



REVEAL BLUEPRINT

INTERACTIVE E-BOOK

Top Marketing Secrets for Real Estate
Agents Looking to Dominate the Market



Dear Agent,

Today marks the beginning of a great journey that you're about to embark on. Throughout this journey, inevitably, there will be twists and turns, ups and downs, and hesitation and excitement. Let me remind you, sweet soul, that you're here for a reason and regardless of the emotions you feel throughout this path, just keep going.

Nothing here has to be perfect. Nothing here has to be "correct." There is no "right" and there is no "wrong." Here, there is only learning and simply applying that learning gradually into your own real estate business.

Let me reassure you, that will ebb and flow and that's normal. Don't get down on yourself if you don't work on this journey for a day or two. Don't feel pressured or rushed to "complete" it. This is your journey, your path, your business, and your pace. Enjoy this time. Revel in it.

With each page, you'll grow a little more. With each accomplished task, your business grows more as well. Someday you may look back at this and wish for the simplicity of the size your business is right now. So don't miss moments like these. Be present. Be calm. And embrace the beautiful changes that are about to happen.

Take a deep breath in and release. Now it's time to turn the page and let's dive in.

Keep Shining On.
Your Real Estate Coach,

Amanda



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Let's Get Started

INTRODUCTION

Time to grab your favorite drink, settle in, and join me, Amanda, to walk through some of the top marketing secrets for Real Estate Agents looking to dominate the market.

INTRODUCTION

So, what's it all about?

The intention of this Blueprint is to equip you with high-caliber marketing knowledge and tools to stand out from the competition and start ATTRACTING, instead of chasing, your dream clientele. It is designed to help you gain the leading edge in your market to generate more leads, clients, and closings for your real estate business.

Get Ready to Thrive

By implementing the skills outlined in this Blueprint, you'll have the tools to gain a leading edge in your real estate business, generating more leads, clients, and closings. Throughout the Blueprint, you'll discover proven marketing strategies, practical exercises, and valuable resources to propel your success.

To take these strategies and tactics even deeper for additional results in your business, I'd love for you to join me in

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today!

Now, let's jump in!

amandafarnum

BUILDING A MAGNETIZING BRAND



*"Think about your brand as the
cornerstone to your real estate
business empire."*

Brand

WHAT IS A BRAND?

Contrary to popular belief in our real estate industry, building a brand is not just about a pretty logo and cool colors. It's MUCH more than that and it can help to make or break your business. Think about your brand as the cornerstone to your real estate business empire.



Imagine with me for just a second, won't you? In your mind, think of a regal empire in history, picture a huge drawbridge over a deep alligator-filled mote that leads to enormous, closed doors entering the kingdom. Now, as you stare at those immense overpowering doors, consider for a moment that if they had a logo on the door, what would it look like? Would it be a bold red with capital letters and strong crisp square shapes depicting "Strength & Power?" Would it be black, elegant, and sophisticated noting an air of class representing "Wealth & Accomplishment?" Or would it be brightly colored yellow and orange, with lively lettering and elements portraying "Excitement & Fun?"

Now what if I told you this is the doorway to YOUR kingdom? The branding that is placed on these doors is how the world will see you and your real estate business, i.e. your empire. It's the initial gateway for your current and potential clientele to see who you are and what your business presents itself as. It's not just shapes and letters. It's everything you are working for contained in a graphic representation. It's your values, it's your beliefs, it's your accomplishments, and it's your goals. This is how to accurately look at your brand.

IS YOUR BRAND DOING ITS JOB?

Seriously though, your brand has a job to do and it's a BIG one! The marketing industry knows this extremely well, but it's still a super-hush secret in our real estate industry. The main job that your brand has is to ATTRACT leads and clients to you. That's right, your brand should be ATTRACTING clients and making your life EASIER. It shouldn't be repelling them or leaving them feeling blasé and just moving on to the next agent because they are bored.



GETTING YOUR BRAND TO WORK FOR YOU?

In order to get your brand to start attracting leads, you need to start by really delving into who you're talking to (ie. your dream clientele), what uniquely sets you apart, and then add a splash of some secret brand elements that you're about to learn....shhhhh don't tell!



CONNECTING WITH YOUR DREAM CLIENTS?

One area of marketing genius that big lead generating companies know and use is thoroughly knowing who their audience is at the core. Now, your first thought might be “yeah yeah, big deal. I already know to market to anyone looking to buy or sell real estate,” but that isn’t the entire truth.

While we do want to work with people looking to buy or sell real estate, it’s not an impulse buy/sell when a consumer makes that decision in our world. It’s much larger and it’s developed over a longer period of time. On average, a person starts thinking about real estate decisions a year or more in advance of actually committing to beginning the process.

