GROWTH CEO

Sales Acceleration

BLUEPRINT 2023

Unlock Your Business's Potential: The **Definitive Playbook** for Driving Sales and Building a Brand

saiah Colton

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PLAYBOOK

Section 1

Setting Yourself Up For Success

The
Sales Acceleration Blueprint
Playbook
2023

Introduction:

This playbook is designed to help you and your team execute a selling system to generate leads and sales using AI and a modern day growth plan to skyrocket your leads, generate more sales, and attract amazing talent to your sales team. Why do we call it a playbook? Well, because it outlines the exact strategies and tactics you need to take in today's market to generate the leads and sales you want to hit your personal and professional goals. What makes it different than any other playbook is it's ability to help you take the strategy and turn it into tactical executions through daily training and coaching exercises with your team, monthly challenges, and more.

You will know if this selling system is working if you generate enough leads to ensure you can help your sales team achieve their goals. If you are a solo entrepreneur and you are using this system, within 3-6 months, you should be able to get 2-4 appointments a day in addition to your current production. If you are a team leader and business owner who has sales agents, they should be able to do the same thing and have time enough to still be able to do 2-3 consultations on the same day. If you have an inside sales agent or inside sales team, they should be doing 4-6 appointments a day with this selling system, which leads to a 30-50% closing rate. This closing rate assumes that it's not your warm market, and of course, the closing rate will be much higher if you generate a lead from your warm market using these techniques. If you are a team leader, sales manager, or business owner doing agent attraction, the same selling system can be used to recruit and retain top inside and outside agents.

Equally important, this selling system is going to set you up to ensure that you are able to generate referrals, create other streams of income through venture partners, and even potentially offset a lot of your marketing and sales costs.

How am I so confident that this system will work for you? **Because it's the same** system, my partner and I used to do 151 home sales our first year, and through this same recruiting and selling system, we were able to attract 100's of agents both outside and inside, moving 1000's of properties and billions of dollars in real estate. We have also used this same selling system to grow our b2b sales team for a digital marketing agency and a consulting company, collectively generating over \$40,000,000 in cash collected over about 7 years and becoming one of the fastest growing companies in America. We have also had the privilege of teaching this selling system to 11,000 solo entrepreneurs, sales teams, and business owners

worldwide just in the last 3 years. This selling system has worked in real estate, B2C, and B2B in multiple different industries, and we are confident that it will work for you.

If you don't know who I am, my name is Isaiah Colton, and my friend calls me Zeke. I am from a small town called Attica, New York, and I grew up working hard on the farm, playing sports, and doing whatever I could to get through school and figure out the next chapter of my life. I was the guy who made the B+ students look like kings and queens. My dad raised me when I was about 2, and he is my hero.

After going to college and coming to the realization that my profession was going to only help me get by in life, I refused to let that be my reality. There is nothing wrong with it for other people, but it was not for me. Trying to figure out what I wanted to do, I got a sales job. At first, I was horrible. I was selling an off brand of telecommunications through a network marketing company, and boy was I on fire. I even overheard my mentor tell someone that he didn't think I should be doing this because of how badly I stuttered and how nervous I sounded in front of people. For some, that would have probably made them quick, but something in me wanted to prove him wrong.

I read an article about how if I spent 100 hours reading on a topic and spent another 100 hours doing it and teaching it to other people, I would be further ahead than 90% of the other people doing the same thing. So I read every book I could on sales and marketing, I went to every seminar, and I applied everything I could think of right when I learned it, journaling everything and teaching others every chance I could. After about 3-6 months, my results were pretty good, and after a year, I started crushing it. I could generate leads and convert leads almost on demand. Then I had a chance to build a team. My team and I hit the ground running, and we hit the top 10% in the nation.

I later applied this skill set to the diamond industry, the car industry, the financial industry, and eventually digital marketing, and I never made less than six figures since I was 23 years old. This is when the first version of the selling system I now teach was born. In 2014, I took this selling system and built a real estate brokerage and broker to broker referral program and experienced results that nobody, not even me, could have dreamed of allowing me to become a millionaire at 32.

Soon after my success with the broker and our referral program, I built a team of experts that helped me take my ideas and make them a reality. We were able to take the profits from our first business and buy, build, and partner with several companies, ranging from real estate services to a digital marketing company, affiliate marketing, and coaching for real estate and enterprises. I am blessed to

have an amazing team of founding partners who have collectively bought and sold eight companies, and now we are partners in an exciting new venture. To meet the incredible group of people I work with, go to www.isaiahcolton.com where you can learn more.

Our mission is to help real estate professionals and business owners in the service industry leverage AI and a modern selling system to build their own multi million dollar businesses. That's what this book is about. Our promise to you is that you and your team go through the playbook with an action plan suggested as part of your daily training. The results will be incredible. Let's get started.

Section 1: Clearly Define Your Goals and The Metrics to Hit Your goals

One of the common mistakes that businesses make and that team leaders make when they are training their agents is not clearly defining what your goals are, why the goals are important to you, and if the goal is really that important, what the daily, weekly, and monthly activities that need to take place in order to achieve the goals are. Meaning, what are you and your team really going to commit to? The reality is that if the goals do not match your actions, it's like thinking your going to be able to walk in a small circle and reach your destination. Put that image in your mind for one second. Imagine someone saying they wanted to climb a mountain, and then you look over and they are walking in a small circle. What might you say to them? Hey, why are you walking in a small circle? If they said they were trying to climb a mountain, you might think something was way off! So let's stop walking in a small circle and outline a clear path to achieve our goals.

The Stategy

Use this sales calculator to provide you with a clear outline of how many leads, outreaches, conversations, appointments, presentations, contracts, and average sales need to be based on your commission to reach your financial goal. Then, once you know those numbers, we have the foundation of what we need to develop a daily, weekly, monthly, and quarterly plan to achieve those goals.

Sales Goal Calculator A good listing agent's income is based on 75% Listing Commissions and 25% Sales Contract Commissions		
My Income Goal	Avg. Commission earned per closing	Number of closings required to reach goal
\$400,000		44
Data		
Avg percent of listings taken by your office that close during the listing period	90.0%	Only Enter Data in Green Cells not in the Red Cells
Average percent of sales contracts written by me that close	80.0%	
Number of Closed Listings Needed in the next 12 months	33.33333333	
Number of sales contracts needed to close in the next 12 months	11.11111111	
Appointments needed to obtain one listing	4	
Number of contacts needed to obtain one appointment	10	

Go to:CalcensureNStatTrack

er.com

How to use the calculator

Here is a step-by-step guide to mapping your financial and transactional goals using the calculator. Only enter data into the cells highlighted in **green when using this tool**. **Red** cells are used to run calculations.

- Step 1: Download or make a copy of this document so that it becomes editable
- Step 2: Input your income goal over the next 12 months.
- Step 3: Input your average commission per closing.
- Step 4: Input the average number of your listings that go to closing
- Step 5: Input the average amount of your active buyer contracts that go to closing
- Step 6: Input how many in-person appointments it usually takes you to obtain one listing
- Step 7: Input how many conversations you must have on the phone to obtain one appointment.

Once you have all the data entered correctly from steps 1-7, you will see exactly how many conversations you should have with your contacts weekly to ensure you are hitting your weekly, monthly, and annual appointment goals.

Sales Contract Objectives		
Number of sales contracts I		
will write in the next 12		
months.	14	
Number of buyer		
appointments needed		
annually	56	
Number of buyer		
appointments needed per		
month	6	
Number of buyer		
appointments needed per		
week	2	
Number of contacts per		
week to reach my sales		
contract goal.	20	

Goal Minus Current Sales		
Number of Current Listings	2	
Number of Sales Contracts	5	
Number of Listings Left to		
Obtain	35	
Number of Sales Contracts		
Left to Obtain	9	

Next, you'll find

- metrics mapped for your buyer contract goals,
- a tracker for the current and remaining sales needed to hit your overall transaction goals, and
- an open notes section. Use this to plan your transactions, financial goals, and how to achieve them.

The Sales Acceleration Blueprint:

Congratulations! You should now have your transaction and income goals mapped.

Now that you have an idea of what metrics your going to need to hit to achieve the goal, it's important to break down the key areas of focus you need to be able to execute on within your sales and marketing plan. We break down these key areas into database management, lead generation, lead follow up, social media, video marketing, lead conversion, client experience, and hiring and training new inside and outside agents for your team. If you're a solo entrepreneur, the last one may not apply to you until you are ready to hire someone. Remember, if you are doing agent attraction, the

same exact steps apply to you or your recruiting agent.



The reason why these areas of focus are so important is because they all effect your ability to generate enough leads and make sure those leads turn into closings, referrals, and repeat business. We call this a flywheel selling system because it helps you focus on not just getting sales but having your clients become a part of your sales force, giving you amazing leverage to grow your business faster and more effectively.

Your Score Card

So let's start off by having you and your individual team members score yourself in each area of your selling system. Turn this into a score card that you fill out and revisit each week, or whatever frequency works for you.

Sales and Marketing Fundamentals 1-10

Solo Agent 1-10
How clearly defined are your business goals and the processes, tools, and people needed to achieve them?
How well do you execute your sales and marketing plan to achieve those goals (if you have any)?
1 - 10 How well do you know the numbers you need to hit daily, weekly, monthly, quarterly, and yearly to reach your goals? (leads, appointments, presentations, contracts, closes, referrals)

- Team Leader 1-10 ____
 - How clearly defined are your team's (individual contributors) business goals and the process, tools, and people to achieve the goals?
 - How well do you and your team execute your sales and marketing plan to achieve those goals (if you have any)?
 - How well does your team know the numbers they need to hit daily, weekly, monthly, quarterly, and yearly to reach their goals? (leads, appointments, presentations, contracts, closes, referrals)
 - How well do you track your team's progress with your daily, weekly, monthly, quarterly, and yearly goals? (leads, appointments, presentations, contracts, closes, referrals)
 - How strong is your unique selling proposition compared to your competitors?

Database Management: 1-10 ____

- How are you using A.I. to help you track the behavior of your contacts and change look-up tools to make sure you have the best name and numbers for your contacts in your database?
- How well are you tracking your leads in different stages of your pipeline?
- Do you have stages of new, 30/60/90, 6 months, 1 year, contracted set up?
- Do you have a client pipeline set up to track the important stages of your client journey?
- Do you have tags set up to create a smart list for specific marketing and sales campaigns you want to do on that list?

Lead Generation: 1-10 _____

- How well is your target market defined?
- How good of a job are you doing generating leads in that niche?
- Do you have a unique value proposition and an irresistible offer that would attract those people who want to learn more about you and work with you?
- How good are you at building funnels and landing pages for lead generation?
- How good of a job are you at using A.I. tools to make it easier to generate leads from facebook, google, etc?
- Do you have at least three lead-generating strategies that you are committed to in order to have enough opportunities to reach your appointment, presentation, and sales goals?

Lead Follow Up: 1-10____

- Do you and your sales team have the skills to lead campaigns with a call button, text, email, ringless voicemail, and your A.I. assistant helping you and your team follow up with the leads?
- Do you have long-term nurture campaigns running on autopilot?
- Do you have in your calendar when you and your team are going to do your 1-to-1 follow-up?

Social Media and video 1-10 ___

- How good are you at using A.I. to help you come up with trending topics and create social media and marketing materials for you?
- Are you doing one long video a week and posting it on YouTube based on trending topics in your industry?
- Are you marketing your video to your database?
- Are you doing anything to take that same content and turn it into short videos for social media, blogs, or a podcast topic to create a weekly content marketing strategy?

Lead Conversion 1-10 _____

- Do you have scripts, dialogs, and objections written out that you use in your business?
- Do you train in a group setting and in a one-on-one setting daily and weekly on these scripts?
- Do you have an Al agent that you can role-play with to help you?

Are you using inside sales to help your agents get more appointments?

Client Experience 1–10 _____

- How good of a job does your client experience help you generate referrals?
- How good of a job do you do improving your client-journey road map?
- How good are you at getting written and video testimonials and using them in your marketing and sales plan?
- How good of a job are you doing staying in touch with your past clients and offering other services besides real estate, like other home services that your vendors offer?

Team-building Agent attraction

- How are you leveraging a marketing assistant to take the majority of the marketing activities—operations, service, and technology—off your plate so you can focus on revenue generation and helping your sales agents?
- How good of job are you doing attracting agents to your sales team?
- How are you doing with managing mindset, activities, and skill sets?
- Are you creating a training environment that helps them with all three?

Summary:

For some of you, this expertise was eye-opening, and you probably see some really big opportunities to increase your sales. Keep these scores in mind as we go through each section together to start our journey to install this selling system into your business step by step.

Pro Tip:

When making improvements and executing your plan, make sure that you focus on the areas that you believe are going to generate the most revenue the fastest. Also, make sure any investment you are making does not take away from your money making activities. 80% of your time as the main rainmaker should be spent on personal production and development of the team, and 20% on improving your sales and marketing plan with your team. The goal is to get 1% better every day.

Warning:

Don't use the excuse of not having enough time. This is the life blood of your business and their is nothing more impo

Action Steps:

PLAYBOOK

Section 2

Database Management

The
Sales Acceleration Blueprint
Playbook
2023

Section 2: Database Management Secrets

Intro:

The core of your entire business is your database. Without a clean and up-to-date database, you could be losing deals. Over the long term, your database is the most precious resource and will largely determine how valuable your business is if you ever want to sell it. Think of this like developing the basic Managing leads in your CRM (Customer Relationship Management system) is like gardening. Just as a gardener plants seeds, nurtures them, and watches them grow, in business, you plant the seeds of potential customer relationships (leads), nurture these relationships with regular attention and care, and eventually, these leads can blossom into loyal customers. Neglecting these leads is akin to ignoring a garden; without proper care and attention, the potential for growth is wasted, and opportunities wither away. A well-maintained CRM, like a well-tended garden, can yield a bountiful harvest of successful customer relationships and business growth.

The Stategy

To effectively nurture leads, a strategy must be tailored to create a meaningful and engaging journey for potential customers. Begin by segmenting your leads based on various criteria, such as demographics, behavior, and engagement levels. This allows for personalized communication, ensuring that the messaging resonates with each segment's specific needs and interests. Utilize a multi-channel approach, combining email, social media, and even direct outreach, to maintain a consistent and relevant presence. Content plays a crucial role; it should educate, inform, and build trust, positioning your brand as a solution to the lead's problems or needs. Automation tools within your CRM can be invaluable for timely and efficient follow-ups, but remember to maintain a human touch. Regularly analyze the engagement data to refine your approach, identifying what works and what doesn't. Finally, always provide clear and easy paths for leads to take the next step, whether it's scheduling a call, signing up for a demo, or making a purchase. By nurturing leads with a strategy that combines personalization, consistent engagement, valuable content, and a clear call to action, you'll convert more leads into loyal customers.

The first secret to having a properly managed database is ensuring that you consolidate all your data into one centralized location. For instance, if you have farmed data, internet leads, or even phone and email contacts. You should be able to access them all from one system. Here are the data types you should have in your system:

Case Study:

Chrissy, a real estate team leader, faced a tough challenge. Her team's sales were slumping, largely due to her ineffective lead management. The potential buyers and sellers they engaged with often felt overlooked, receiving impersonal, one-size-fits-all communication that failed to address their specific real estate needs.

Realizing a change was necessary, Chrissy attended a real estate marketing workshop. Inspired, she revamped her approach to nurturing. She started by segmenting her leads in their CRM system, categorizing them by location, property type, and price range. This enabled her team to personalize their outreach, making their interactions more relevant and engaging.

She also diversified their communication strategy, combining emails, social media updates, and personalized direct mail. Her team created content like neighborhood guides and market trend reports, tailored to the interests of each lead segment.

Most importantly, Chrissy emphasized the human touch in every interaction. Her team was trained to listen actively and understand each client's unique needs. They used automated reminders for follow-up actions but personalized each message to maintain a genuine connection.

This new approach had a remarkable effect. Previously, cold leads warmed up, engagement rates increased, and the sales pipeline blossomed with promising prospects. In just a few months, Chrissy's team not only revived their sales figures but doubled them, turning their previously struggling operation into a thriving real estate business. Through her innovative lead management strategy, Chrissy transformed her team's approach and their results, establishing herself as a visionary leader in the real estate industry.

Tactical Step-by-Step Execution

Step 1: Organize: source, stage, tag, and set up triggers. You can't use automation until this is done!

The first crucial step in effective lead management is organizing your database, which sets the foundation for successful automation. Begin by meticulously sourcing your leads, ensuring that each entry in your CRM is up-to-date and accurate. Next, categorize these leads by their stage in the sales funnel, such as new lead, contacted,

or in negotiation. This helps in understanding where each lead stands in the customer journey. Tagging is another essential aspect; assign tags based on specific attributes like industry, interest, or lead source, facilitating easier segmentation and targeted communication. Finally, setting up triggers is paramount. Triggers are automated actions initiated when a lead reaches a certain stage or meets specific criteria. For instance, you can set a trigger to send a welcome email as soon as a new lead is entered or to notify a sales rep when a lead reaches the 'ready to engage' stage. Proper organization of leads with clear sourcing, staging, tagging, and trigger setups is a prerequisite to harnessing the full potential of CRM automation, streamlining your lead management process, and ensuring no opportunity is missed.

