

Seller Success Story

Consumers will only hire real estate agents they trust. That's where your marketing comes in. Marketing should help build your influence and online presence. There's no better way to do that than through the words of your happy past clients. That's why Success Stories are a crucial element in your marketing plan.

For this week, you will be interviewing one of your past clients to customize the "Seller Success Story" blog post. The blog will take you through your clients story including their fears about the process, why they chose to work with you, and how you helped them during the selling process. If you have a Marketer, they will be putting together this CAB for you.

For a list of interview questions [click here](#).

Campaign Overview

Who: Engaged sellers

Goals: Build your influence

***Notes:** Be sure to customize the copy with a quote from your client or stat about the sale of the home.

Continue scrolling for all of the microcopy.
There are 4 different copy options for each platform.

ANNOUNCEMENT

Goal: Traffic to the post

Duration: 7 days

Conversion Type: Call To Action

Announcement Style: Banner

Headline: Meet our sellers [CLIENT NAME]

Button Text: Read their story

Headline: [SHORT CLIENT QUOTE]

Button Text: Read their story

Headline: Clients like this keep us going ❤️

Button Text: Read their story

Headline: Another happy client ❤️

Button Text: Read their story

EMAIL

Goal: Traffic to the post

List: Past clients and sphere AND/OR potential sellers

Subject line: Can you relate to this?

Body:

[CLIENT QUOTE EXAMPLE: “We really needed to upgrade our home but weren’t ready to say goodbye to our first home together.”]

If you can relate, then you’re going to want to read this.

Read **[Client]**’s full story over on **[our/my]** blog.

Trust **[us/me]**, you’ll be glad you did.

[LINK TO BLOG POST]

Subject line: How we helped sell **[CLIENT NAME]**’s home

Body:

Nothing makes us happier than seeing a happy client.

Meet our sellers, **[CLIENT NAME]** and how we helped them sell their home **[in x days/by overcoming a fear they had]**.

Read their full story on **[our/my]** blog. You’ll be glad you did.

[LINK TO BLOG POST]

Subject line: Meet our sellers **[CLIENT NAME]**

Body:

🧐 Research ranked selling a home as the second most stressful experience in a person’s life...

Navigating this huge life decision can be hard, but **[we’re/I’m]** here to help. ❤️

Read **[CLIENT]**’s full story that proves it over on **[our/my]** blog.

[LINK TO BLOG POST]

Subject Line: Another happy client ❤️

Body:

👋 Meet our sellers **[CLIENT NAME]**

Read their full story about how we helped sell their home over on **[our/my]** blog.

Trust **[us/me]**, you'll be glad you did.

[LINK TO BLOG POST]

FACEBOOK [business page]

Goal: Traffic

Budget: \$5-10/day

Duration: 7-30 days

Audience: Chunky Middle

Landing Page Type: Full or no registration

Disclaimer: If you want to make changes to the audience, budget, or duration, feel free.

[CLIENT QUOTE EXAMPLE: “We really needed to upgrade our home but weren’t ready to say goodbye to our first home together.”]

 If you can relate, then you’re going to want to read this.

[Client]’s story  **[LINK]**

 Research ranked selling a home as the second most stressful experience in a person’s life...

Navigating this huge life decision can be hard, but **[we’re/I’m]** here to help. 

Read **[CLIENT]’s** story that proves it  **[LINK TO BLOG POST]**

 Meet our sellers **[CLIENT NAME]**

Read their full story. Trust us, you’ll be glad you did  **[LINK]**

[CLIENT QUOTE]

Read **[their/her/his]** full story, you’ll be glad you did  **[LINK]**

FACEBOOK [personal profile]

Goal: Engagement

How do you feel about your last experience with a real estate agent?

What advice do you wish you knew the first time you sold a home?

What makes a business's service exceptional?

Do you know anyone planning to sell their home this year?

INSTAGRAM

Goal: Traffic

[CLIENT QUOTE EXAMPLE: “We really needed to upgrade our home but weren’t ready to say goodbye to our first home together.”]

 If you can relate, then you’re going to want to read this.

Read **[Client]**’s story at the link in bio.

#sellersuccess #successstory #testimonial #homeseller #**[LOCATION]**realestate

 Research ranked selling a home as the second most stressful experience in a person’s life...