This means that there needs to be a relationship built prior to them making that decision. Relationships are built on trust, especially when it comes to a client buying or selling their property. The bigger your product (in our world that’s a real estate transaction), the longer your incubation period to obtain the client.





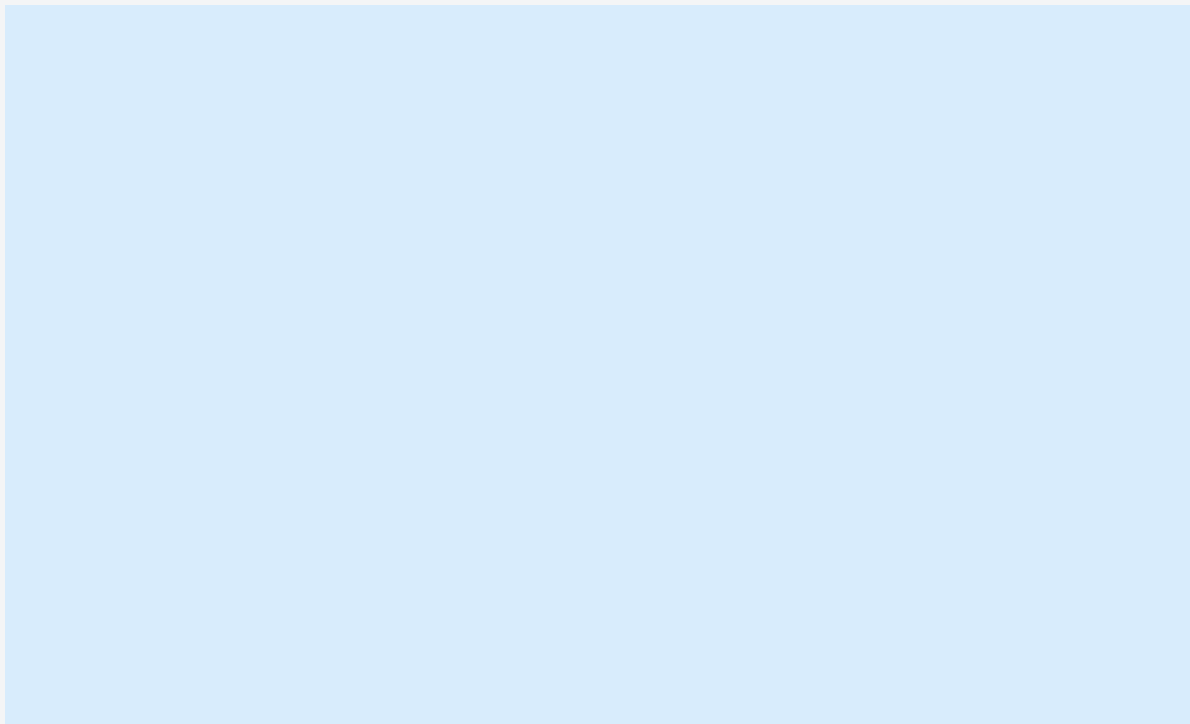
SPEEDING UP THE PROCESS?

While, of course, we don't want to ever push anyone to buy or sell, there are some techniques that are used in the marketing world to form a bond more quickly to retain potential customers as clients. Remember when I mentioned earlier that big lead generating companies make it a point of deeply knowing their audience at their core? One tested and true covert method for doing that is through brand psychology.

Brand psychology goes deeply beyond the top layers of just marketing yourself to potential clients looking to buy or sell. Instead, it begs the question of **"WHO is my client in their being"** and **"HOW can I appeal to them on that deep level to connect."** (Psst...If you want more in-depth info on Brand Psychology, check out my [BRILLIANCE](https://www.amandafarnumtraining.com/Brilliance) downloadable guide at [amandafarnumtraining.com/Brilliance](https://www.amandafarnumtraining.com/Brilliance) for all the details!)