Step 2: Select Follow campaigns for each lead source and stage

Step 2 in the lead management process is to select and tailor follow-up campaigns for each lead source and stage. This customization is key to engaging leads effectively. For each lead source, whether it's social media, referrals, or web inquiries, design a specific follow-up campaign that resonates with the context in which the lead was acquired. For instance, leads from a webinar might receive follow-up content related to the webinar topic, while leads from a referral program might get a more personalized introduction. Similarly, adapt your campaigns to match the lead's stage in the sales funnel. A new lead might receive educational material to build brand awareness, whereas a lead in the decision-making stage might be sent more detailed product information and testimonials. This strategic alignment ensures that your communication is not only consistent but also relevant and engaging, significantly increasing the likelihood of progressing leads through the sales funnel towards a successful conversion.

A.I. Prompt:

If you need help coming up with marketing materials, we have programmed Ren360 A.I. Assistant, along with providing you with the prompts to use in order to come up with your own customer materials.

- 1. Speed to lead 10x10 campaign by lead source
- 2. Long-term nurture campaign by lead source: video email, text, ringless voicemail

Step 3: Setup Revival Campaigns

Step 3: Setting up revival campaigns is crucial for re-engaging leads that have gone cold. These campaigns are specifically designed to rekindle interest and bring dormant

leads back into the sales funnel. Start by identifying leads that have not interacted with your communications for a set period, indicating their disengagement. For these leads, create tailored revival campaigns that offer something new and compelling, such as exclusive offers, updates on products or services, or valuable industry insights. The messaging should be crafted to remind them of your brand's value and what they're missing out on. It's also beneficial to include a personal touch, like a message from a sales rep or a personalized email, to show that their business is important to you. These campaigns should be closely monitored and adjusted based on the response rates and feedback, ensuring they are effective in reactivating the interest of these once-engaged leads. By strategically implementing revival campaigns, you can turn potentially lost opportunities into active, engaged leads again.

Step 4: Follow up with leads that are interacting with your

Step 4 focuses on diligently following up with leads that are actively interacting with your content, a crucial phase where the use of an Al assistant like Ren can be incredibly beneficial. Ren, as an AI tool, can efficiently monitor and analyze lead interactions across various platforms, such as email opens, website visits, or social media engagement. Based on this data, Ren can identify the most engaged leads and prioritize them for follow-up. It can also suggest the optimal time and communication channel for reaching out to each lead, increasing the likelihood of a positive response. By automating routine follow-up tasks, Ren allows your team to focus on crafting more personalized and meaningful interactions. Furthermore, Ren can assist in drafting follow-up messages, offering suggestions for personalized content based on the lead's previous interactions and expressed interests. This ensures that each follow-up is not only timely but also highly relevant and tailored to the individual lead's journey, significantly boosting the chances of converting these engaged leads into loval customers. With Ren's Al-driven insights and automation capabilities. your team can execute a more effective and efficient follow-up process, nurturing leads towards successful conversions with precision and ease.

Step 5: Follow up with leads interacting with campaigns through phone, video email, text, or ringless voicemail.

For Step 5, the focus is on following up with leads who are interacting with your campaigns, utilizing various communication methods like phone calls, video emails, text messages, or ringless voicemail. The initial task for your team is to determine which leads are responding to specific campaigns and to understand the nature of their

interactions. This could involve tracking metrics like email open rates, video views, text responses, or voicemail interactions.

Once these responsive leads are identified, your team should decide on the most appropriate follow-up method for each lead. This decision should be based on the lead's preferred communication channel and the nature of their interaction with your campaign. For instance, a lead who frequently watches your video emails might respond better to a follow-up video message, whereas a lead who interacts via text might prefer a text message or ringless voicemail.

This is where leveraging an AI tool can be incredibly effective. The AI can analyze the interaction patterns and suggest the optimal communication method for each lead. For example, it can identify leads who are more likely to engage through phone calls versus those who prefer text messages, helping your team personalize their approach.

Your team's role is to use these insights to craft and execute follow-up communications that are personalized and resonate with each lead. Whether it's a phone call to discuss a lead's specific needs, a video email to provide a more personal touch, a text message for quick and direct communication, or a ringless voicemail that can deliver a detailed message without being intrusive, the key is to match the message and medium to the lead's preferences and behaviors.

By combining the Al's analytical capabilities with your team's strategic outreach, you ensure that every follow-up is targeted, personalized, and effective, increasing the likelihood of converting these engaged leads into successful sales.

Step 6: Follow up with every lead in each stage of your pipeline, starting with the new and working your way down.

Step 6, the emphasis is on thorough follow-up with every lead at each stage of your sales pipeline, systematically starting with the newest leads and working your way down to the more advanced stages. This methodical approach ensures that no lead is overlooked and that each one receives the attention needed to move them forward in the sales process. Begin by categorizing your leads based on their position in the sales funnel, from new leads to those who are in the consideration or decision-making stages. For new leads, the focus should be on initial engagement and building awareness about your product or service. This might involve sending introductory emails, informational materials, or arranging initial discovery calls.

As you progress to leads in the middle of the funnel, your follow-up should become more tailored and specific to their expressed needs and interests. This could involve more in-depth discussions, product demos, or providing customized proposals. For leads further down the funnel, your follow-up should be even more personalized and focused on closing the sale. This might include addressing final questions or concerns, discussing pricing and terms, or providing additional testimonials and case studies. Throughout this process, it's important to track and document each interaction in your CRM system. This not only helps in maintaining a coherent and consistent communication history for each lead but also allows for better analysis and refinement of your follow-up strategies. By systematically following up with each lead at every stage of your pipeline, you ensure a consistent and structured approach to lead management. This strategy not only helps nurture leads more effectively through the sales funnel but also maximizes the chances of converting these leads into loyal customers.

Step 7: Improve your scripts, dialogs, and objections by going to workshops

Step 7 in enhancing your lead management process involves actively improving your communication scripts, dialogue techniques, and objection handling skills by participating in workshops. These workshops can be invaluable in providing new insights, strategies, and practical skills for more effective communication with leads at various stages of the sales funnel.

Attending workshops focused on sales communication and negotiation equips your team with updated scripts that resonate more effectively with today's consumers. These scripts can range from initial contact messages to follow-up emails and phone call dialogues. Workshops often offer the latest best practices for crafting messages that engage and persuade, ensuring that your team's communication is both current and compelling. Moreover, workshops can be instrumental in refining dialogue techniques. They teach how to lead conversations in a way that builds rapport and trust, how to effectively listen and respond to client needs, and how to guide discussions towards positive outcomes. This training is crucial, as the quality of dialogue with leads can significantly impact conversion rates. Handling objections is another critical area where workshops can provide substantial benefits. They offer strategies and techniques for anticipating and addressing common objections that leads may have. This preparation allows your team to respond confidently and effectively.

Step 8: Track KPI's and use the scientific method to improve your marketing and sales plan.

Step 8 is crucial for refining and optimizing your marketing and sales strategies: tracking Key Performance Indicators (KPIs) and applying the scientific method to improve your plans. This approach ensures that your strategies are data-driven and continuously evolving based on measurable outcomes. Start by identifying the most relevant KPIs for your sales and marketing efforts. These might include lead conversion rates, cost per lead, average deal size, sales cycle length, and customer acquisition cost. Tracking these metrics provides a clear picture of what's working and what's not in your current strategy.

Once you have this data, apply the scientific method to make informed improvements. Start by forming hypotheses about why certain strategies are successful or why some are falling short. For example, you might hypothesize that personalizing email content will improve open rates and conversions Next, test these hypotheses through controlled experiments. In the email personalization example, you could send personalized emails to a segment of your leads while sending generic emails to another segment. Then, observe and measure the outcomes, comparing the results against your KPIs.

After collecting the data, analyze it to draw conclusions. If the personalized emails yield significantly better results, you have a strong case to adopt this approach more broadly. Finally, implement the successful strategies into your overall sales and marketing plan.

This systematic, data-driven approach not only helps in making more informed decisions but also ensures that your marketing and sales efforts are continuously improving. By regularly tracking KPIs and rigorously testing new ideas, you can refine your strategies to be more effective, efficient, and aligned with your business goals. vely, turning potential deal-breakers into opportunities for further engagement.

By continuously improving scripts, dialogues, and objection handling through workshops, you ensure that your team is equipped with the best tools and skills. This commitment to ongoing improvement not only enhances the effectiveness of your lead management process but also contributes to building a team that is adaptable, skilled, and successful in converting leads into customers.

- 1. Identify The KPI that can be improved
- 2. List out the outcome that you think you can get by improving that KPI
- 3. List out all the potential action steps to improve the outcome
- 4. Put them in order of importance
- 5. Develop a test over a designated period of time (example: The Rule of 100)
- 6. Monitor results and make changes
- 7. Document The outcome and implementation

Summary:

You should see the power of managing the leads in your database and how

Pro tip:

To excel in lead management, it's crucial to strike a balance between leveraging data-driven insights and maintaining a genuine human connection. While data and automation tools like CRM systems, Al assistants, and KPI analysis provide invaluable intelligence and efficiency, they should complement, not replace, the personal touch in your interactions. Remember, behind every lead is a person seeking a solution, a connection, and trust. Tailoring your approach with personalized communication, empathetic engagement, and a deep understanding of each lead's unique needs and journey will elevate your lead management strategy from good to exceptional. This blend of high-tech and high-touch is the secret sauce to not just capturing leads but nurturing them into lasting, loyal customer relationships.

Warning:

While automation in lead management can significantly increase efficiency, over-reliance on it can lead to impersonal and ineffective customer interactions. Be cautious of leaning too heavily on automated systems and scripts at the expense of personalization and human engagement. Remember, leads are individuals with specific needs and preferences, and they can quickly sense when they're being funneled through a generic, one-size-fits-all process. Over-automation can result in a loss of the personal touch that is critical in building trust and relationships, potentially alienating potential customers. It's essential to find the right balance, using automation as a tool to enhance, not replace, the human aspect of customer interactions.

Resources Section:

Go to the resource section

Action Steps:

Check These off as your team completes them

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Step 8: Track KPI's and use the scientific method to improve your marketing and
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PLAYBOOK

Section 3

Lead Generation

The
Sales Acceleration Blueprint
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Section 3: Lead Generation Secrets

Introduction

How many leads must you work on each month to guarantee you will hit your financial and transactional goals? You are in the right place if you don't know the answer. We want to introduce you to Lead Generation Secrets. The first step is to recharge your mindset. You must have a clear vision of your desired outcomes, put energy into a sales and marketing plan around lead conversion, and realize that this is the **only** way to have consistent long-term revenue.

The Stategy

Understanding our lead sources and the benefits or challenges associated with each is essential. Too often, people spend money on lead sources without proper expectations of the results or challenges they may face. **Knowing these factors will help determine which lead generation works best for you and ultimately help you be more productive.** Now let's look at the formula that can help you determine exactly how many leads you need to have coming in, month over month, to hit your goals. We should have already defined our transaction goal in the *setting-yourself-up-for-success* section of this playbook. Now we must look at our average sale price and multiply the two.

How many leads do you need to work on each month to guarantee you're going to hit your listing and transaction goals for the year? Well, that's a tricky question because the type of leads you're generating and how you follow up will determine how many you need. It's also important to factor in what type of lead sources are best to work based on your personality style and team members. It's also important to consider what the benefits of each lead source are and what challenges you will run into so that you can make the best choices possible. Too often, we see people spending money on lead sources or going into niches without any proper expectation of the results or challenges they could face along the way. Knowing these factors will help you make more intelligent decisions regarding lead generation and Niche Marketing. In this section, we will break down the different options and the benefits of each lead generation source.

Listed below are some of the top lead generation sources and niches. We've categorized them by the average conversion cycle of the lead, the cost to generate the leads, and what challenges you'll run into when you're following up and converting the leads

Some agents think they don't have to get inbound buyer/seller leads to set up an appointment. That couldn't be further from the truth. When you consider that only 3-10% of the leads you generate online are qualified and ready to buy or sell within three months. Top agents know this, so they build systems to increase inbound lead conversion. They understand that putting their energy into developing a sales and marketing system around lead conversion is the only way to have consistent long-term revenue. It's essential to break down your conversion rates to calculate how many leads you need to achieve your goals.

So, for \$40 million in sales, with every client bringing an average of \$400K, you'll need 100+ transactions for the year.

Next, work your conversion rate backward to determine the cost to generate 100+ clients:

- 1. The first goal is to determine the transactions needed to achieve \$40 million in sales. How many transactions will I need based on \$400K per new customer? (\$40 million \div \$400K = 100 Transactions)
- 2. The second goal is to calculate the number of leads required to achieve \$40 million in sales or 100 transactions. How many new leads will you need to generate with your marketing efforts? (100 Transactions ÷ Conversion Rate (5%) = 2,000 New Leads)
- 3. The third goal is to run a cost analysis to determine what you must do to achieve \$40 million in sales or 2,000 new leads. What will the marketing efforts cost? Once you know your cost per lead, it's simple: (2000 new leads x \$10/lead = \$20,000)

Ask yourself, "How will I improve my lead conversion rates?" Instead of focusing on how to spend the \$20,000,.

Different marketing channels have different conversion rates. For example, Google Ads converts online visitors to leads at a 5% rate on average. On the other hand, Facebook ads have many more leads at the top of the funnel but convert at a 2% rate.

But that's just the first level of evaluation. Facebook ads "conversion from lead to client" is much better, at 20%. That's much better than Google ads. Prove that both channels should be part of your marketing mix!

Do the math for yourself!

	Google Adwords	Facebook Ads
# of Visitors	1000	4000
# of Leads	50	80
% of Leads Converted	5.00%	2.00%
# of Customers	5	16
% of Customers Converted	10.00%	20.00%
Povonuo	\$25,000	\$128 DDD

	Google Adwords	Facebook Ads
# of Visitors	1000	4000
# of Leads	50	120
% of Leads Converted	5.00%	3.00%
# of Customers	5	24
% of Customers Converted	10.00%	20.00%
\$ Revenue	\$25,000	\$192,000
\$ per lead	\$500	\$1,600
\$ per Customer	\$5,000	\$8,000

Even with a lower conversion percentage, in the end, Facebook leads can be more valuable to a real estate business! To separate the high-value leads from the low-value ones, divide the total revenue gained from the marketing channel by the number of leads gained.

The good news is that improving your lead conversion rate by just 1% (120 leads) pays off big for your business, cost savings, and overall profits. For example, say you get 40 additional leads in your database. That means eight more customers that bump your revenue up to \$192,000

Deciding where to invest to meet your goals.

It would help if you looked at the conversion rate by acquisition channel. This will help you determine channel performance.

Knowing the performance levels for each channel, you can allocate your marketing dollars accordingly. So, naturally, the channel with the highest conversion rate gets a higher percentage.

If you find that Google Ads has better lead conversion rates in your market, allocate a higher percentage of the budget to it. Don't drop the ball on your follow-up, communication, and relationship-building; those efforts will ensure you optimize

conversion. Partnering with Real Estate Nexus to achieve these activities will ensure you stay on track and give you a competitive advantage.

You don't have to increase your budget to improve your lead conversion rates with Facebook Ads. Just rotate through different offerings or ads. But, of course, listing ads are table stakes. But you can also increase the effectiveness of Facebook ads by using targeted audiences, video ads, hosted movie events, landing pages, featured blog posts, and opt-in forms.

So, what is the typical lead-to-transaction conversion rate for real estate agents? If you ask agents and brokers directly, they'd say they're converting at a 3-5% rate. However, this might be a bit unrealistic in some markets, especially when you consider that the National Association of Realtors® reports the rate is closer to 0.4% - 1.2%. In this case, plan to get one or two new clients for every 200 leads you can acquire.

Remember, by applying a test-and-learn model to your marketing efforts, you can optimize performance with data-driven insights. In addition, the more data you have, the more reliable these insights become, making your real estate marketing decisions more effective.

We've created this ROI calculator to show the huge returns agents could see by using REN services to help them convert leads.

Our Story with Lead Generation

The Tactical Breakdown of Lead Generation

Now for the fun part. It's time to pick the type of lead generation Then, in the next stop, we are going to show you the different sales funnels you can build out to convert the traffic into a lead, a lead into an interested client, and a client into a booked appointment.

Step 1: Master all 8 lead generation strategies Starting with Your Top 3

There are 8 core strategies to generate leads, and I am going to list them in order from the least expensive to the least skill required to the most expenses and hardest to execute in a relative order based on my experience working with 1,000's of businesses. Here I have listed the positives and potential challenges you may have with the different lead sources, so you can make an informed decision on what you should do first. If you are already far along in business, score yourself on a scale of 1-10 what your biggest area of improvement needs to be. And don't worry; as you read through them, you might be thinking, Do you have a check list to help me execute against these strategies? The answer is yes. They are on my resource page, but because we always update against new and better best practices in the industry, I am not going to include them in this book.

The 8 Core Lead Generation Strategies

- Warm Outreach and Networking
- Client Referral Programs
- Organic and Social media Outreach
- Purchased Data and Paid Ads
- Cold Data and Cold Out reach
- In-person and virtual Events
- Vendor Parters and Affiliates
- Inside Sales and Agent Attraction

Warm Outreach and Networking

Client Referral Programs

- Execution: encouraging satisfied clients to refer your services to others.
- Positives: High credibility and effectiveness due to personal endorsements.
- Negatives: Depends on having a satisfied client base and their willingness to refer.
- Expected ROI: Generally high, owing to the trust factor and low cost of acquisition.
- *Time Frame*:mediumm-term; dependent on client engagement and outreach.

