

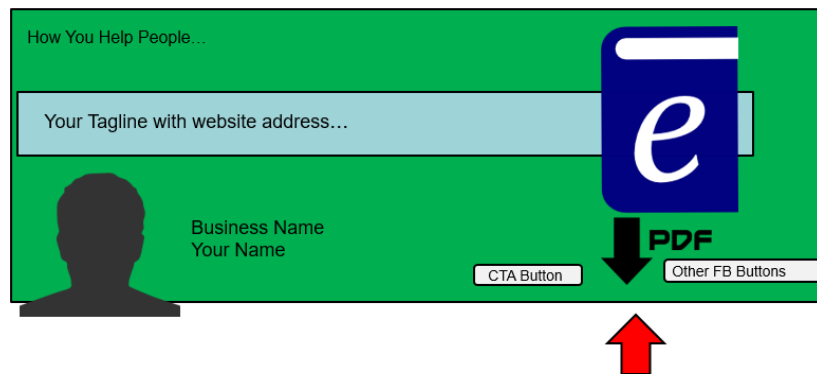
Real Estate Attraction Marketing Formula

To Get You **More Listings** and **More Commissions**

View the Complete Video Training at: PennySKelley.com/RealEstate

Checklist for Success:

- ✓ Social Media: PICK ONE PRIMARY, share from there. Use Hashtags Wisely; Post 3-5x daily (rapid growth); min 1x daily (professional min)
- ✓ WEBSITE: Deliver consistent content – at least 1x per week. Drive traffic to your site to build audiences for ads. (Company site is okay.)
- ✓ Do It Yourself Tools: Canva.com, jing (techsmith.com) or Flipagram (for Instagram), USE YOUR PHONE! Record Your Screen: Screenflow or Camtasia (Mac), Camtasia or iMovie (PC). CamtasiaStudio.org for free to get started.
- ✓ Get It Done For You: Fiverr.com (all sorts of jobs (gigs) starting at \$5. Upwork (a little more expensive, but greater pool of references). Pay attention to native speakers when outsourcing copywriting or blog posts.
- ✓ Personal notes, Thank You Gifts for Buyers and Sellers. Build long-term relationships in your community.



Background Image can show you in front of a "Sold" House or something else to get them interested...lifestyle shots are great, too. This same format works great for Blog Header.

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