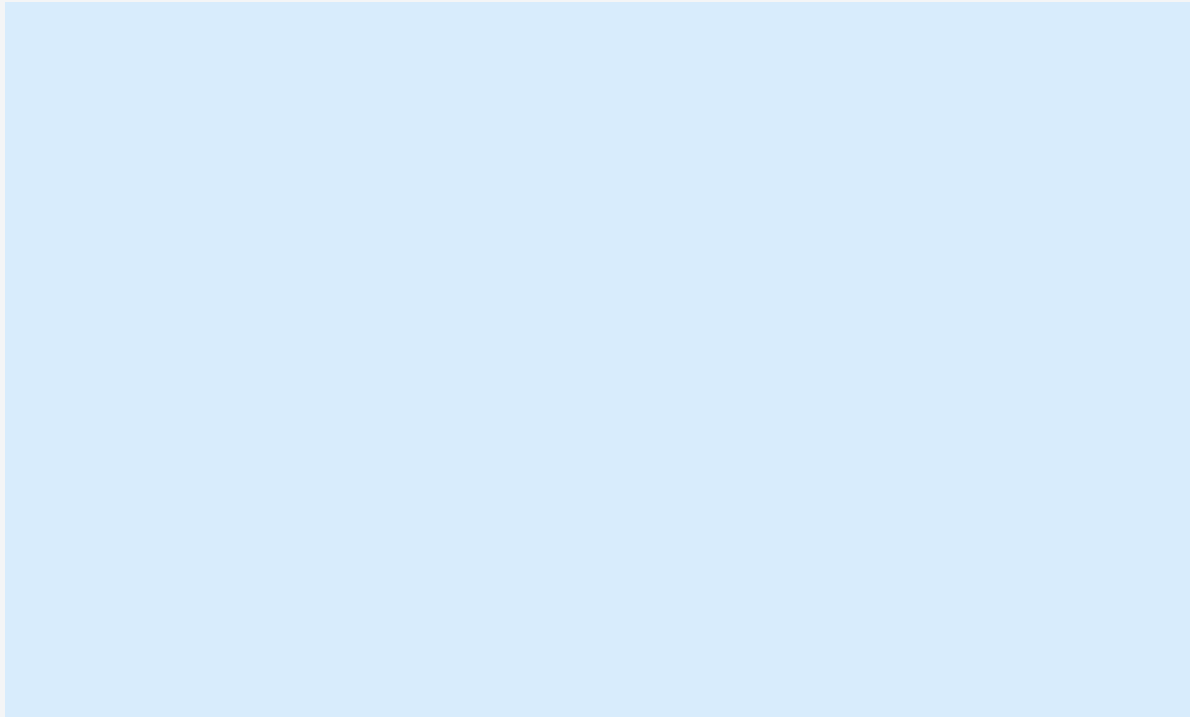
Let's get you brainstorming along these lines. In the area below, define your dream clientele.

- 1 What type of properties are they buying or selling (i.e. first-time home buyers, vacant land developers, commercial warehouse investors, new construction buyers, oceanfront luxury sellers, equestrian property owners, urban condominium owners, golf course community property owners, etc.)?
- 2 What type of interests do they have (sports, shopping, relaxing, fishing, traveling, reading, crafting, etc.)? What type of interests do you have in common with them?
- 3 What type of personalities do they have at their core (strong and bold, business oriented, creative, soft and loving, eco and nature oriented, freedom searching, safe and steady, intimate, wisdom seeker, class clown, etc.)?
- 4 What area(s) or attractions in your market appeal to them that correspond with their interests and needs?



Now that you have an idea of the persona that you'll be marketing to, you need to know what information you should be providing to fulfill their needs to build a relationship. Answering the following questions below will help shed some light on that.

- 1 What do they struggle with?
- 2 What would they want to know about how you can help them with their real estate needs?
- 3 What is their real estate-oriented goals individually?
- 4 What do they need information about that you can provide to help them reach those goals?