Organic and Social Media

- Execution: Creating and sharing engaging content on social media and other platforms to attract and retain an audience.
- Positives: Builds a loyal following and enhances brand image over time.
- Negatives: Time-consuming and requires consistent effort and content creation.
- Expected ROI: High in the long term; initial growth may be slow but sustainable.
- *Time Frame*: Long-term; growth is gradual, often taking months to a year.

Purchased Data and Paid Ads

- Execution: Buying targeted data lists or using paid advertising channels like Google Ads or social media.
- Positives: Immediate reach to a specific audience; scalable.
- *Negatives*: Can be costly and may result in lower engagement compared to organic methods.
- Expected ROI: Can vary; potentially high with effective targeting and ad management.
- Time Frame: Short-term; results can start showing within days to weeks.

Cold Data and Cold Outreach

- Execution: Approaching potential leads with no prior relationship, often using cold calling or emailing techniques. Seeking mentorship or advice to broaden networks.
- Positives: Can tap into new markets and client bases.
- Negatives: Often requires more effort and skill, with lower initial response rates.

- Expected ROI: Moderate; effective targeting and follow-up can enhance results.
- *Time Frame*: Medium to long-term; building relationships from scratch takes time.

In-Person and Virtual Events

- Execution: Hosting or participating in events like webinars, conferences, or networking mixers.
- Positives: Provides opportunities for direct engagement and showcasing expertise.
- *Negatives*: Can be resource-intensive in terms of time and money.
- Expected ROI: Moderate to high, depending on the event's reach and effectiveness.
- *Time Frame*: Short to medium-term; immediate opportunities for lead generation at events.

Vendor Partners and Affiliates

- Execution: Collaborating with businesses or individuals for mutual referrals or commissions.
- Positives: Expands reach through partners' networks; mutual benefits.
- Negatives: Dependent on the effectiveness and reliability of partners.
- Expected ROI: High, especially if partnerships are well-aligned and active.
- *Time Frame*: Medium-term; building and nurturing partnerships takes time.

Inside Sales and Agent Attraction

- Execution: Utilizing an internal sales team for lead generation and attracting agents or influencers with a following.
- Positives:direct control over sales processes; leveraging influencers' networks.
- Negatives: Can be resource-intensive; requires ongoing training and motivation.
- Expected ROI: Moderate to high, depending on the team's effectiveness and strategies.
- *Time Frame*: Short to medium-term; ongoing efforts required for consistent lead generation.

Each strategy offers unique advantages and challenges, and their effectiveness can vary based on how well they are executed and aligned with your business's

Develop a Sales Funnel to Drive your Leads to

The purpose of this funnel is to generate leads through division by offering an educational guide with the option to book an appointment to learn about done-for-you services. If they don't book an appointment, the lead needs to flow into our CRM, where a follow-up funnel is triggered to have an email, phone call, or text message sent out with ten outreaches in 10 days.

Key Metrics to Track

- Ad Traffic \$1-\$2 Per Click
- Opt-in \$2-\$10 Per Lead
- Landing Page Conversion Rate 10% lead to appointment Per 100 Leads Generated
- Appointment Booked 40% Show rate for appointments booked
- Closing Rate 30-40% Closing Rate on presentations Made
- Important note, Only make changes to your funnel if you have had at least 100 unique views, clicks, appointments, Strategy Sessions, etc.
- When you A/B Test something and make a change, keep the original page going and drive 50% of the traffic to the other B test.

Budget Recommendations

- \$1,000-\$3,000 a month until the funnel is optimized
 - The key is to start with a modest ad budget until everything is working and deals are closing, then scale in \$1,000 increments.

Financial Goals

- \$1,000 should generate around 200 leads
- 200 leads should generate 20 presentations
- 20 presentations should get you five Sales
- 5 Sales x \$10,000 = \$50,000

Funnel Assets Checklist

- Ad copy for Google and Facebook ads All ads need to be A/B tested and managed daily, with the money being redirected towards top-producing ads
- Ad Breakdown
 - 4 Ads for Awareness
 - 3 Images and 1 Video

- 4 Ads for Conversion
 - 3 Images and 1 Video
- 4 Ads for Retargeting
 - 3 Images and 1 Video
- Sales Copy for 12 Emails
 - A series of 12 emails should be created with the sales copy of each of the 12 ads and put into a drip campaign to go out once a week for 12 weeks to generate opt-ins to the funnel.
- Sales Copy for 12 Text Messages
 - These text messages need to be conversational and should match the content of the 12 emails. Remember, this is content to drive opt-ins.
- Domain for Sales funnel
 - This should be simple and easy to remember
- Downloadable Guide
 - This guide should be a step-by-step guide to help them take action on the services related to what you provide.
- Sales funnel and Graphics
 - Landing Page Opt in page needs a strong headline that hooks their attention, followed by sales copy that encourages them to download the free guide.
 - Upsell/Appointment page This needs to give them a quick walkthrough of how to get the most out of the guide and encourage them to set an appointment do have services done for them.
 - Video for the Upsell Page This video will influence them to book an appointment for your services.
- 10 Emails and Text Follow over 10 Days
 - This is the follow-up content you need to follow up with the lead after it hits the CRM. A phone call should also go out to the lead for 10 Days. A long-term nurture campaign should follow, consisting of 24 touch campaigns.
 - An optional service to increase speed to lead follow-up would be Callingly.com.
- Scripts and Dialogs for Business Development Reps that are reaching out to set the appointments.
- Weekly Review On the Funnel
 - Every week, the team should get together and review funnel's performance.

Step 3: Lead Flows into your CRM

Creating Lead Flows!

- Settings
 - Lead Flows
 - Connect Zapier Account
 (if this is the first time, you will need to click to connect to the Zapier Button)

Identify the trigger and Action:

• Define the trigger event (e.g., new lead captured in the source) and the action you want to take (e.g., adding this lead to the Conversion iQ).

Select Apps:

• Choose the lead source app (e.g., Google Forms, Typeform) and the CRM app (e.g., Salesforce, HubSpot) within Zapier.

Connect Accounts:

 Authenticate your accounts for both apps in Zapier to establish a connection between them.

Set up Zap:

 Create a new Zap in Zapier, specifying the trigger app (source) and the action app (CRM), and configure the necessary details (e.g., fields to map, conditions).

Test and Activate Zap:

• Test the integration by running a test scenario (e.g., submitting a test lead in the source) to ensure it's functioning as expected. Once confirmed, activate the Zap to automate the process.

Summary
Pro Tip
Warning
Resources
Action Steps

PLAYBOOK

Section 4

Lead Follow-Up & Nurturing

The Sales Acceleration Blueprint Playbook 2023

Section 4: Lead Follow-Up Secrets

If you completed the database management section, you should have your leads organized by lead source, your pipeline staged, tags set up, and triggers. Then, in the background, you should have your speed to lead and multi channel follow up campaigns working.

The Stategy

Assuming that's done, it's time to take your sales to the next level. If you follow this strategy, you will double your appointments. e Your appointments with smart list prospecting and smart lists: How to create smart list Ren Conversion IQ and use the powerdialer, email, text, and ringless voicemail to call the list.

Solo Agents Goal per Day: 2 appointments Inside Sales Agent Per Day: 4 appointments

Case Study

Tatical Execution

THe p 1: Create the Smart List based on filters

Step 2: Load List in power Dialar

Step 3: Call through the List

Step 4: Use proven scripts

Step 5: Go to Scripts and dialogs and watch Top pros do it

Speed to Lead:

Speed to lead prospecting is essential for your new lead generation. They are designed to make the initial touch when a new lead is generated. From there, it should continue to work and prospect your lead for up to 365 days until they respond at least once.

What does an effective speed-to-lead campaign look like?

We can break it down into 4 phases:

- 1. Initial Touch
- 2. Prospecting
- 3. Nurture
- 4. Checking In

Since we know that the first week is the easiest time to contact and convert our leads, your speed-to-lead campaign should make at least ten touches through video text, SMS text, and email over the first seven days! Your initial message **MUST** match their original inquiry and should be done in a video text!

From there, you enter the prospecting phase, where your scripting and cadence are designed to follow up at least once a week for the next 60 days. We don't want to overwhelm our leads with daily texts for months on end, but we still want to stay top of mind in case anything changes in their world.

After that 60-day timeframe, switch your check-in campaign to a monthly one. Again by this time, we don't want to lose sight of our leads, but we also don't want to be inconsiderate.

Lastly, if one of your leads is not responding to your campaign actions over the year, we encourage you to switch them to an automated follow-up and nurture email campaign. This may become more effective while you are making your outbound calls.

Follow-Up and Nurture:

Summary

If you stay committed to using this smart follow up strategy in partnership with your A.I. assistant, autatomion, and inside sales agent, you should be booking more than double the appointment.

Pro Tip:

Automation and inside sales agents are not their to replace your lead follow up, but to make your follow up smarter and more efficient saving you time, money, and energy as well asincreasingng your sales.

Warning

If you don't use multi channel follow up approaches, your lead conversion will suffer because fewer and fewer people pick up the phone. That's why we train that one out reach is to consider a text, email, or phone call. Not one or the other.

Resources

Action Steps

☐ Make sure your team is blocking off time in your calendar everyday

PLAYBOOK

Section 5

Social Media & Video Marketing



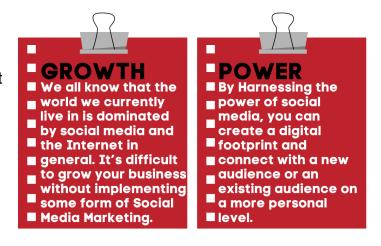
Section 5: Social Media and Video Secrets

What is our social media audience, and how should we view this audience? What are the top social media platforms that we should actively engage in? What is it like living in a digital-first world?

We answer those questions in this section! And it starts with one simple mindset shift. We must treat our social media audience as an extension of our database.

That's right; our social media audience IS an extension of our database. That means we must work our social accounts with the same consistency that we would work our leads!

The first step is understanding that we live in a digital-first world dominated by social media and the internet. It will be difficult to grow your business without implementing some form of **Social Media Marketing**.



By harnessing the power of social media, you can create a digital footprint and connect with a new or existing audience on a much more personal level.

But what can we do on social media to grow our brand?

Researching and Networking:

Effective networking on social media is easy. You should do the following tasks daily:

Like or comment on a few posts from your past clients and SOI. This interaction
will keep you in mind with your sphere and put your brand in front of their
audience. This could generate new or referral business if they decide to follow
you on social media.

- Write value-filled posts and answer questions in community groups. I'm sure you
 are a part of at least one local community group on Facebook. Take a minute and
 ask a question inside of that group. Let the group interact with your post by
 answering in the comments; ultimately, you may increase your following.
- Create short posts that ask questions to get more engagement. Like asking questions in a group setting, you should apply the same psychology to your business page. Giving your audience something to think about and interact with will give you more opportunities than simple one-off posts.

Researching & Networking

Effective networking on social media is easy. You should be doing the following each and every day:

- Like or Comment on a few posts from your past clients and SOI
- Write a value filled post and answer questions in community groups
- Create short posts that ask questions to get more engagement

Going Live:

A great way to allow your audience to engage with your posts is to go live at least once a week. You can tell stories, provide updates on the current market conditions or promote a new listing or closing!

When you live stream on social media, your consumers can ask questions, interact with you, and know you are listening to them. The only thing more powerful than video is live video. Why do you think streaming services like Youtube and Twitch are so popular?

It is human nature to want to interact with someone in a live setting!

Personal Vs. Business:

When it comes to your business page and personal profile, you must understand **The 80-20 Rule**.

We should all have personal social media accounts and professional business accounts. But when it comes to your content, if you post too much about your business on your personal page, you can ruin your standing in that platform's algorithm. This means your posts will appear on fewer of your friend's timelines. The 80-20 rule means posting about your business only 20 percent of the time on your personal page; this will help you avoid falling into the trap of ruining your social media presence.

On the other hand, when it comes to your business page we also want our audience to be able to get to know us on a personal level. But we only want to do that 20 percent of the time. The other 80 percent should strictly be business-related content. And this content should appeal to your whole audience, whether they are a buyer, seller or part of your sphere.

PERSONAL VS BUSINESS

We should all have a personal social media account as well as a business professional account. You should also be following the 80-20 rule when making posts on your personal page. If you post too much about your business you can actually ruin your standing in the algorithm.

Considering we should follow the 80-20 rule with our personal account we should be doing the same with our business account. We still want our audience to experience who we are as a person BUT to much personal content can drop your rankings in certain algorithms.

Which Social Media Channels Should You Be Active On?

To establish the best digital footprint today, we must be active on all top social media platforms. Despite your personal preferences for or against specific platforms, leaving one out leads to missed deals.

Some individuals may prefer one platform over another, and if we are only active on the platform they aren't using, they may never see or hear about our brand.

Here are the top social media platforms you **must** be on!

- Facebook
- Instagram
- Twitter
- LinkedIn
- Youtube
- TikTok

Now that we understand what channels we must be active on, let's take a look at how we can optimize each channel!

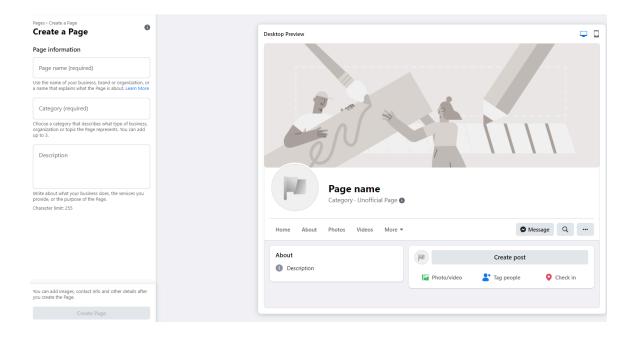
Facebook:



Did you know that over 2.9 billion people use Facebook? No wonder why it is so important that you are active on this platform. But how do we set ourselves up for success

Step 1: Add your business information. If you don't have one already, create a Facebook business page by going to: https://www.facebook.com/pages/creation/

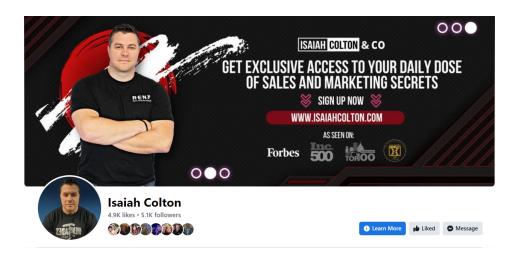
Make sure to fill in all relevant fields such as page name, categories for your business, address information, contact phone number, etc. Remember, even though you can change what category your business falls within, you cannot change the name of your business. This name should be your brand, not just the brokerage or office you work for!



Step 2: Add a profile picture and cover photo

After filling in the required information Facebook will ask you to upload a profile picture and cover photo. Select and upload them accordingly.

Profile pictures are 170 x 170 pixels for the best resolution, while cover photos are 820 x 462. If your images are larger than these dimensions you may need to crop your images.



Step 3: Fill out your page information

Within the about section of your profile, you can give your audience a better picture of who you are and what services you offer.

Here is a checklist of all information you should have available on your business page:

- Hours of operation
- Location
- Contact Information
- Categories
- Description

If you are only offering your services between selected hours, it would be wise to state this on your page. If a member of your audience chooses to contact you through your page, at least they will know when to expect a reply or follow-up.

Also, if you have a physical office location, ensure it is displayed appropriately for those wanting to meet you in person.

Not only do you need your audience to understand who you are and where you are located, they also need an easy way to communicate with you. Add your business or personal contact information (whichever method you prefer), the main website, and email address. It is important to give your audience the choice of channel they would prefer to use to communicate with you.

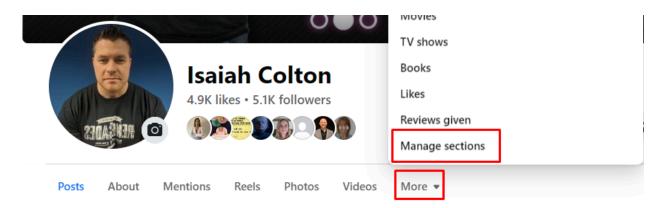
When it comes to categories, you want to be strategic enough that people not within your current audience can easily find your page on Facebook. These categories should

be related to the services you offer.

Lastly, make sure your description tells your audience exactly what your page is about. This does have a character limit of 155 characters so you want to leave it very high level.

Step 4: Customizing your page

Customize the tabs on your page so that it is easy for your audience to navigate through your posts, photos, or even reviews. To do so, click on the more option and then manage sections.

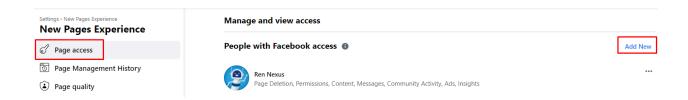


Step 5: Add collaborators to your page

If you have team members or admins that work on your Facebook page for you, you must first grant them access.

This can be done by clicking "Settings" -> "New Pages Experience" -> "Page Access."

Once in this menu, you can simply use the *add new feature* option and search the profile of the individual you would like to grant access to your page.



