedicated  
to taking action  
on what matters**

A child wearing a brown, textured winter coat is shown from the chest up, looking down at a lit sparkler held in their right hand. The scene is set at night, with a dark background. The sparkler is bright and glowing, casting a warm light on the child's face and coat. The text is overlaid in the center of the image.

**who you always wanted to be  
is who you already are**

**you are a badass.**









**every conversation is a**

*marketing conversation*

**make it a conversation**

*worth having*



# Sell More, Live More

SARA KALKE



*I'm Sara Kalke*

**I HELP REAL ESTATE AGENTS  
SELL MORE HOMES AND LIVE  
BETTER LIVES**







*Sara Kalke*

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