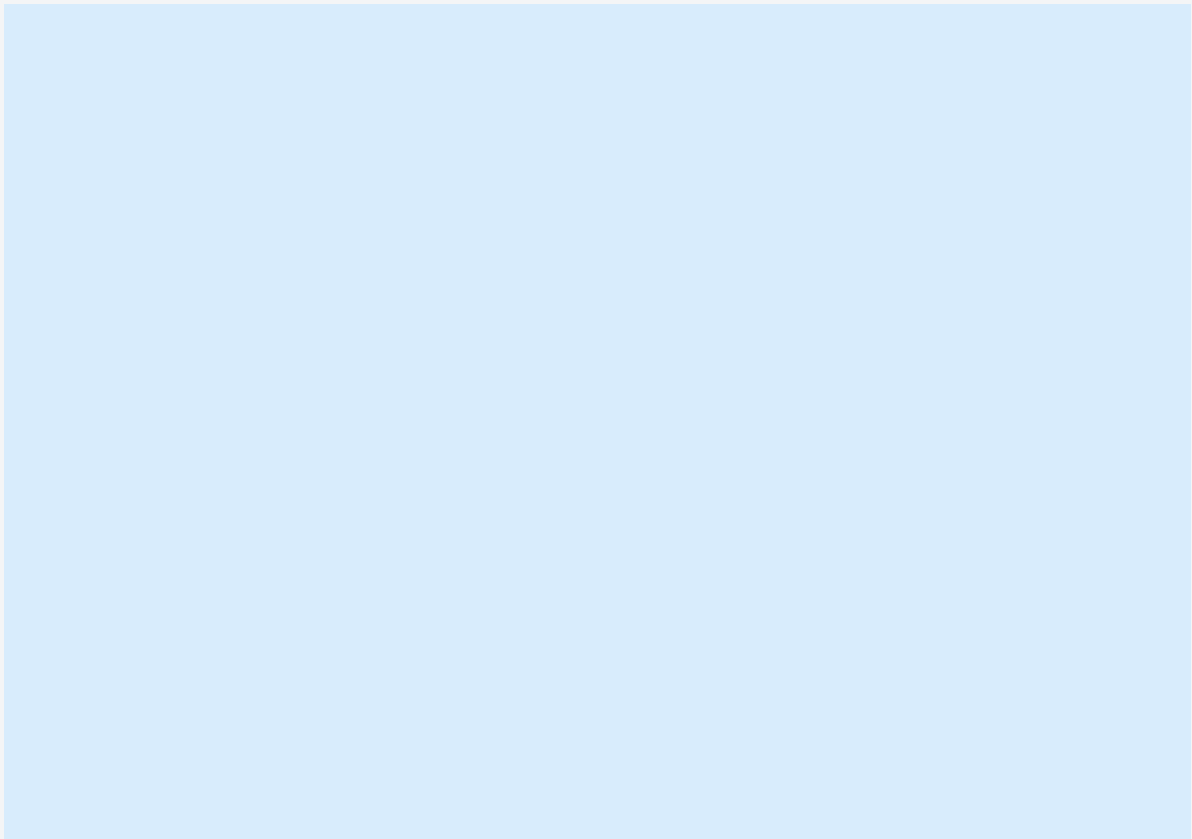


Next, you'll need to establish your **Authenticity** (aka USP ~ Unique Selling Proposition). That's right my shining star, we need to figure out what sets you apart from the rest of the pack and give you your **"voice."** This is going to be your Claim to Fame! I mean, let's be honest here, are you really like thousands of other agents out there? Of course not!

You have your own unique style, your own strengths, and your own swagga' 😊. It's time to fully step into those authentic traits and use them to your full advantage. This is the beauty of being an entrepreneur and business owner. You're unlike anyone else out there and, right this moment, there **ARE clients out there looking for you**, looking for an agent that fits their vibe.

So, tell me superstar, what sets you apart from the rest?

What do you do well? List at least 3-5 traits that set you apart below. These could be business traits, personal traits, or fun/quirky traits that make you endearing. (Negotiation, investment analyzation, marketing/advertising, promotion, creative financing techniques, white-glove customer service, delicate handling of distressed situations, quick response time, business-minded and experienced, diverse and easily adaptable, innovative problem-solving, strawberry savant, wine connoisseur, VIP of useless trivia facts that can be played while looking at houses, architectural history buff, comedic relief for any issues that surface during your deal, 90's rap lyrics queen, 60's hippie vibes to mellow you out during times of stress, etc.)