Step 6: Publish your first post

Once your page is optimized and running, it's time to add value-filled content for your audience to enjoy. Below are a few different posts you should add to your business page.

Video Posts

Latest Videos



The Power of Video Marketing with Special Guests Nick & Vanessa...

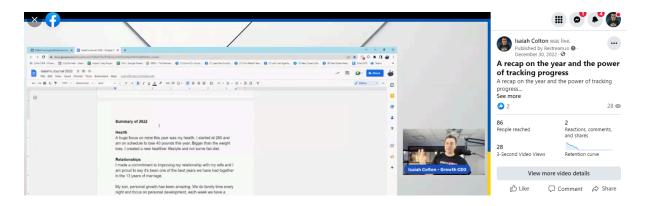


Important: Your business is NOT YOU! This means your personal and...



The Art and Science of Closing The Deal

Live Video Posts

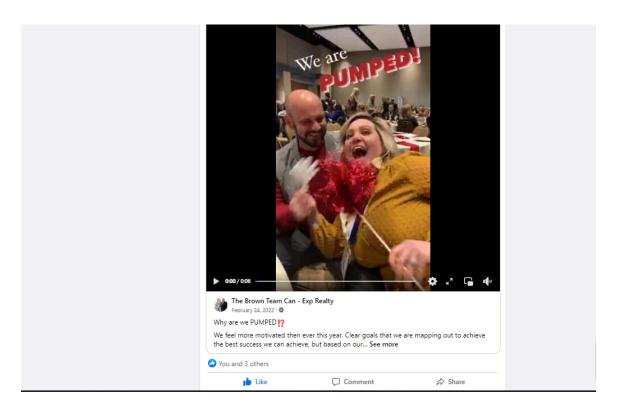


Still Image Posts

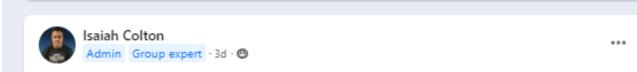


Step 7: Your Facebook Publishing Plan

Research and network at least once a day by commenting on or liking posts from your past clients, sphere or even affiliated referral partners.

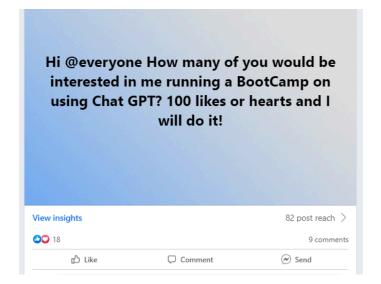


Write a value filled post and answer questions in community groups with a total audience of at least one million members.



Video can have a massive impact on your conversion if it is properly utilized. Try sending a video message to a chunk of people in your database -- 20 or 30 -- and then follow up that message with a phone call. You'll be amazed at how much more likely you'll be to get a positive response compared to cold calling. #realestatenexus #realestatetraining #realestateleads #realestateadvice #coachingrealestate #realtortips

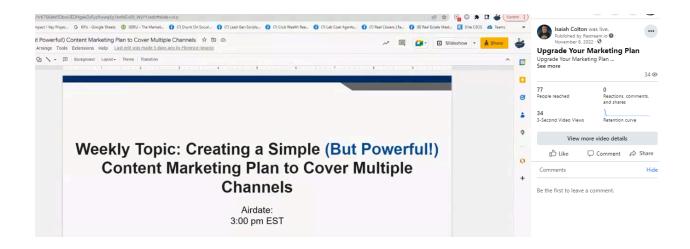
Create short, daily engagement posts that ask questions, give value, share tips, or tell stories. Also make sure you respond back to any comments on your posts!



Go live on your page at least once a week. Here you can update your audience on market trends, answer questions and leave them with a call to action that can generate new opportunities!

Here are a few examples of topics to cover live:

- Market Updates
- Referral Partner Introductions
- Interviews
- Buyer and Seller Webinars



Instagram:

Setting up and optimizing your business profile on Instagram is important for the following reasons.

- Get real-time metrics on how your stories and promoted posts perform daily.
- Add information about your brand, such as business hours, location, contact information, and details of your services.
- Get insights into how your audience interacts with your content.

Here is a step-by-step game plan for optimizing your business profile.

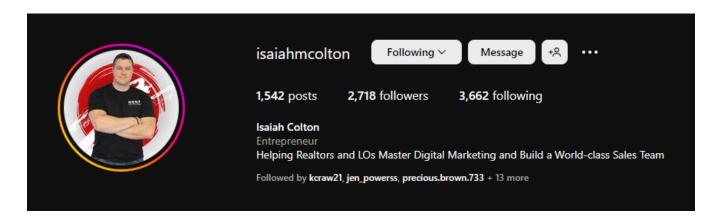
Step 1: Switch Your Profile to a Business Profile



Switching your profile to a business account is only a few clicks away. Navigate to your profile and tap the menu option. Next, you can tap on menu settings and switch to the business account.

We recommend that you connect your business account to a Facebook Page that is associated with the same business. This will make it a lot easier to use all of the

business features between both platforms. Remember, only one Facebook page can be connected to your Instagram account.



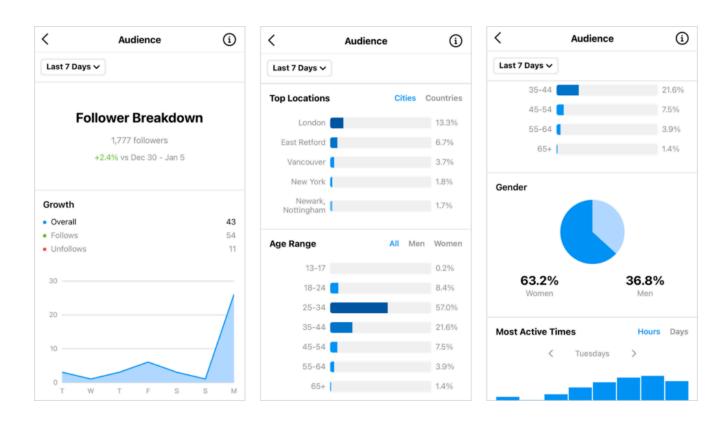
Step 2: Monitor your Instagram Analytics

The analytics tool is great for helping you target the right audience, post engaging content and to even get more views for your stories.

Here is a list of the analytics you should be monitoring:

- Engagement Data
- Post Comparisons
- Audience Demographics

Engagement data can show you what your audience is most interested in, giving you the ability to better tailor your content! Post comparisons will show you which posts are exceeding expectations and which are not. Lastly, it is important to understand our demographic and the characteristics of our audience.



Step 3: Publish your Post on a Feed

When publishing content on Instagram, you simply upload your media file (Image, Video, GIF, or Audio), and then add captions and hashtags that show your post's true story!

Here are a few different types of posts you can do on Instagram:

Image Posts



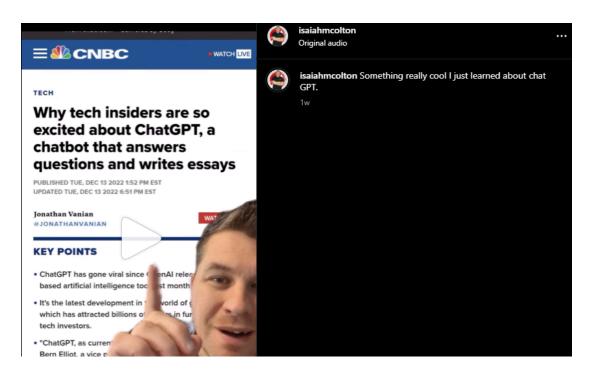
Video Posts



Stories



Reels

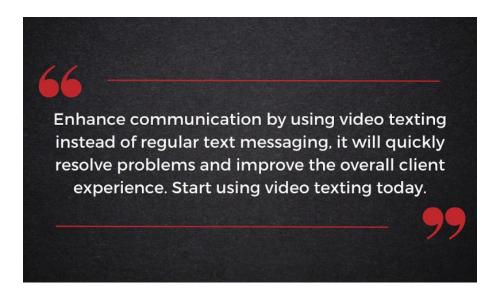


Step 4: Your Instagram Publishing Plan

Network by scrolling through your feed and like or comment on at least 10 posts per day. Just like Facebook this will get your brand in front of a broader audience.



Post at least two photos with captions and hashtags per day. These should be educational or promotional.



Post at least 10 stories to your Instagram feed per day. Use this platform to tell your audience to interact with a post on your main business profile or promote one of your new listings, closings, or market changes.

IS THIS KARMA?



COMMENT BELOW!

At least once per week, pick the #1 most asked question and answer it in a 3-5 minute live video. You can also share your Facebook live videos to Instagram instead of going live twice!



Collaborate with vendor partners like lenders, contractors, or stagers and give shout-outs on each other's posts. This will get you in front of their audience and them in front of yours!



Twitter:

Twitter is a significantly undervalued and underutilized tool in the real estate industry. However, a certain demographic prefers Twitter over any other social platform out to date.

We don't want to miss an opportunity to place our brand in front of this audience because we could lose deals!

Here are five ways to optimize your Twitter Profile for success:

- 1. Claim Your Brand
- 2. Choose your Twitter Tool
- 3. Determine your audience
- 4. Engage and Inspire your followers
- 5. Monitor your activities

As we discussed, establishing our digital presence across all platforms is essential. That said, the first thing we must do with Twitter is to **Claim Our Brand**. Make sure you use the same profile picture, design, and color scheme as you do on Facebook and Instagram.

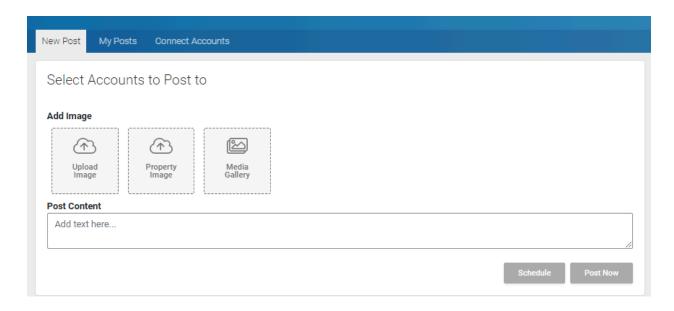
As a real estate professional, your picture and logo are the defining marks of your brand. Using the same imagery across your marketing materials, such as business cards, presentations, and social accounts, is imperative.



Next, we must determine which tool to use to manage our Twitter posts. Between our appointments and showings, our day-to-day can get pretty overwhelming. That's why you want to use a tool that can schedule engaging posts to all your social platforms simultaneously. This also keeps your content consistent across the board.

A great tool to get started with is the REN 360 software; you can get a free consultation by going to the URL below!

https://www.10xmylistings.com/



Once we have our marketing plan and brand, we must establish the audience we want to engage with. Think of the different services you may offer and how you can create fun and engaging content that your target audience can enjoy.



With this content, you can also link your tweets back to a blog, your original post on another platform or educate your audience on the processes involved in real estate.

A #Stoic philosophy we love & that applies perfectly to #realestatemarketing is:

You have to be willing to look stupid, to be bad at something

In order to get to where you want to go, you have to start somewhere

Stop trying to make your website or content perfect. Just start!

Lastly, nothing is worse than posting tweets that die on the vine. The best way to avoid this situation is to monitor your content's performance. If your tweets are not getting the attention you want, explore 3rd party applications that can analyze your account and identify optimal times to post, audience engagement, and more.





Meet your dashboards

LinkedIn:

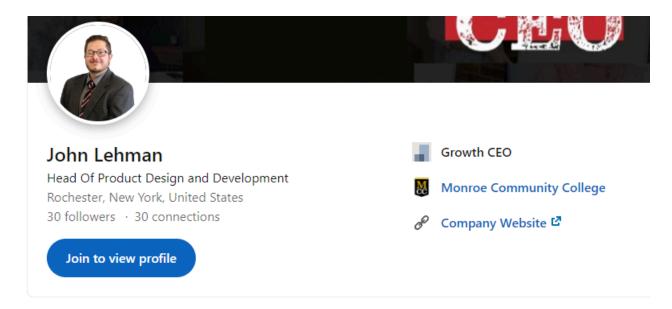
Professional platforms like LinkedIn are not just digital resumes but opportunities to connect with a different audience.

LinkedIn could connect you with business professionals interested in real estate who may not otherwise use other social media platforms.

Here is a step-by-step guide to optimizing your LinkedIn page:

- Establish your headline and Profile
- Display all important contact information
- Build connections
- Drive Testimonials

The headline that you use on LinkedIn follows you around the platform. Any time you post on LinkedIn, your headline **WILL** show up. Here you really want to tell your audience two main things: who you help and how you help them.

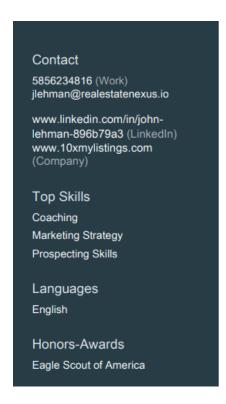


About

Technology and Digital Marketing Coach for REN 360 and Growth CEO! I enjoy working with real estate professionals and growing their business!

Your profile should include contact information like phone numbers, email addresses, and websites. This will help drive inbound traffic to you!

On top of contact information, you want your work experience to reflect your real estate resume and accomplishments. Skills are a great addition to your work experience.



John Lehman

Head Of Product Design and Development Rochester, New York, United States

Summary

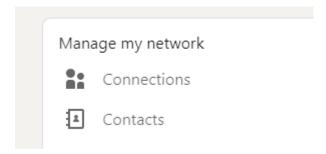
Technology and Digital Marketing Coach for REN 360 and Growth CEO! I enjoy working with real estate professionals and growing their business!

Experience

Growth CEO Head of Product Development January 2022 - Present (1 year 2 months)

Technology and Digital Marketing Coach at Growth CEO! I enjoy working with real estate professionals and growing their business!

The last step in optimizing your LinkedIn profile is establishing connections and driving testimonial reviews. Your number of connections on LinkedIn will determine where you fall in their algorithm. This means the more connections you have, the easier people find your profile. You should send a connection request to every person in your network, including other real estate professionals.



Youtube:

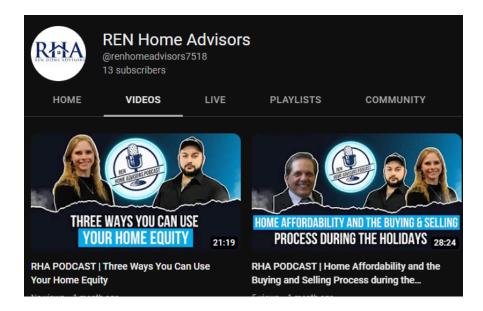
Youtube is the #1 video content platform in the world. With over 2.5 billion users, Youtube has generated over 28.8 billion dollars in ad revenue.

Knowing that video marketing is the most powerful tool in our arsenal, we must be active on the biggest platform.

Here is how you can optimize your Youtube channel:

Step 1: Pick your Channel Name

This can be your name or the name of your brand. It needs to be catchy and memorable to your audience.



Step 2: Create your channel icon and header image

As these two elements give off your first impression, they are crucial for your conversion rate.

Your channel icon should be your headshot or logo.

As for your channel header, consider your brand colors, logo, slogan, or a call to action as a link back to your website or social media platforms.



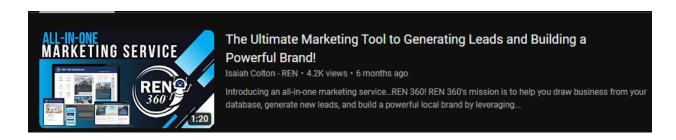
Step 3: Create your own Youtube brand watermark

Ensure that your Youtube watermark matches the branding of your channel. You can add this watermark throughout your video to consistently display your brand.



Step 4: Hook your audience with a channel trailer or introduction

This is likely will be the first video your audience engages with on your channel. Make sure to highlight who you are, who you help, and ultimately how you help through your services. This can be the introduction video we referenced in this playbook's Lead Follow-Up Secrets section.



Step 5: Add your channel description

This will introduce your channel to your audience and tell them exactly what they can expect from you. Make sure to use keywords that individuals may search for that are related to the services you offer.

Description

This Channel is dedicated to helping entrepreneurs master the art of sales and marketing. Additionally, we're here to share the importance of artificial intelligence. Meet REN, AI that uses marketing automation, and inside sales agents to help agents convert idle leads in their database. It also helps generate new listing opportunities in geographic areas that an agent wants to expand. Increase your real estate lead conversion ratio today with our software services! Learn more: realestatenexus.io

Step 6: Create and manage playlists

If you plan to create content for your entire audience, consider the nuances of each niche. Define what content you are creating and uploading to your channel, and create separate playlists that help categorize the content.

Here are some great examples for playlists:

- How to navigate the buying process
- Home Seller Tips and Tricks
- Video Testimonials and Reviews
- Homes for sale
- Recent Closings
- Virtual Tours
- Open Houses
- Funny real estate stories
- Market Updates
- Local Area Showcases

Step 7: Create great video thumbnails

The thumbnail of your video is important as this is what will make your video stand out from the rest of the search results. How can we make our thumbnails stand out?

- Use high contrast
- Include the key points of your content
- Make sure your text is easy to read
- Use consistency across all of your video types



Step 8: Choose keyword-rich titles for your videos

Have you ever noticed how common it is to get youtube videos as the top results when doing a google search?