Navigating this huge life decision can be hard, but **[we’re/I’m]** here to help. ❤️

Read **[CLIENT]**’s story that proves it at the link in bio.

#sellersuccess #successstory #testimonial #homeseller #**[LOCATION]**realestate

 Meet our sellers **[CLIENT NAME]**

Read **[their/her/his]** story at the link in bio.

Trust us, you’ll be glad you did. 😊

#sellersuccess #successstory #testimonial #homeseller #**[LOCATION]**realestate

This is what it’s all about.

[QUOTE OR SUMMARY OF STORY]

Read **[their/her/his]** story at the link in bio.

Trust us, you’ll be glad you did. 😊

#sellersuccess #successstory #testimonial #homeseller #**[LOCATION]**realestate

TWITTER

Goal: Traffic

👉 Meet our sellers **[CLIENT NAME]**

Read **[their/her/his]** story, you'll be glad you did ➡️ **[LINK]**

#sellersuccess #successstory #testimonial #homeseller **#[LOCATION]**realestate

🧠 Research ranked #sellingahome as the second most stressful experience in a person's life...

Navigating this huge life decision can be hard, but **[we're/I'm]** here to help. ❤️

Read **[CLIENT]**'s story that proves it ➡️ **[LINK]**

#successstory #testimonial **#[LOCATION]**realestate

[CLIENT QUOTE EXAMPLE: "We really needed to upgrade our home but weren't ready to say goodbye to our first home together."]

💬 If you can relate, then you're going to want to read this.

Read **[Client]**'s story ➡️ **[LINK]**

#successstory #testimonial **#[LOCATION]**realestate

Nothing makes us happier than helping clients through the #homeselling process.

Read **[their/her/his]** story at the link in bio.

Trust us, you'll be glad you did. 😊

#successstory #testimonial **#[LOCATION]**realestate

LINKEDIN

Goal: Traffic

[CLIENT QUOTE EXAMPLE: “We really needed to upgrade our home but weren’t ready to say goodbye to our first home together.”]

If you can relate, then you’re going to want to read this.

Read **[Client]**’s full story over on **[our/my]** blog.

Trust **[us/me]**, you’ll be glad you did.

[LINK TO BLOG POST]

Nothing makes us happier than a happy client.

Meet our sellers, **[CLIENT NAME]** and how we helped them sell their home.

Read their story. Trust **[us/me]**, you’ll be glad you did.

[LINK TO BLOG POST]

🤖 Research ranked selling a home as the second most stressful experience in a person’s life...

Navigating this huge life decision can be hard, but **[we’re/I’m]** here to help. ❤️

Read **[CLIENT]**’s full story that proves it over on **[our/my]** blog.

[LINK TO BLOG POST]

👋 Meet our sellers **[CLIENT NAME]**

Read their full story over on **[our/my]** blog.

Trust **[us/me]**, you’ll be glad you did.

[LINK TO BLOG POST]

VIDEO SCRIPT

Go through the blog and narrate your client's success story. Be sure to tell your audience who your clients are, their fears during the selling process, and how you helped them overcome them. Be sure to say their quote or testimonial about you and then thank them for letting you help them during this stressful experience. Use the CTA of scheduling an appointment with you if someone is interested in selling their home.

CONVERSATION STARTER

Who: Engaged seller leads

Goals: Identify leads who are ready to sell

What To Say:

Hey [Lead Name] it's [Your Name] with [Company]

What's holding you back from selling your home?

What To Say:

Hey [Lead Name] it's [Your Name] with [Company]

Most people who have never sold a home before feel like **[CLIENT NAME]** after working with me...

Are you interested in learning more about **[CLIENT NAME]**'s experience?

What To Say:

Hey [Lead Name] it's [Your Name] with [Company]

What is your experience with selling a home?

What To Say:

Hey [Lead Name] it's [Your Name] with [Company]

Would it help if you read one of past clients' experience of working with us to sell their home?

FRIDAY SALES EMAIL

Goal: Start a conversation

List: Sellers who opened this week’s email blast (exclude past client and sphere)

Subject Line: Do you have any questions?
Body: Hey [FIRST NAME] , After reading [CLIENT NAME FROM SS] ’s story, do you have any questions about the selling process?