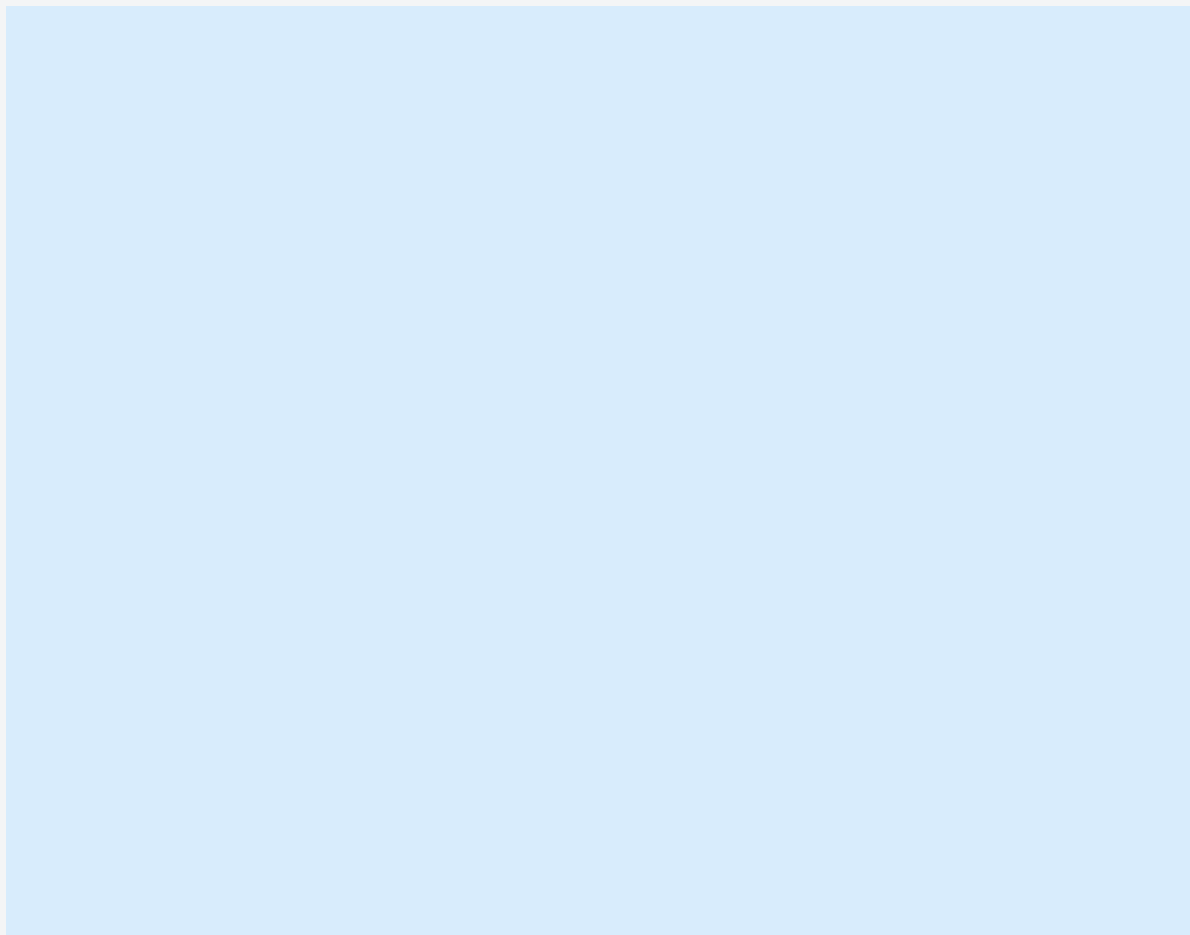


What are your area(s) of expertise or specialization(s)? (Coastal properties, lake properties, mountain properties, office leasing, retail/shopping centers, resort and second home properties, vacant land, agricultural/farm properties, luxury homes, resort rentals, homesteading properties, investment counseling, etc.)

What unique additional benefits do you offer to your clients? (Education, certification(s), designation(s), years in the industry, expertise outside of the industry that can be applicable, tech savvy, in-person advisement, research bug, etc.)

Now that you have an idea of who you're talking to, what they're all about and what you bring to the table, you'll need to develop the proper magnetic branding elements to reflect your USP and resonate with your dream clientele.

First, let's talk about a brand statement. A brand statement is 1-3 sentences that basically summarize who you help and how. Below, write a simple summary statement for who you serve and what you provide. It's a statement that captures the **essence** of your brand. (Remember to keep it simple, the simpler the better.)