A keyword-rich title is crucial to your video getting discovered. Think of Youtube not only as a social media platform but also as a search engine. Considering it is owned by Google!

Examples of catchy titles:

- How to Deliver a High-Converting Listing Presentation
- The Arts and Science of Closing
- Building Rapport with Potential Clients
- 5 Steps to Building and Maintaining Online Presence
- Proven Strategies to Convert FSBO
- 3 Ways to Automate Your Business



Step 9: Crafting the perfect video description

What is your video about, and why should someone want to watch it? Those are the first questions you should ask as you create the video description.

Like the title, the keyword can entice viewers to keep watching.

You should also include a call to action that directs viewers to your website opt-in page for lead generation or to follow your other social platforms.



Step 10: Use Hashtags

Adding relevant hashtags to your video description will increase the opportunity for your video to be found on direct youtube search results. These should match your keywords.

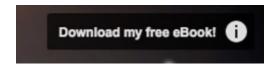
YouTube Titles/Tags:

Always research keywords associated with the topics and description of your video. This will help you when it comes time to write up a catchy title or phrase.

 ${\tt \#RealEstate\ \#RealEstateAgent\ \#RealEstateMarketing\ \#Sales} and {\tt Marketing\ \#RealEstateTips}$

Step 11: Add cards to your videos

Cards are the small pop-up text bubble in the top right corner of your videos. This will allow your audience to engage with you by taking a poll, clicking an opt-in link, or simply sending them to the next video in your series.



Step 12: Create end screens for your videos

This refers to when your video shrinks into the upper left corner and displays another call to action, such as prompting your consumer to click on a similar video or to go to a page.



Here are some fun facts about Youtube videos you should be aware of:

- Preferably, you should use the following video formats:
 - o MOV, MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GP, WebM
- The best resolutions are:
 - 426 x 240, 640 x 360, 1280 x 720, 1920 x 1080, 2560 x 1440 and 3840 x 2160
- Aspect Ratio should always be:
 - o 1:1, 4:3 or 16:9
- In the comment section you can pin certain comments and ask that your audience interact with it!

TikTok:

This may be one of the fastest-growing social media platforms. The new generation of internet users has defined exactly what form of content they prefer. It is known as a short-form video. TikTok started this "trend" to the point where platforms like Facebook, Instagram, and Youtube have adopted similar content styles such as reels and shorts.

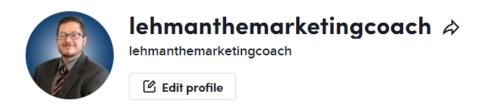
TikTok for real estate professionals has the power to influence leads in your favor. Virtual home tours are very popular today, and a Zillow study showed 36% of respondents said they would purchase a home they've never seen in person but have seen online.

That said, this now becomes a video-driven platform that can promote your listings and closings while allowing you to become an influencer with real estate tips.

Here is a step-by-step guide to optimizing your TikTok account:

Step 1: Choose your Username and Image

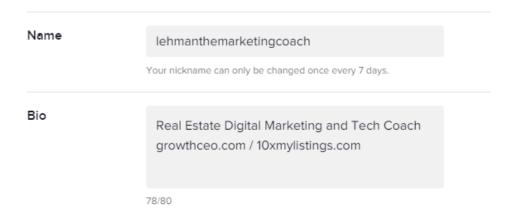
This will be your display name across the platform, and it should represent your brand and clearly state who you are and the services you offer. The profile picture should be your headshot.



Step 2: Writing your Bio

Considering individuals can follow you on TikTok from anywhere in the world, you want to include specific details about your business here. The first is the area you service; this will help mitigate inquiries from leads out of the area. Secondly, you want a link to your site and your other platforms.

Lastly, include a brief blurb about you and the services you offer. Remember, who are we trying to reach, and how can we help them?



Step 3: Follow Trends

From virtual tours to real estate tips there are many TikTok trends that you can make your own. Remember our 80-20 rule here, though: most of our content must be real estate related, but that 20 percent of the time we should create short-form videos that follow what is trending across the platform.

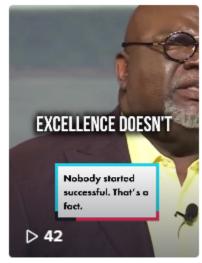
Creating unique content that follows trends increases your chances of ending up on someone's "for you" page. When someone likes content from a certain trend, the algorithm will push more of that content at them!



Friends should do more...



7 Steps to 'Bulletproofin...



It's easy to get overwhel...

Step 4: Use Hashtags

Hashtags on TikTok allow you to organize your content, and also teach the algorithm the main points of your content. Hashtags are also clickable on this platform, which means if someone clicks on a hashtag from someone else's video that is the same as yours, you could be in the list of posts TikTok is recommending. So make sure you are researching the most popular hashtags as they can change often.

Here are some examples:

- #realestate
- #realtor
- #realtorlife
- #realestatelife
- #home
- #property
- #forsale
- #newhome

- #homesforsale
- #justlisted
- #investment
- #dreamhome
- #homesweethome
- #firsttimebuyer
- #homebuyer
- #realestatetips
- #househunting

Step 5: Have a consistent posting schedule

If you do not post at least once a day on TikTok, you can severely damage your ranking within their algorithm. They will not prioritize your content over users who are more consistent. The preferred method is to post at least 3 times per day.

This may seem like an overwhelming number but later in this playbook we will be covering a method known as the **Content Multiplier Formula**, that will help you curate multiple pieces of content from one video!



Perfection has no place ...



Video should be used in...



Email offers an affordable

What is a Brand Authority and how can we develop one using video?

When looking at your brand you want to consider all elements like your brand image, logos and your unique value propositions. Powerful brands are more likely to be chosen by consumers based on recognition which builds trust and rapport.





For example, look at the two images above. Do you know who these logos represent? Do you know what products and services they offer? The right answer should be yes, you do. And that is because both of these companies have built their business around quality products.

Now how can Video Marketing help us with our brand recognition?

Video content is more memorable, and most people actually need a visual aid to learn. Studies show that almost 95 percent of a video's message is retained vs 10 percent when reading text.

Words just aren't as engaging as video. Video has the power to evoke strong emotions through visual and auditory cues like body language, tone of voice and eye contact.

Did you know that the human brain can process visuals 60,000 times faster than text? These auditory and visual aesthetics help paint the whole picture, and better convey your entire message.

One of the most important parts of video marketing is using strong verbal and visual calls to action. KISSmetrics found that videos that include verbal and visual calls to action produce 380 percent more clicks than alternative options like buttons or written text.

Make sure you always include a call to action at the end of your video, based on your offer!

Takeaways:

Brand Power:

When looking at your brand, you want to consider all elements like your brand image, logos, and your unique value propositions. Powerful brands are more likely to be chosen by consumers based on recognition which builds trust and rapport.

Connection:

Video content is memorable. Most people actually need a visual aid to learning. Studies show that 95% of a video's message is retained vs 10% when reading text.

Retention:

Video content is memorable. Most people actually need a visual aid to learning. Studies show that 95% of a video's message is retained vs 10% when reading text.

Aesthetics:

Did you know that the brain can process visuals 60,000 times faster than text? These auditory and visual aesthetics help paint the whole picture, and better convey your entire message!

Call to Action:

KISSmetrics found that videos that include calls-to-action produce 380% more clicks than alternative options like buttons or written text! Make sure you always include a call to action at the end of your video!

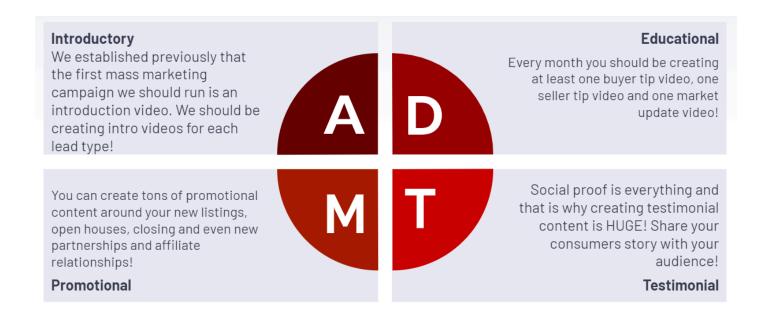
Influence:

Influencer Marketing works because people want to work with someone that they TRUST! That's why we must be the BEST at providing educational and engaging content to our audience!

This is also why "Influencer Marketing" works so well. People want to work with someone that they **TRUST!** That's why we must be the **BEST** at providing educational and engaging content to our audience!

Now you're probably wondering, what types of videos should I be recording?

There are **4 different types of videos** you should be marketing to your database every single month, Introductory, Educational, Promotional and Testimonial.



We established previously that the first mass marketing campaign you should run is an introductory video to your entire database of opted-in contacts. On top of that we should be creating video text messages for each lead type to put into our speed to lead campaigns.

You should also be creating at least one buyer tip video and seller tip video per month. Even if you have an automated campaign going out to your buyer and seller leads, it is important to send personalized content in tandem.

Question: "How can we take our video and multiply it into different forms of content that we can use across our marketing channels?"

Promotional videos are a great way to display your listings, closings and even affiliate partnerships. And testimonials are a great way to build social proof, which is everything when it comes to having your audience make the decision to work with you over your competition.

How can we take these videos and multiply them in more than one piece of content?

Here is what we call the **Content Multiplier Formula**. It is a 10 step process that can take one long form video and turn it into multiple forms of content!



Step 1: Create an Educational topic with a headline and a call to action

Before we start recording content we must establish a few things:

- > What is our hook?
- > What is our story?
- > What is our offer?

Once we have this in place we must create a **POWERFUL** headline and call to action.

This video should be long-form and cover multiple talking points. A great example would be a market update. I'm sure that you know of at least 10 facts about your market that you can cover in this video.

Step 2: Build a content organization system

VIDEO SHOOT CHECKLIST

- Find a strong reference model
- Research hot industry trends for that month
- Find a blog, article, or infographic to reference
- Shoot on a phone, laptop, or high quality video camera
- Make sure your surroundings aren't distracting
- Test your lighting and audio before you shoot
- Ideal Video Length: 5-10 minutes
- Pro Tip: Shoot all of your weekly/monthly videos at once

Choose a system such as Google Drive, Dropbox, or Microsoft to host all of your files. This will make it easier for you to navigate and find your marketing materials.

Once our system is in place, we must set up the structure.

Raw Videos

All of your raw untouched video files should be stored in the core folder with additional sub folders dated accordingly.

Edited Videos

Much like your raw video content you want to have your edited videos stored in one core folder with additional sub folders dated accordingly.

Social Content

You should have separate folders for short form video snippets, quote cards, still images and infographics.

Blogs and Long Form Documents

As you transcribe your videos into blog posts you want to save a copy of this content in a specific folder. Additionally any other long form documents you create should be in this folder as well.

Audio Files

Your audio only files should be completely separate from any other content you are creating.

Content Multiplier Formula Marketing Folder Raw Videos Edited Videos Long Form Content Audio Only Files How can pre How can pre 3 Reasons to 3 Reasons to approval help approval help Audio sell your sell your Blog Posts Articles Podcasts you in your you in your Snippets home home buying home buving 11.15.2022 11.15.2022 journey? journey? Social Content Short Form Quote Cards Infographics

Here is an example of of an organizational file system:

Step 3: Define who is accountable

The next step in the content multiplier formula is to identify who will be responsible for shooting your videos. Remember, **YOU** are your brand. You want to be in as much of the content as possible.

Now, maybe you have a marketing assistant or team member who can help you shoot the videos, but we must ensure we are the spokesperson for our message.

You should schedule time blocks once a week or once a month to record your content. Content recording can become overwhelming if we just try to do it on the fly or day by day. Once we establish our content creation time-blocks, we must hold ourselves accountable to be consistent.

Step 4: Who will edit your videos and how

With video editing you must first identify who will be responsible for making and managing the edits to your videos.

Video editing can be a very daunting task. If you don't see yourself having the capacity through either skill or time to do your own video edits, you may want to look into a virtual

assistant or freelancer. Fiverr is always a great option to find freelancers that specialize in video editing.

Edits Include:

- ➤ Adding Subtitles
- Adding Frames
- Splitting the video content
- Converting File Types

Step 5: Creating Quote Cards and Infographics



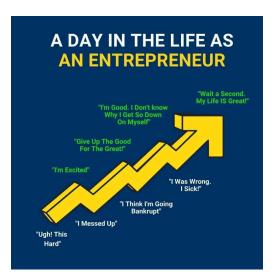
Quote cards are a simple way to take the key points of your video and create still images that can be used as social stories, reels and even become carousels! Infographics, quite like quote cards are another way you can take highlights from your videos main message and distribute them through another form of marketing! You can even back link your main video to every image you produce!

Step 6: Turning videos into blog posts

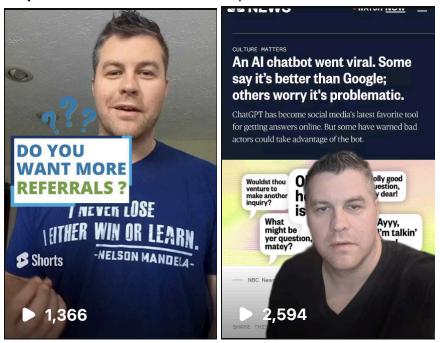
From an SEO perspective, having updated content on your website is VITAL. Use a transcription tool to turn your video into a blog post and combine them on one webpage. This is the single most effective thing you can do for your SEO.

Step 7: Using Audio files for Podcasts

Did you know you can strip audio-only files from your video recordings? Now you can create audio tweets and Instagram posts. You can also use this as an opportunity to create a podcast!



Audiences don't always like to read or have the time, so audio is increasingly popular. It can be absorbed into their daily routine, like walking the dog or going to the gym.



Step 8: Short-Form Video as the preferred form of content

As we know, the new generation of internet users has defined exactly what form of content they prefer. It is known as a short-form video.

Ensure you go through your long-form video and cut out a ton of short-form snippets.

These might be a few sentences related to your main message. You can use these as social posts and reels with backlinks to your full video!

PS, these are perfect for TikTok, Facebook Reels, Instagram Shorts and Youtube Shorts.

Step 9: Teasing your Audience to get more views

A great way to grow your audience and leave them feeling anticipation is to create short teaser pieces such as short videos or still images that speak to your newest piece of content coming out!

This will create a BUZZ around you and your brand.

Most industries already utilize this methodology. Think of the movie industry. How many movies have you gone to without first watching the trailer?

Viewers crave anticipation and something to be excited about. So if we release our content on scheduled dates, like the third Thursday of every month, for our market update, we can curate other content that teases our audience!

Step 10: Promos, Polls and Giveaways

Running a specific promotion or giveaway is a great call to action that you can implement into your marketing strategy. This will excite your audience and alow them to engage with you!

We call this the 100 calls in a day program:

This is a strategic marketing campaign that we use to generate 100 inbound calls in just one day!

Think of this as a promotional campaign. We want to promote a giveaway that our database can respond to. Just like a radio station has listeners call in for a free giveaway.

Ultimately we want to market this campaign through as many channels as we can, like text, email and even social media.

The Giveaway:

The first step in completing a 100 calls in a day promotional campaign is to decide what your giveaway item will be. You will want to make sure it sounds **FANTASTIC** and that we create **FOMO** (Fear of Missing Out) as well as a sense of urgency.

This item should also resonate with your local community and have a positive impact on the winner.

Examples:

- Gift cards to mom/pop restaurants in the area
- Seasonal Gifts
- Concert / Shows / Plays
- Special Event Tickets

The Strategy:

Part 1: After planning out your giveaway item, the next step is to develop a marketing game plan and timeline of events.

Part 2: Create a follow-up script to generate more referrals when leads call in. This script should ask three questions.

- 1. Is their contact information current?
- 2. Are you or anyone you know looking to buy or sell a home in the next 12 months?
- 3. Do you know anyone looking to start a career in real estate?

By asking these questions, we can ensure our database is as up-to-date as possible, get new referral opportunities, and even recruit new team members!

Part 3: Choose a winner based on the chance to receive a referral or transaction. You want your winner to be able to provide social proof of a great experience working with you after winning your giveaway.

Marketing Gameplan:

Day 1:

Step 1: Record a 1-3 minute video explaining the promotion and how it works. This should also include details of the call-in date and time-block.

Step 2: Design an email template for your video

Step 3: Create a follow-up text template referencing your email

Step 4: Post your video on social media platforms like Facebook, Instagram, Twitter, LinkedIn, Youtube, and yes, TikTok.

Day 2:

Step 1: Record a 20-second promo video text

Step 2: Send the video text to your SOI/Past Clients

- Step 3: Create a 1 minute follow up promo video
- Step 4: Email the 1-minute promo to your entire database
- Step 5: Post the follow-up video to all social media channels

Day 3:

- Step 1: Go live on Facebook and Instagram early in the day to promote your giveaway
- Step 2: Create a social media story regarding your promo

Day 4:

This should be your call-in day. Everything we have done has been leading up to this day. You should have a specific time block of at least 4 hours dedicated to taking inbound phone calls / making outbound callbacks for any missed calls.

Ensure you ask all three questions on every call and note the opportunities. After the time block, assess who called in and who gives you the best opportunity to make a real estate transaction or provide a referral.

Day 5:

Presentation day is finally here. Throughout your process, all your marketing materials should reference that you will present the winner of the giveaway **LIVE** on Facebook.