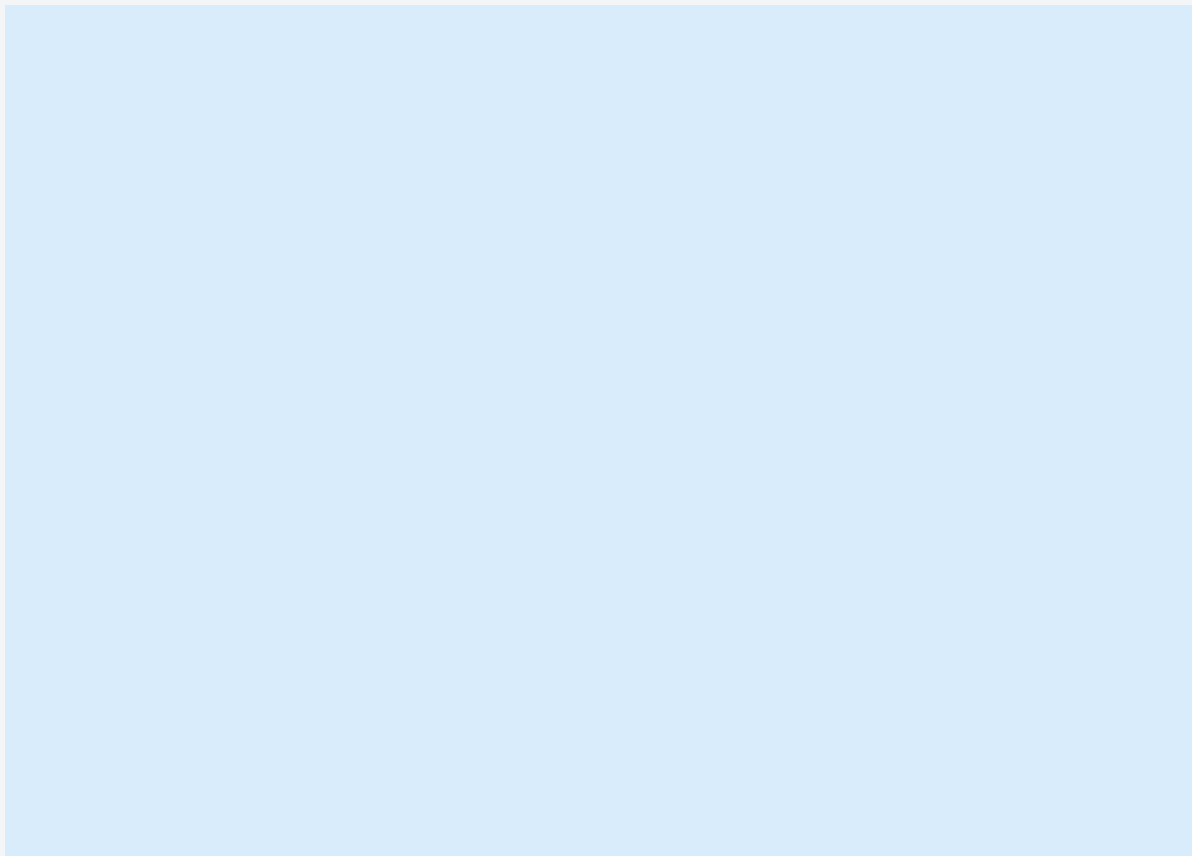


Next, let's talk about your color palette and fonts! Your brand's color palette and font choices are one of those aspects that huge companies spend hundreds of thousands of dollars on to evaluate. You may be asking "Why on earth would they do that?" Because they know that **color and font choices are an ultra-powerful secret to opening the doors of business.**

Now don't miss this, your brand colors and fonts can be used to sway clients your way via **emotional appeal**. In other words, colors and fonts equal emotion and can be used to elicit certain emotional connections.

For example, red can be used to cause the feeling of urgency or it can be used to cause the feeling of love. Think about it, have you ever seen a green Valentine's Day advertisement? Probably not. Greens, however, can be used to provoke feeling of nature or health. Purple can be used to show wealth or whimsy and the list goes on and on.

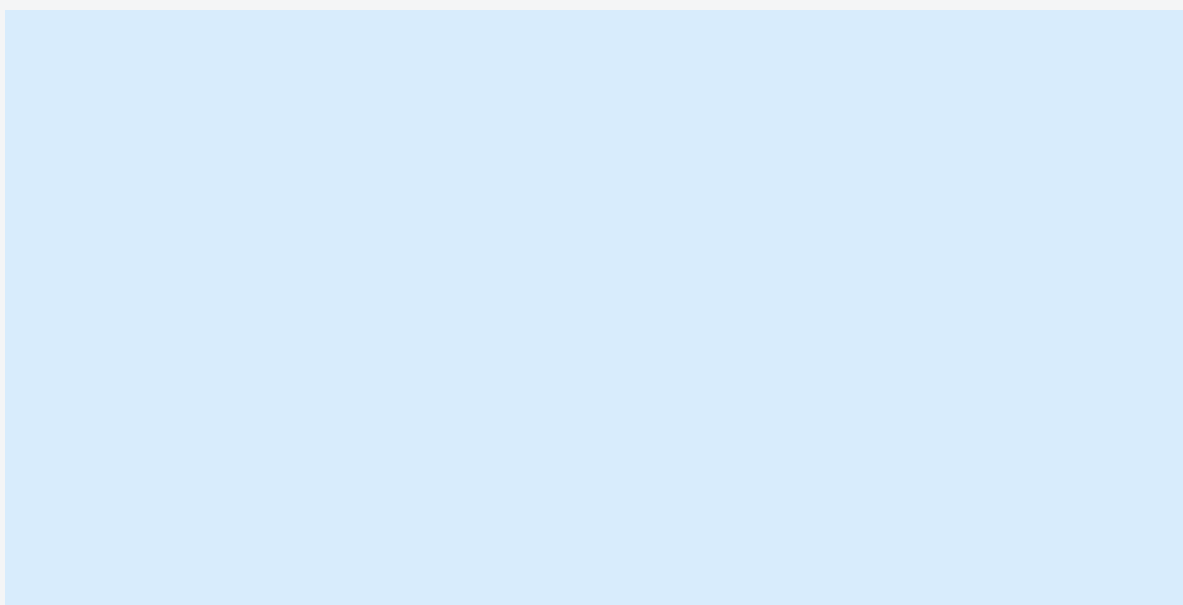
For this exercise, close your eyes then think of a color in your mind. How does it make you feel inside? Is this what you want others to feel when they think of you or your real estate business? If yes, then it may be a color that you want for your brand palette. If not, then go to a new color. Choose 1 main color and at least 2 secondary colors that you feel good about and write them below. These should be the colors you utilize for your logo and designing your marketing.



I must confess, I'm a font-geek. In fact, typography was one of my strengths in college. I adored creating a project that made people feel certain emotions simply by using a specific type of font style. In the design and marketing realm, this is called font psychology. Of course, my younger days of cryptic Jabberwocky poems and text-chilling climactic videos of getting my belly button pierced are over, but now I'm all grown-up and choose to use my powers for much more peaceful endeavors instead...all while helping out, you, my fellow colleague get some more closings under your belt. 😊

You see, font psychology is another one of those marketing tricks that's totally hush-hush in our industry. Think of your font choices as being a **caveat to eliciting emotion from potential clients**. This can be a good OR bad emotion. Thus, it's imperative that you put some thought into font choices because **you don't want your marketing repelling potential clients** unknowingly.

Take some time to really look at a variety of different fonts and identify how they make you feel inside. A good way to do this could be by opening a blank Word doc and write a test sentence. Copy and paste it 10-20 times down the page. Now change the font for each line and see how each one makes you feel when you read it. Once you've found 1-3 fonts that reflect HOW you want potential clients to feel when they see your brand, write them in the box below. This will be an element of your brand palette as well to design your marketing.



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Marketing Academy for
Real Estate Professionals

If you want to dig even deeper into topics like these and more, check out my Resonate Program where I walk you through, step-by-step, creating a 24/7 lead generating system for more leads, clients and closings! Visit amandafarnumtraining.com/Resonate today!

IRRESISTIBLE WEBSITE AND SOCIAL PROFILES



*"It's time to be brave and let the
world start to see you shine like a
diamond."*

for you

STEPPING INTO THE PUBLIC EYE...FOR REAL RESULTS

Now that you have a strong idea of whom you're speaking to and also what you bring to the table for them, it's time to be brave and let the world start to see you shine like a diamond.

Maybe you don't even know where to begin with creating a website. Maybe you already have a website but it's just sitting there and not bringing you any leads. There's even a good chance that maybe you have your social media profiles set up, but they are just collecting dust and not helping you to generate any business?

Do any of these sound like you? If so, then here's where you need to lean in....



***It doesn't have to be that hard
and I'm going to show you how to
make it easy!***

MAKING YOUR WEBSITE A PLACE WHERE PEOPLE WANT TO HANG OUT WITH YOU



While social media brings attention to your real estate business and plays its own vital role (patience grasshopper, we'll get to that soon enough 😊), your website does as well. In fact, your website's job is **MORE important for generating tangible business.** (GASP!)

Contrarian, I know, but just let me explain. While there is a lot of buzz around social media, your website is where potential clients **go to dive deeper** with you. It's where they move from "hey this person looks like someone that I COULD BE comfortable working with" to "they really know their stuff, I like their vibe **and I'M CONTACTING THEM to help me buy or sell my real estate.**"

Your website is a private world of just you and them, where all the outside noise ceases and **they are only focused on you and how you can help them**. BUT, for them to feel that way, your website must consist of a few very important aspects:

- 1 **Be informative.** While it's important that your website has info about you, make sure that there's lots of information that appeals to your dream clientele on there. (In the pages ahead, we're going to touch on content creation so be sure to read that!)
- 2 **Be direct.** Don't be afraid to have verbiage at the end of articles or pages that say "Call me today at...," "Email me now at...," etc.
- 3 **Be simple.** Make sure that your website is easily navigable and not confusing for the potential client to wander around. A website doesn't need to be 50 pages. In fact, a website of 4-6 informative pages with a blog can be a multi-million dollar generating website if it's fine-tuned correctly to its dream clientele. Don't make it harder than it has to be!
- 4 **Optimize performance.** First off, I don't recommend starting with higher end tech details because you may get bogged down and overwhelmed there if it isn't in your wheelhouse. However, once you have a simple website created, then yes, start to optimize it with proper SEO and analytic tags so you can monitor and track performance. (Metrics lead to money! 😊)

It may take a little while to get a magnetizing website up and running, but it's well worth it and **will pay for itself 10x over!** I have used this for years in my business and even to this day, when clients tell me they "sometimes just go to my website to spend time because it helps them," it's one of the most rewarding feelings. While it has paid for itself repeatedly monetarily, it has also brought **priceless feelings of gratitude and fulfilment by positively impacting and being of service** to my clients and colleagues.

WHERE ARE YOU HANGING OUT ON SOCIAL?