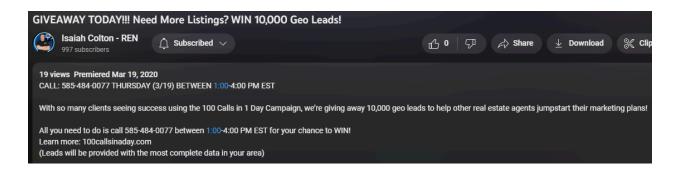
In the early morning, post on social media that you will go live to announce the winner. You want as big of an audience as possible. On your Facebook Live, you should have pieces of paper inside a hat or something to pull a name from.

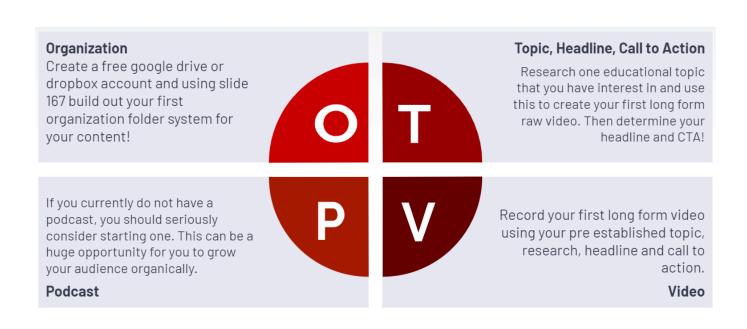
We want to give the illusion that the winner is chosen at random. In reality, we want these names to be based on our predetermined winner.

After presenting your winner live on Facebook. We must meet with the winner in person to create our follow-up game plan through social proof.

Step 1: Record a video with the winner congratulating and presenting the giveaway

- item. Make sure the client tells of their excitement.
- Step 2: Create a video email template and send it to your entire database.
- Step 3: Post the video on all of your social media platforms.





Example Month

Visit: www.RENMarketingToolkit.com for your daily social templates

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 · New Years Day	2 · New Years Day Oberved	3 • Market Update Video • SMS Follow-Up (have not met)	4 • Research and Network with Referral Partners	5 • Record & Publish Weekly Video • SMS Follow-Up (have not met)	6 • DTV Follow-Up (Internet Leads)	7 · Lead Pipleline Follow-Up
8 • Promoting New Listings/Open Houses/Just Sold	9 • Postcards	10 • Market Update Video • SMS Follow-Up (have met)	Research and Network with Referral Partners	12 • Record & Publish Weekly Video • SMS Follow-Up (have met)	13 • DTV Follow-Up (Internet Leads)	14 • Lead Pipleline Follow-Up • Network in Local Facebook Groups
15 • Promoting New Listings/Open Houses/Just Sold	16 · Martin Luther King Day · Postcards	17 • Market Update Video • SMS Follow-Up (have not met)	18 • Research and Network with Referral Partners	19 • Record & Publish Weekly Video • SMS Follow-Up (have not met)	20 • DTV Follow-Up (Internet Leads)	21 • Lead Pipleline Follow-Up • Network in Local Facebook Groups
22 Promoting New Listings/Open Houses/Just Sold	23 • Postcards	24 • Educational Video • SMS Follow-Up (have met)	25 • Event Post, Text, Email, DTV	26 • Record & Publish Weekly Video • SMS Follow-Up (have met)	27 • Schedule Social Posts for next month	28 • Lead Pipleline Follow-Up • Network in Local Facebook Groups
29 • Promoting New Listings/Open Houses/Just Sold	30 • Research and Network with Referral Partners	31 • Webinar Video (buying/selling) • SMS Follow-Up (have not met)				

Notes:		

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

JANUARY

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:
. .

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

FEBRUARY

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 · Groundhog Day	3	4
5	6	7	8	9	10	11
12	13	14 · Valentine's Day	15	16	17	18
19	20 · Presidents' Day	21	22	23	24	25
26	27	28				

Notes:			



Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

MARCH

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 ·Women's History Month	2	3 · Employee Appreciation Day	4
5	6	7	8	9	10	11
12	13	14	15	16	17 · St. Patrick's Day	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:



Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

APRIL

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7 - Good Friday	8
9 · Easter Sunday	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 • Take Your Child to Work Day	28	29
30						

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- Market Update Video
- · Referral Partner Video
- Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- Resource Industry Trends/Topics for Content Ideas



Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5 · Cinco de Mayo	6
7	8	9	10	11	12	13
14 · Mother's Day	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 · Memorial Day	30	31			

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

JUNE

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
Π	12	13	14 · Flag Day	15	ló · Juneteenth Day	17
18 · Father's Day	19	20	21	22	23	24
25	26	27	28	29	30	

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas



Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 · Independence Day	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 · Parents' Day	24	25	26	27	28	29
30	31					

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

AUGUST

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 · Purple Heart Day	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26 · Women's Equality Day
27	28	29	30	31		

Questions: visit. www.kensupport.com to connect with as allectly.
Notes:

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

SEPTEMBER

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 · Labor Day	5	6	7	8	9
10 · Grandparents Day	↑ First Responders Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:



Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

OCTOBER

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9 · Indigenous Peoples Day	10	11	12	13	14
15	16 · Boss's Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 · Halloween				

Questions? Visit: www.RENSupport.com to connect with us directly.	
Notes:	

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

NOVEMBER

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
] · All Saint's Day	2	3	4
5	6	7 · Election Day	8	9	10	- Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23 · Thanksgiving	24	25
26	27	28	29	30		

Notes:			

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- Market Update Video
- · Referral Partner Video
- Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
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- · Create/Send Monthly Newsletter
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Sales Acceleration Blueprint Calendar 2023

DECEMBER

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	n,	12	13	14	15	16
17	18	19	20	2] ·Solstice	22	23
24 · Christmas Eve	25 · Christmas Day	26	27	28	29	30
31 · New Year's Eve						

Directions: Using the "Your Tasks" table on the right, write in your daily, weekly and monthly tasks on the calendar above. You can visit **www.RENsources.com** to access your monthly toolkit, including social posts, captions, and more. Questions? Visit: www.RENSupport.com to connect with us directly.

Notes:					

Your Tasks

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- Network in Local Facebook Groups

Monthly

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas

PLAYBOOK

Section 6

Lead Conversion Secrets

The
Sales Acceleration Blueprint
Playbook
2023

Section 6: Lead Conversion Secrets

Introduction To Prospecting and Lead Conversion

Developing the skills and habits necessary to master prospecting and lead conversion is the key to becoming a top-producing agent. In this section, we will talk about what prospecting really is, why it's so important, what stops us from doing it, and most importantly, how to do it effectively. The goal is that you will be equipped with the

fundamentals, tools, scripts, and psychology to convert more leads into appointments and more appointments into listings by the end of this module.

The same principle applies to buyer leads. Important Note: Prospecting is both an art and a science that takes dedication and discipline to master. The science is simply the internalization process, while the art represents the intangibles: tone, pitch, pace, and the psychology of objection handling. This training is not enough!

You must prioritize participating in ongoing training and role-playing if you expect to reach a mastery level. Remember, it is, by far, the fastest way to increase your income.

Simply put, we define prospecting as using phone, text, email, social media, or any other form of communication to take a lead from cold to warm to hot through a lead conversion process. Most Importantly, never compromise prospecting by phone.

Perhaps we define prospecting differently from most people because we don't view it as cold calling. Our goal is to make sure you don't have to cold call if possible. We consider a cold call a scenario where you are completely blind without any third-party information, not even knowing whether the phone number is correct or if they are selling or buying a home.

Sometimes, this is inevitable, especially in the beginning, when you don't have all the tools — systems, and technology we've built and set up along the way. For almost every type of lead, questions will be your best friend. The right questions will bring your lead quickly from cold call to warm and finally to strong rapport - with somebody you just met over the phone five minutes ago.

Take the information you learn from asking the questions a layer deeper by gathering details about the property, their situation, and the area; in the best-case scenario, you

use artificial intelligence to get more contact information or indicators of their "likeliness to move." This approach especially applies to seller leads and buyer leads.

What are the 7 Steps to Prospecting Mastery?

- 1. Building Rapport and Qualifying
- 2. Building Value
- 3. Creating Desire
- 4. Trial Close
- 5. Overcoming Objections
- 6. Follow Up
- 7. Time Management

It is important to note that these tactics come together to create a foundation for success. You may not always complete these 7 steps in one particular order. You also may need to revisit one or multiple of these steps throughout your prospecting calls.

And that is ok!

Building Rapport:

Everyone has a different communication style, and it is more important than ever that your contact can interpret the information through their lens, not yours. You also must speak at the same speed and tempo as your listener. Don't speak in 5th gear when they are back in 1st.

If you have to repeat yourself, you are losing their attention!

7 STEPS OF PROSPECTING	What are the 7 steps of prospecting mastery and how can we use them to increase our lead conversion?
OBJECTION HANDLING	What does the objection handling process look like? What are the most common objections?
SCRIPTS & DIALOGUES	Once we understand the 7 steps we need to take a look at our scripts to make sure we are including each piece necessary!
TRIAL CLOSE & APPOINTMENTS	How can we use the trial close strategy to set more appointments and close more deals!
LEAD CONVERSION	Developing the skills necessary to master prospecting and lead conversion is the key to becoming a top producing agent.



Another great way to build rapport is by using complimentary language. We have noticed that using complimentary language when asking personal questions greatly lowers your listeners' guard and ultimately opens them up to provide more detailed answers.

Statements like, "this is such a beautiful home, I was curious why you were even considering selling," can come off way different than "Hey, why are you looking to sell your home."

THE FORMULA

It is important to note that each of these tactics come together to create a foundation for success. You may not always complete these 7 steps in one order, you also might need to revisit one of these steps throughout your call.. But that's ok!

One of the most important tactics you can learn when prospecting is repeating and reframing answers to your listener. This practice shows them you are listening and paying attention to their goals and motivations.

Qualifying:

Qualifying is one of the most misunderstood steps in the sales process. When you're on a call, you should have the mindset that you're not there to beg them for their business or an appointment but simply to have a conversation. This conversation aims to determine whether you can work together toward a common goal. With this discovery, questions are fundamental. Don't always go by their first answer; repeat these answers to them with a follow-up question to find out their true WHY!

QUALIFYING

Qualifying is one of the most misunderstood steps in the sales process. When you're on a call, you should have the mindset that you're not there to beg them for their business or an appointment, but simply to have a conversation. The purpose of this conversation is to determine whether you can work together towards a common goal. With this discovery questions are fundamental. Don't always go by their first answer, repeat these answers back to them with a follow up question to find out their true WHY!

Building Value:

Another major misunderstanding regarding prospecting is that before you can build

value in what you offer, you must first build value in the phone call itself. How many phone calls from random numbers do you answer compared to people you know?



Another major misunderstanding when it comes to prospecting is that before you can build value in what you offer, you must first build value in the phone call itself. How many phone calls from random numbers do you answer vs people you know?

We constantly place a higher value on calls from people we know, whether that is a parent, a sibling, or a friend. We also must remember that when we call, this is most likely the

first time they see our phone number, so when they answer, we must show enough value in why they should not hang up!

Once we have built value in our call, we can start to show value in what we bring to the table compared to the goals and motivation of the client.

Remember, we don't want to oversell here; we just want to show how we can help their situation. No one wants to hear about how amazing your sales statistics are; they want to get to know you as a person and know how you can help them.

Creating Desire and Doubt:



What are your current market conditions and how can they positively and negatively affect your listener. Make sure they are able to make an informed decision.

estate

How can your current market conditions positively or negatively affect your listener? We must make sure that they can make informed decisions when it comes to buying or selling real

Everyone makes decisions based on their emotions, most people in fact make decisions on what they stand to lose rather than what they stand to gain!

What do we mean by this? Here is a perfect example:

Most individuals do not gamble on a frequent basis. They know that betting 20 dollars on black could potentially win them double their money **BUT** they place more value on the 20 dollars that they could be losing.

We must invoke the same type of response when it comes to real estate. This is called creating a **Fear Of Missing Out.** Using our market conditions we can set the expectation that buying or selling right now COULD be a better opportunity for them vs waiting.

Have you heard the old statement, "I just want to wait until spring to sell"? Many people think spring is the perfect time to sell their homes. But what if there is less inventory or lower interest rates right now than what is projected for that spring?

This will create doubt amongst your listeners and could influence their decision to make a real estate transaction or the timeline in which they do so.

After we create this doubt, we can circle back to asking more discovery questions to get an even deeper understanding of what motivates our listeners.

That emotional dynamic is what your homeseller or business prospect experiences as they decide whether to take action. That's why you'll be more effective if you speak to their motivation and clearly articulate that the rewards of working with you as their trusted advisor far outweigh any risks.

The Art of Trial Closing:

The art of trial closing is as simple as this. Assume the appointment instead of asking for the appointment. People by nature must be directed. So direct them. Oftentimes salespeople give the listener a way out by asking.

We never want to give them this opportunity; the worst thing they can do is object!

Instead of saying, "So, do you think you would be open to a conversation." Say, "So John, I'm going to be out your way tomorrow looking at some other homes; I could stop by around 5:00 unless 6:00 works better"

Giving your listener two options is KEY to assuming your appointment. With only one option, it still somewhat leaves the door open for an objection to that specific time.

We have also noticed that when given two options, your listener will typically feel more obligated to choose one of the two rather than say neither works.

This is just human nature.

Overcoming Objections:

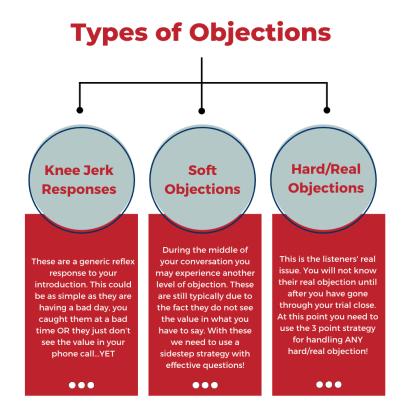
When it comes to objections, there are three categories.

- Knee Jerk Responses
- Soft Objections
- Hard / Real Objections

Knee Jerks are a generic reflex response to your introduction. This could be as simple as they are having a bad day, you caught them at a bad time, OR they just don't see the value in your phone call...YET

Soft Objections happen during the middle of your conversation; you may experience another level of objection. These are still typically because they do not see the value in your words. With these, we must use a sidestep strategy with effective questions!

Hard objections are your listeners' real issues. You will not know their real objection until after you have gone through your trial close. At this point, you can use a 3-point strategy for handling any objection!



Empathy:

It is important first to acknowledge the listener's statements so that they feel heard and understood.

Value Statement:

What can you do to help them in comparison to their concern? Also, how does this separate you from your competitors?

Tie Down:

Mix their pain and motivation with exactly how you can help their situation, and end with a logical statement that forces a **YES** response!

Here is a great example:

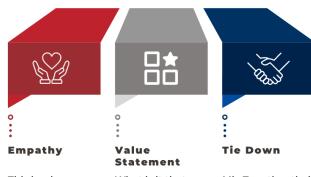
Objection:

If I sold my property, I wouldn't have anywhere to go. I haven't been able to find the right home yet.

Response:

Hey, I can appreciate that, and obviously we would want to make sure you found the right home before you even consider selling. Now with that being said, If I could help you (Insert motivation/timeframe) and get the most out of the property, you would agree that it is at least worth a conversation, right?

The Three-Step Process



This is where we acknowledge the listeners statements so that they feel heard and understood.

What is it that you do that separates you from other agents and how does it compare to their concern?

Mix Together their pain and motivation with exactly how you can help their situation, ending with a logical statement that forces a YES response!

As you can see within our first sentence, we are very empathetic to their concern about not finding the right home. From there, we insert their motivation and time frame to show our listeners we are here to help. Remember finding the right home is also part of their motivation!

Lastly, we combine the motivation with our **Logical Statement That Forces A Yes Response**. If we could help and get the most out of the property, you would agree that it is at least worth a conversation, right?

Time Management:

It's no surprise that most salespeople are caught up in the moment, and when they don't get that instant gratification, taking the time to manage your leads and follow up with them can often take a back seat to new leads coming in.

However, we assure you that the FORTUNE is in the FOLLOW-UP!

Salespeople, by nature, are horrible with time management. With a nice mindset shift and setting up specific time blocks dedicated to

calling and working our leads, we can increase our production 10x!

Prospecting

Salespeople by nature are horrible with time management. With a nice mindset shift and setting up specific time blocks dedicated to prospecting you can increase your production 10x!

If we have true prospecting and admin time blocks (Preferably earlier in the morning) we should be able to clear up our afternoons for appointments. Remember it is OK to have your leads respect your time! It shows that you do not NEED their

TIME MANAGEMENT SECRETS

Marketing/
Follow up

Outside of prospecting we also need to set up time for admin work, marketing activities and following up with our leads.

But what types of time blocks should we have in our calendar outside of making calls?

- Marketing Activities
- Appointments
- Personal Time

Outside of our prospecting calls, we must set aside time to do our marketing activities to work our database and follow up with our leads. It's easy to forget that our marketing activities are a form of prospecting.

And if we set up true calling and marketing time blocks (preferably earlier in the morning), we should be able to clear up our afternoons for appointments.

Remember, it is OK to have your prospects respect **YOUR** time! It shows that you do not **NEED** their business and are sincerely trying to find a time to help.

Lastly, we need time for **US**, our **FAMILIES** and our **FRIENDS**. It is easy to get caught up in the day to day at work and forget or neglect our personal time. Make sure you block out time each day to do things that truly make **YOU** happy.

Review the 7 steps Practice with a roleplay partner or on live calls Write out your top 5 objections and come up with language using the 3 step objection handling process to overcome them Timeblock at least 1 hour of your day for prospecting and 1 hour for marketing / admin work

PLAYBOOK

Scripts & Dialogues

The
Sales Acceleration Blueprint
Playbook
2023

Expired:

Hey, I was looking for the owner of (Address). Is that you?

Yeah, I saw the property had come off the market recently, and I was curious, have you already sold it, or were you still looking for an offer?

Great. Is it still on the MLS, or are you contracted with an agent, or are you just handling it yourself?

I'm sorry I didn't catch your name. My name is <name>; who am I speaking with?

Really quick (Seller's name), let me tell you why I'm calling. I actually noticed your property came off the market, and I wanted to follow up to see how we could help each other out. Now I don't know if you're aware but because of the lower inventory and interest rates that might increase again, we're seeing more buyers than there are sellers, which is actually driving property values up! And I was shocked when I saw your property didn't sell. Were you in the process of doing some updates to the property, or were you just not getting the offers you were looking for?

If doing updates: Did your agent suggest doing updates, or did you decide on your own? What updates have you done?

If no/low offers: Did you get any feedback on why it didn't sell, or did you just feel like your agent wasn't getting the job done?

And I have to ask, this is such a **beautiful** property, so why are you even considering selling?

(Discovery Questions)

Well (name), If I could show you a strategic plan to (insert motivation and pain) and get your property sold for top dollar, that would obviously be worth a conversation, right?

Great, So let's do this; based on what you've told me, I would like to stop out and just preview the property with you, go over my marketing strategy of how I would get your home sold AND be able to show you in black and white, EXACTLY what you would walk away with if the property closed, because I take it, as long as you net what you're looking to walk away with for the property, you don't really care who sells it right?

Great, I will be in your neighborhood looking at a few other homes later today unless tomorrow works better. (Better in the mornings or afternoons), I could do __ unless __ would work better?

FSBO Script

Hello, I was looking for the property owner of (Address)

I was looking at the property online and was trying to find out if you had sold it or were still looking to take offers?

Is the property still for sale by owner, or did you end up putting it on the MLS or listing it with an agent I should speak with?

Well, my name is ___ who am I speaking with? Nice to meet you today ___.

I called because I was prospecting for properties in the area that would do really well in this market, and honestly I was surprised that it hadn't sold yet. Have you received any offers or just some interest so far?

Oh, ok, and in what ways are you marketing the home other than Zillow? So you're (reframe, rephrase). Does that sound about right?

Great, and I just have to ask, this is such a beautiful home; what made you consider selling it in the first place?

Well, you definitely have a few things going for you right now that are helping sellers get more out of their property, one being lower inventory than normal. There are also more buyers than typical this time of year just because they are trying to lock in on these lower mortgage rates.

So if you could get an acceptable offer in the next 14 days and get closer to (Pain / Motivation), would you be able to accept the offer, or would you need time to move?

Would you say you're doing it for sale by owner just because you have a certain number you want to net?

What I would Like to do ____ is just stop out and preview your property with you and go over what I do differently to get more exposure on properties to ultimately get my clients the best offer possible. I have a specific marketing strategy that has been proven to help people in your situation get more buyers interested in your property which ultimately NETS MY clients more money, and I take it as long as you can walk away with a certain amount, you're not really worried about who sells it right?

Great, I will be in your neighborhood looking at a few other homes later today unless tomorrow works better? (Better in the mornings or afternoons), I could do __ unless __ would work better?

ZBUYER / Cash Offer Script

Hi, is this the property owner at (Street Name)? Great, this is _____ is this (Name)? Nice to meet you (name). I was giving you a quick call because I saw you had an inquiry online about seeing what your property value would be on the market and potentially getting a cash offer. Now I'm just curious: have you sold the property, or are you still interested in a potential offer?

If they ask if you have an offer (That's a great question, let me tell you why I'm calling, I wanted to reach out to see how we might be able to help each other get the most value for your home, so let me ask you... Discovery Question)

Ok great, and (Name) I know you were looking around at cash offers vs market value, let me ask are you in a situation that would require you to sell fast or are you more interested in seeing the maximum value of your property?

Well, the good news is, you couldn't have picked a better time to look into property value, especially since homes are moving in less than a week with multiple above-market offers! Now (Name), I work with tons of homeowners like yourself and specialize in maximizing property values through my marketing strategies, so let me ask you if you were able to get an above-market offer on your home, would you actually consider selling?

And I have to ask, this is such a beautiful property; what made you interested in seeing you
property value in the first place? Do you have any plans for if the property sold?
Discovery Questions

So (Name), If I could show you a way to (insert motivation and pain) as well as maximize the value of your home, possibly through multiple above-market offers, that would at least be worth a conversation right?

Great, so what I'm going to do is just stop out, take a look at the property with you, that way I can show you my full marketing plan to get maximum exposure on your property, and ultimately show you what you would walk away with if it sold, I will be in your neighborhood later today unless tomorrow would work better?

Great, are you typically better in the morning or afternoon? - This can change based on how your conversation is going or how your calendar looks. Remember to give them 2 choices!

Internet Buyer Script

Hi I was looking for (Buyer Name)?

This is (Name), I was just reaching out in regards to an online inquiry you had about properties in the area, I was curious did you ever find what you were looking for or were you still searching?

Great, now is this the first time you're purchasing a home or do you have a home you would need to sell first?

If Home to sell: Well (Buyer Name) the process of buying a home can get quite confusing and is definitely a process from pre approval to finding the right home, especially when you have a home to sell on top of it.. That is why choosing the right agent who will walk with you side by side until you are settled in your new home is very important. And that is exactly what I bring to the table. What was the address of the home you were looking to sell?

Repeat, Reframe, Transition

If First time buyer: Well (Name), since this is your first time buying a home, I would like to let you know that we have helped tons of first time home buyers like yourself really understand the process and everything that goes into buying your first home. I also know a lot of programs that could potentially help with down payment assistance such as first time buyer programs, which could save you thousands on your first home.

Now (Buyer Name), Do you have any areas of interest Like a particular neighborhood or school district that you were looking to buy in? *Repeat, Reframe, Transition*

Do you have a preference on the number of beds and bath's you're going to need or a price range you want to stay within? *Repeat, Reframe, Transition*

Have you already gotten prequalified or are you in just the beginning stages? Is 90 days doable or do you need more time than that? *Repeat, Reframe, Transition*

Now, (Buyer Name) I want to make sure I have all of the information I need in order to help you find that (bedrooms, bathrooms) home for (Motivation) as well as what your home could sell for in today's market. (It)

That said, I would like to stop and just look at the property with you to go over what I think it would sell for and EXACTLY how I would market your property to get maximum exposure and potentially receive multiple above-market offers. I know I will be in your neighborhood tomorrow unless __ would work better? Great and are you better in the mornings or afternoons? (find a time)

Future Opportunity Follow-up Script

Hello, <name>?

Hi, this is <name>, we spoke <however long ago> about your property at <address>, I know at the time you had said <insert motivation, timeframe>. I wanted to follow up and make sure you had received the information I sent to your email.

Great, and you're not on the MLS or contracted with an agent already, right?

So, I wanted to start the ball rolling for you since we're getting closer to when you wanted to sell the property. Since it is still a little ways out, I want to start with a phone consultation to make sure I would be a good fit for you. It will only take about 15 minutes so you can express your needs and I can tell you what my plan would be to get your home sold quickly and for the most money possible. I have an opening at ____ unless ___ works better?

The Art Of Closing

After the appointment has been set, it is imperative that you re-confirm the appointment by

Seller Close:

Great, so I'll stop out (day and time), and as I said, this is just a discovery meeting to see if I think I can help you get the property sold. There is no obligation, but if you're comfortable with My marketing plan and the numbers make sense to work together, I hope you would at least be open to listing the property with me. Is that fair? Great, I'll see you (Day of the appointment), have a great day!

Buver Close:

Great, so I'll reach out to you (day and time) to review some properties I think may fit your needs, and as I said, this is just a discovery meeting to see if I feel I can help you through the process of buying your first home, and there is no obligation in meeting with me. I just hope that if you felt that I could help you through this process, you would just keep an open mind to using me as your agent when it comes time to put in an offer on a home. Is that fair?

Contact to Conversion:

How do we define contacting a lead? The most misunderstood part of working our leads is understanding that any form of marketing through any channel is considered one attempted contact!

How many contacts does it take to have a solid conversation with a newly generated lead?

The standard contact to conversion is between 8 and 12 touches. This again can be through phone call, text or even email.

It is very important that our initial contact is made within the first five minutes of the lead being generated, which requires putting a follow-up strategy in place.

Here are some pretty incredible statistics from our partner company **Zbuyer** on lead conversion:

- Only 8 percent of all newly generated Zbuyer leads close within the first three months.
- Another 22 percent of Zbuyer leads close in the first 90 to 180 days.
- 70 percent of all Zbuyer leads actually close more than six months after they are generated!

Understanding these statistics shows us that new leads are often making their initial inquiry due to minimal interest in actually moving at that time.

One of the salespeople's biggest mistakes is considering a lead "trash" or "garbage" just because they didn't want to buy or sell real estate after the first contact!

This is where our 30, 60, and 90-day funnels come into play. After the initial conversation with our leads we should know where they fall within the sales funnel. For more information on the 30, 60 and 90-day funnel strategy, jump back to Section 2: Database Management Secrets!

Closing more in person appointments

If we are working our pipeline properly, we should get more in person appointments... Now how do we turn those appointments into listings?

The first step is to develop a pre appointment checklist!

Step 1: Create a credibility packet

Right after you book your appointments you should have a credibility packet ready to be sent over to the consumer. **THIS IS NOT YOUR LISTING PRESENTATION!!!**

Here are the main topics you should include in your credibility packet:

- What can I do for you (Brief Bio on your services)
- Why you should choose a real estate consultant
- What to expect from the in person appointment
- Success stories
- About you
- Agent Scorecard
- Why choose you

Go to this link to see an example of a credibility packet:

https://drive.google.com/file/d/1BNvWT6L67z9NporBUN4f11-6oojyzML6/view?usp=sharing

Step 2: Video Introductions

As you are getting ready to attend an appointment, send a quick video-text message to your prospect as a personalized reminder that you are on the way!

Step 3: Research

Use social media to your advantage. Spend some time the day before your appointment or the morning of researching your consumer on their social media channels.

This can give you a lot of insight into who they are as a person, their interests, and their hobbies.

You can use all of this information to create better conversations. For instance, if you know their favorite football team, ask, "Hey are you into football at all?". Allow them to tell you in person about their favorite things and it will help you build more rapport with them. Ultimately getting them to trust you more.

Step 4: Prepare a Seller Report

What is a seller report?

This is documentation on competitive market analysis as well as a net sheet. Net sheets are a great way to avoid the age-old objection "I don't want to pay 3 percent commission" by showing the consumer, in black and white, exactly what they would walk away with if you sold their property.

Put together a seller report you can bring to your appointment. Remember, we want to educate our consumers so that they can make informed decisions. You can also tie this seller report to your listing presentation's end.

Step 5: Discovery vs. Listing

The next step is more of a mindset and language adjustment.

What is discovery?

A discovery meeting uses a consultative approach to review property value, cash offer amounts, and best options based on the client's situation. Using the term listing appointment can be a trigger for your consumer. Sellers are resistant to listing their homes right away, and by referring to it as a listing appointment, we can create pressure and, ultimately, apprehension.

This simple technique can help you close a ton more deals!

Step 6: Deliver a solid listing presentation

Your listing presentation should give your consumer an outlook into who you are and what separates you from your competitors. This is a visual guide you can print out and bring to all your discovery meetings! You should also have a digital copy to share with the consumer.

Pay attention to your audience; some individuals may appreciate physical material to flip through, while others may prefer to see it digitally.

We all know the homeowner is most interested in finding out what their home will sell for. Toward the end of your listing presentation, you should provide them with factual information on how and why you price homes the way you do!

From there, you can combine this presentation with your seller report to give them a defined number on what you think the property will sell for and what they would walk away with after commissions.

Here are some other key areas you should include in your listing presentation:

- Tell me about your house (Questions you can ask with the presentation open)
- Your unique approach to selling a home
- Client Testimonials
- A few recent sales
- Now I want you to imagine (Future cast living in their next home)
- Seller Roadmap as a time-line

Now if you don't currently have a solid listing presentation, OR you are looking to enhance the one you have, check out our customizable listing presentation template!



https://docs.google.com/presentation/d/1 RSN2NF8fBbuOxeVrxgvKC2AtTeRBA0v w4jf940xyZ8M/edit?usp=sharing

PLAYBOOK Section 7

Client Experience

The
Sales Acceleration Blueprint
Playbook
2023

Section 7: Client Experience Secrets

We must ask ourselves, how can we consistently deliver an outstanding client experience, and how can it generate more referrals?

To provide a great client experience, we must care more about the person than we care about a transaction!

It all starts with realizing that buying or selling a home is not fun. Our consumer needs to be able to connect with us on a very personal level. Using empathy and being

compassionate with your consumer will go a long way in showcasing your authenticity.

The deeper your consumer can connect with you personally, the better chance you have to close a deal!

To quote Barry Jenkins, "I believe authenticity sells more than anything else in our culture today. When you represent yourself as an authentic human, people will feel compelled to refer your business and purchase your products".

Mission, vision, and culture statements are one step in building our authenticity.

Great Client Experience:

How can delivering a great client experience generate you more referrals? What can we do to ensure we always provide a great client experience?

The Power of Reviews: Have you ever shopped online? Did you notice that before you make a selection you tend to read the reviews first? How can we replicate this in our own business?

Video Testimonials:

As we close deals or work with a client, it is important for us to reflect on the journey they went through and get real time feedback on how they thought the process was handled.

Past Client Referrals:

As we have talked about in the past we need to make sure we are staying on top of our past client database as it is the largest source of potential referrals!

Mission:

We must create a strong mission statement. This statement should show consumers and other agents what we strive to do and how we plan to do it!

"I Believe authenticity sells more than anything else in our culture today. When you represent yourself as an authentic human,

people will feel it and be compelled to refer your business and purchase your products." - Too Nice for Sales, Barry Jenkins

Vision:

Our vision should reflect our ultimate goal. How do we want to be recognized in our community? What do we want to be known for?

Culture:

Showcase the culture that you provide to your team and how that impacts your production. All these things can show your consumer that it's not just about sales; it's about helping in the best way possible.

The second step is to lead with Empathy and Compassion when working with your consumers.

MISSION

We need to create a strong mission statement. This mission statement should show consumers as well as other agents what we strive to do, and how we plan to do it!

VISION

Our vision should reflect our ultimate goal. How do we want to be recognized in our community? What do we want to be known for?

CULTURE

Showcase the culture that you provide to your team and how that impacts your production. All of these things can show your consumer that it's not just about sales, it's about helping the best way possible.

Leading with empathy allows you to manage your emotions and accurately recognize the emotions of others. As a salesperson, having this awareness not only improves your ability to interact with your customers but enables you to foster stronger relationships and exceed business goals.

It's not about you! First, remember that **business success** is about helping your customers - not helping yourself!

But how can we properly lead with empathy? **Demonstrate Active Listening!** Don't

take their initial answers at face value; dig deeper and be inquisitive!

Effective listeners understand that "words have no meaning - people have meaning". We must find the root reasoning behind their goal. There is a big difference between what they want to do and why they do it!

Learning how to effectively communicate with others can help you develop new relationships and cultivate your existing ones.

One of our favorite quotes comes from Maya Angelou, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

This powerful statement shows that the deeper the connection our consumer can feel the better chance we have of working with them!

Another way to provide an excellent client experience is to set proper expectations. This way, our clients are aware and informed.

Here are three examples of proper expectations:

- 1. Under promise and over perform
- 2. Don't allow the process to be a guessing game
- 3. Be a consultant and an educator

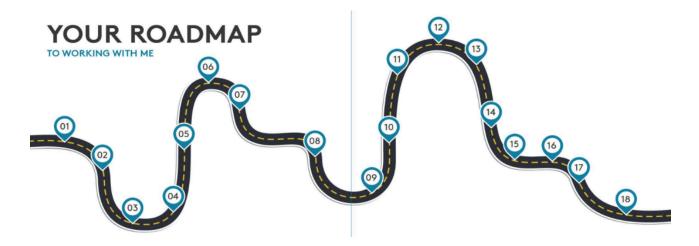
No one wants to work with a professional that promises the world and comes back with disappointing results.

Instead, focus on setting realistic goals and if you do get a better deal for your consumer it will come across as overachieving!

Also, buying or selling a home can be very confusing, especially if it is the first time. Make sure that you develop a strong roadmap that showcases step-by-step the process they will go through.



Here is a great example of a seller roadmap:



Steps 1-4:



MEET WITH BEN

There's no commitment on your part for the initial meeting. It will be informative and help you identify your next steps



ESTABLISH A PRICE

We will review the market analysis in detail and determine the correct price for your home



STAGING CONSULT

My stager will come to your home and spend a couple hours consulting with you (free of charge) She will provide you with a checklist of ways to maximize your home's value



PREPARE YOUR HOME

This is the stage where you will be completing the items on your checklist, provided by my stager. I will also make recommendations as well!

Steps 5-8:



PROFESSIONAL PHOTOS & VIDEO

My photographer will be at your home for typically up to two hours, depending on the size of your home



PRE-MARKETING/

We strategically pre-market your home to create a buzz and build the anticipation of it hitting the market

COMING SOON



LIVE TO MARKET

We are now live on MLS!



OPEN HOUSE & SHOWINGS

Typically Saturday & Sunday Open Houses, three hours per day

Steps 9-12



We will set a deadline for all offers to be in and publish on MLS with future showings



REVIEWING & CHOOSING AN OFFER

We will review all offers in great as well as notifying all agents detail and choose the one that best suits your situation. The highest offer isn't always the best one!



We have accepted an offer!



The buyer will typically perform a physical inspection of the home

Steps 13-17:



I have strategies to help ensure that appraised value matches or exceeds our agreed upon price



BLIYERS FINAL MORTGAGE COMMITMENT

Once we have "Clear to Close," we can schedule our closing day & time



final numbers, call the utility companies



WALKTHROUGH

Leave your home in "broom swept" condition for the new buyer



CLOSING DAY!

As you can see, this roadmap clearly defines each step in selling a home. Many homeowners don't realize that even after their property is under contract, there are still a few steps to close!

Have you ever worked with a client, and after the contract was accepted, the buyer fell through? Did this cause your client to attribute some blame on your end?

If we set proper expectations ahead of time that these are real scenarios that COULD happen, your client will be informed and ready if that time comes.

It will also help the client keep track of where they are throughout the process, never feeling lost or confused.

If you don't currently have a roadmap like the one above included in your listing presentation and your credibility packet, take some time to review your process and build one!

Make sure that it includes the fact that your initial meeting is non-committal; there will be a separate consult regarding pricing, deadlines, and even the process for choosing an

offer, as well as the steps to preparing the home before it goes live to the market.

The Power of Reviews:

Have you ever shopped online?

When doing so are you the type of person who reads multiple reviews before making a decision? We definitely do, which shows us the **POWER** of positive reviews that can impact our business.

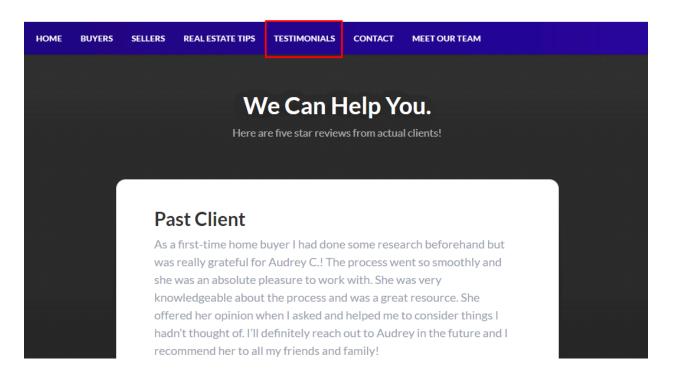
Even if a client has had a great experience, sometimes they need a little nudge to share their story.

Knowing that reviews and testimonials are vital to growing your business, let's look at a few strategies to get more reviews!

Testimonial Sites:

Reviews and testimonials aren't effective if they aren't easily located. The first thing you should do is create a testimonials page on your website to showcase all your hard-earned reviews and testimonials!

This will also become an easily marketable page.



Email Signature:

Now that we have a testimonials site link, we must make sure it is included in our email signature!

Signatures are often overlooked as a marketing opportunity, but they're included in every email you send to current and potential clients!

Take your testimonial site and make it a clickable link that says something like, "Click here to see what my clients have to say!"

You will be surprised how many of your leads will click on this review link before doing any other research into you or your business.



Isaiah Colton

CEO - REN Home Advisors

Bugra "Bobby" Gul

Broker

Office: 585-531-1312 admin@rhaelite.com

Click here to see what our clients have to say!









Closing Table:

This may seem obvious but every time you close a deal for your client, you should be asking them for either a written review or record a video testimonial!

A great strategy for getting more reviews is to have your preferred review page open on a tablet where you can present it to your client and ask if they would be willing to leave you a quick review on the service you provided.

Video Testimonials:

The easiest way to generate **POWERFUL** video testimonials is.... Asking the right questions!

Here are four questions you must ask on any video testimonial:

- 1. What fears did you have about buying/selling your home?
- 2. What process did you go through when choosing my services?
- 3. What did I do differently from other providers you've worked with or interviewed?
- 4. How did I handle the process for you, and what would you say if you were recommending me to a friend or relative?

You want your client to discuss their pain points that may resonate with future clients and show how you solved their problems.

You also want to understand the process to focus on what works for you and get a high-level picture of how your clients find you and your services. Did they research your name? Or did they find you amongst other providers on sites like Google, Zillow, or Realtor.com.

If you start to hear the same answers over and over again on why they decided to choose you, you have now found your unique selling proposition! Focus on it and continue to develop it.

Now video testimonials do not always need to be done in person; you can simply invite your client to a zoom meeting where you can ask them these questions, get their honest answers and worry about editing later on. Consider this a long-form video.

Once we have our testimonial's raw content, we must go back to **The Content Multiplier Formula** to ensure we distribute it through the appropriate channels.

Future clients want to see, hear and **FEEL** what your current clients have to say, so don't shy away from displaying this video everywhere you possibly can!

PLAYBOOK Section 8

Agent Attraction



Section 8: Agent Attraction Secrets

We all know recruiting takes time, but leveraging technology and automation can help you dramatically increase your conversion rates.

One of the most common recruiting mistakes is not building **Unique Value Propositions** into your recruiting process.

This could mean the difference between hitting your target goals, finding the right agents, and struggling to scale your business.

When it comes to your UVP you don't want to put an enormous focus on commission splits, support and culture. These are good qualities to have but we do not want them to be the focal point of our mission.

Instead, let's highlight that our unique value drives MORE PRODUCTIVITY.

That's right, the number 1 thing that all agents are attracted to is an increase in their overall production. That's why we must ensure all of our marketing materials speak the language of higher productivity!

This marketing also needs to be sent to the correct audience. Targeting the right agents looks different for everyone, considering your goals may differ, and all agents have positives and negatives.

These are the four different types of agents you should be looking for:

New Agents:

These agents need a lot of training but are also full of energy and excitement. This can bring a new dynamic to your team.

Lower Performing Agents:

These agents can be negative and complain but are easier to recruit because they most likely don't blame themselves for the lack of productivity.

Good Performing Agents:

These are the agents you want. They have succeeded but are still somewhat open if the right opportunity presents itself.

Top Performing Agents:

Mega agents and top agents take a lot of work and relationship-building to attract, but they can considerably impact your organization through publicity and notoriety.

Outside of looking for the right type of agent, most teams make the mistake of looking for the **PERFECT** D.I.S.C profile or putting too much weight on it.

The truth is that D.I.S.C profiles should help you better understand how to communicate with the person you are working with. D.I.S.C profiles depict an individual's personality style and put them into 1 of 4 buckets.

D: Dominant

This is someone who is fast-talking, assertive, impatient, competitive, demanding, independent, and very strong-willed. I'm sure you have talked to a salesperson or 2 with this same personality style!

I: Influence

Influential people are usually optimistic, social, and persuasive.

S: Steadiness

This is an individual that is very supportive, reliable, a good listener, consistent, and change-averse.

C: Compliance

Compliant persons are detail-oriented, thorough, accurate, cautious, and controlling. They are also very risk-averse.

Getting to know their business:

Now that we have our target audience and understand the communication style we

must use in our approach, the next step is getting to know their business.

Is your target recruit happy with their current agreement with their brokerage?

Does their brokerage offer services that ACTUALLY help them generate new business and nurture their current database?

What services do you offer in comparison that can increase their conversion rates and ultimately get them to higher production?

We can ask these great questions to truly understand their current business model and goals.

The next step is understanding the key interests of **ANY** target recruit and asking ourselves what we can do to provide a better solution.

Technology:

What technologies and systems do you offer to a new agent joining your team?

Coaching:

Do you have a better coaching and consulting setup than other brokerages or teams?

Lead Generation:

How many new leads are you generating that can be assigned to these new agents?

Experience:

Does your experience and knowledge help them with their lead conversion?

Marketing:

How does the content you offer match up against what they might already be using?

Support:

What does your support system look like? New agents often need a strong support system.

If your answer to these questions seems lacking, you must look into services that can heavily impact new agents.

Or you could look into a single solution like REN 360 that gives your new team members everything they need to be a top-producing agents!



Let REN help your team members organize and consolidate their database. This can be a huge relief for your agents and is included in any **Database Pro** package!

Between the REN 360 software and REN Marketing Hub, your agents can have access to some of the most powerful marketing tools on the market! And what agent will say no to fully automating their sales and marketing strategy?

Another attractive piece of the Database Pro package is new lead generation for buyers and sellers. This can give your newer agents inbound opportunities to close more deals.

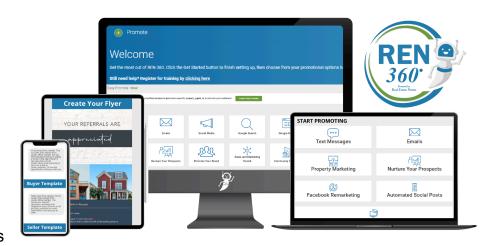
Lastly, newer agents may need help and have questions. With full access to our support team, open-office hours, and general support, they can help guide them in the right direction. All agents are in this business to grow and scale. Unlike most brokerages, you can offer a solution that includes coaching and consulting.

REN 360 Service Breakdown

Technology:

REN 360 is a state-of-the-art marketing solution for your listings, automating your social media strategy and nurturing your database with pre-built content.

The REN Marketing hub is a fully functioning CRM that can run mass marketing campaigns through video email and directly embedded video text.



The REN Dashboard is a single sign-on webpage to access your tools, technology, and training.

The REN University is an online academy where you or your team members can access training videos and resources for every aspect of your business.

Lead Generation:

REN 360 offers unlimited farmed data through a REN GEO system, perfect for the **Lead Generation Funnel Strategy** we covered earlier.

They will also set you up with a specific number of monthly buyer or seller leads through a partnership with Zbuyer!

Lastly, you can run your own Google PPC ads through the REN 360 software to curate your leads and save money on ad overhead!



Marketing:

With their monthly sales and marketing toolkit, you get access to content like video scripts, blogs, social media templates for each day of the month, and even infographics!

You can also generate templates inside of the REN 360 tool that will pull in data from your profile or listings in seconds. And with the Marketing Hub, they have prebuilt campaigns for speed to lead or follow up and nurture!

Experience:

Each of your agents gets access to our implementation workshops and line training. We also provide them with scripting and training for lead conversion best practices. Our experienced coaches and trainers can give a lot of value to your new agents while leveraging your time.

Coaching:

Every Monday, Wednesday, and Friday at 1 pm EST, they run implementation workshops LIVE and train you or your team members how to implement the strategies in this very playbook!

They also host live events and challenges every month that are **FREE** for you and your team!

Support:

REN 360 prides itself on providing all clients excellent support. REN 360 provides your team full access to its general support staff of client success managers, knowledge-base articles, FAQs, and even chat support!

Only a few companies offer two time blocks a day where you and your team can jump into a live zoom meeting to ask questions and get answers!



Congratulations You have successfully completed The Sales Acceleration Blueprint!



If you want to learn more about using REN 360 to build your business, implement the strategies in this playbook and build a unique recruiting value proposition, just go to www.10xmylistings.com for a free consultation!

Bonus Section

PLAYBOOK

Marketing Calendar

The
Sales Acceleration Blueprint
Playbook
2023

Example Month

Visit: www.RENMarketingToolkit.com for your daily social templates

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 · New Years Day	2 · New Years Day Oberved	3 · Market Update Video · SMS Follow-Up (have not met)	4 • Research and Network with Referral Partners	5 • Record & Publish Weekly Video • SMS Follow-Up (have not met)	6 • DTV Follow-Up (Internet Leads)	7 • Lead Pipleline Follow-Up
8 • Promoting New Listings/Open Houses/Just Sold	9 • Postcards	10 • Market Update Video • SMS Follow-Up (have met)	Research and Network with Referral Partners	12 • Record & Publish Weekly Video • SMS Follow-Up (have met)	13 • DTV Follow-Up (Internet Leads)	14 • Lead Pipleline Follow-Up • Network in Local Facebook Groups
15 • Promoting New Listings/Open Houses/Just Sold	16 · Martin Luther King Day · Postcards	17 • Market Update Video • SMS Follow-Up (have not met)	18 • Research and Network with Referral Partners	Pecord & Publish Weekly Video SMS Follow-Up (have not met)	20 • DTV Follow-Up (Internet Leads)	21 • Lead Pipleline Follow-Up • Network in Local Facebook Groups
22 • Promoting New Listings/Open Houses/Just Sold	23 • Postcards	24 • Educational Video • SMS Follow-Up (have met)	25 • Event Post, Text, Email, DTV	26 • Record & Publish Weekly Video • SMS Follow-Up (have met)	27 • Schedule Social Posts for next month	28 • Lead Pipleline Follow-Up • Network in Local Facebook Groups
29 • Promoting New Listings/Open Houses/Just Sold	· Research and Network with Referral Partners	Webinar Video (buying/selling) SMS Follow-Up (have not met)				

Notes:		
9		

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- · SMS have met/have not met
- · Live Prospecting & Role Playing
- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- Resource Industry Trends/Topics for Content Ideas

JANUARY

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Notes:			

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Daily

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FEBRUARY

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 · Groundhog Day	3	4
5	6	7	8	9	10	11
12	13	14 · Valentine's Day	15	16	17	18
19	20 · Presidents' Day	21	22	23	24	25
26	27	28				

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:

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Daily

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Weekly

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- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
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MARCH

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			ገ → Women's History Month	2	3 · Employee Appreciation Day	4
5	6	7	8	9	10	11
12	13	14	15	16	17 · St. Patrick's Day	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Questions? Visit: www.RENSupport.com to connect with us directly.	
Notes:	

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Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
- · Social Media Post Access daily post inside your REN Marketing Toolkit
- · Channels to Distribute: Instagram, Facebook, TikTok, Twitter, LinkedIn
- SMS have met/have not met
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- · Connect with Your Team Align Daily, Weekly Monthly Goals
- · Network, Comment, Interact on Social Channels

Weekly

- · Promote New Listings and Open Houses JL/JS
- · Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

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- · Create/Send Monthly Newsletter
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7 · Good Friday	8
9 · Easter Sunday	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 · Take Your Child to Work Day	28	29
30						

Notes:			
-			



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Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5 · Cinco de Mayo	6
7	8	9	10	11	12	13
14 · Mother's Day	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 · Memorial Day	30	31			

Questions? V	isit: www.RENSup	oport.com to o	connect with u	s directly.	
Notes:					

JUNE

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
п	12	13	14 · Flag Day	15	ló · Juneteenth Day	17
18 · Father's Day	19	20	21	22	23	24
25	26	27	28	29	30	

Questions: visit. www.keinsupport.com to connect with as affectly.
Notes:

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Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
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- · SMS have met/have not met
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Weekly

- · Promote New Listings and Open Houses JL/JS
- Market Update Video
- · Referral Partner Video
- · Educational Video
- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- · Network in Local Facebook Groups

- $\cdot \ \, \text{Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok}$
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 · Independence Day	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 · Parents' Day	24	25	26	27	28	29
30	31					

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Notes:

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Daily

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AUGUST

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 · Purple Heart Day	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26 · Women's Equality Day
27	28	29	30	31		

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:

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Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
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Weekly

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SEPTEMBER

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 · Labor Day	5	6	7	8	9
10 · Grandparents Day	17 · First Responders Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Questions? Visit: www.RENSupport.com to connect with us directly.
Notes:

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Daily

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OCTOBER

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9 · Indigenous Peoples Day	10	n	12	13	14
15	16 · Boss's Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 · Halloween				

Notes:

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
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NOVEMBER

Visit: www.RENsources.com for daily, weekly, and monthly content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
] · All Saint's Day	2	3	4
5	6	7 · Election Day	8	9	10	☐ · Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23 · Thanksgiving	24	25
26	27	28	29	30		

Notes:			
2			
-			

Complete these action items for best results

Daily

- · Social Stories, Insta Reels, TikTok www.RENsources.com
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DECEMBER

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21 · Solstice	22	23
24 · Christmas Eve	25 · Christmas Day	26	27	28	29	30
31 - New Year's Eve						

Questions? Visit: www.RENSupport.com to connect with us directly.					
Notes:					
8					

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- · Webinar Video and/or Training on Industry Topics
- · Record and Publish Weekly Video on YouTube, Insta, TikTok, Facebook
- Network in Local Facebook Groups

- · Holiday Post Facebook, Instagram, Twitter, LinkedIn, TikTok
- · Schedule/Mail Postcards
- · Attend a Virtual Event Challenge, Webinar, Live Training
- · Attend an In-Person Event
- · Schedule Your 30-Day Social Calendar
- · Create/Send Monthly Newsletter
- · Resource Industry Trends/Topics for Content Ideas