To attract attention from your dream clientele, **they need to know you exist**. So how do you let them know? While, unfortunately, you don't get a magic list of people who match our ideal brand persona in your market when you get a real estate license (I know, uber bummer), you can be where they hang out online, i.e. social platforms.

Being an agent in real estate, I don't have to tell you about the avid push to be constantly posting online. This can not only get confusing to some, but also extremely overwhelming and downright uncomfortable!



Social media is screaming at us all the time: "Be on Facebook, it's the biggest! IG is the place to build your brand! TikTok is where you'll get the most audience! LinkedIn is where to build true business connections!"...and the list goes on and on. Sometimes even our brokerages are pushing us on this constantly.



As not only your Real Estate Coach, but also a fellow agent, I know **you have a real estate business to run** and transactions to close that take precedence over posting on social media. This is especially true if you haven't seen any results come from your previous efforts.

I completely understand this as a business owner myself, so **let me** simplify it to take the stress out.

1

STEP ONE

Focus on the platform that accommodates your dream clientele most by researching their social media habits and preferences.

2

STEP TWO

Focus on only 1 platform, just 1.

3

STEP THREE

Create your social profile to appeal to your dream clientele (Remember to stay on point with your brand in all elements, ie. voice, tone, colors, fonts, logos, visuals, slogans, brand statements, etc.)

4

STEP FOUR

Study metrics from that platform to see what is appealing to your audience and what isn't.

5

STEP FIVE

Double down on what **IS** working.

6

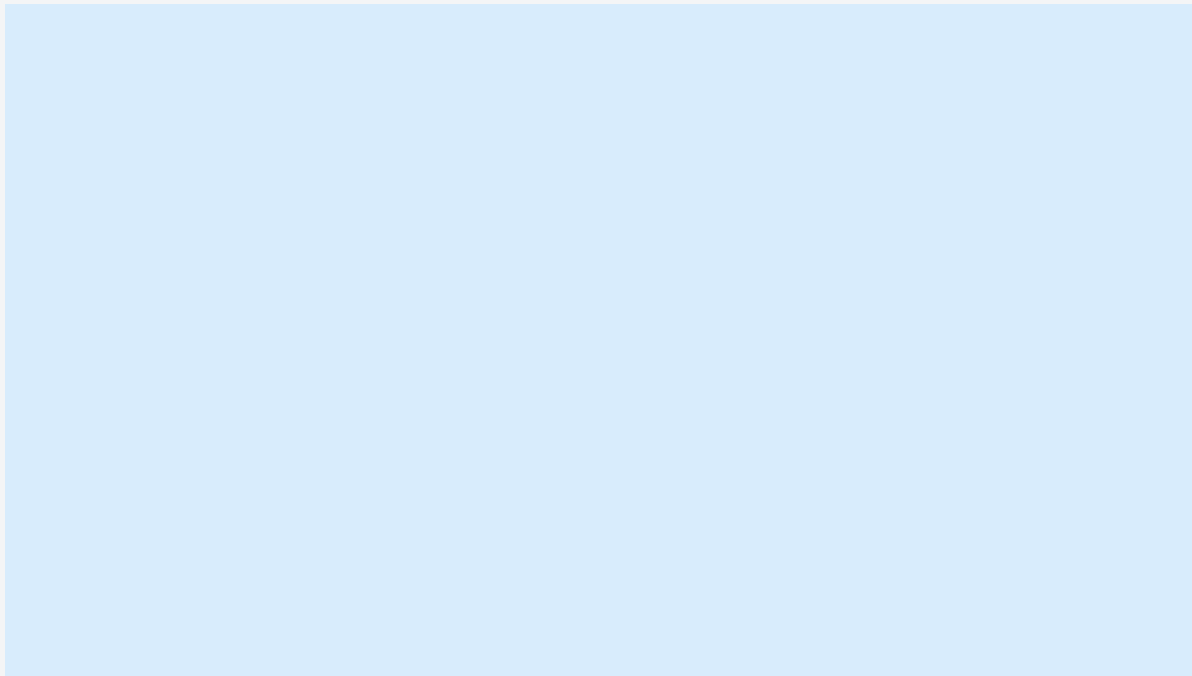
STEP SIX

Expand to other platforms that your dream clientele may be on once you're comfortable posting and have consistency OR can hire someone to help you have consistency.

HOW TO APPEAL TO YOUR DREAM CLIENTELE ON SOCIAL

Once you've researched and chosen a platform that will be the best fit for your dream clients, you'll begin to build a profile biography that'll appeal to your brand persona. In the space below, write 2-3+ paragraphs that bring forth how you can help your dream clientele with their needs. You can include some of your accomplishments in this if you would like but try to focus primarily on **their needs and what would help them**. Consider questions like:

- If you were in their shoes, what would spark interest to make them want to go off-platform and visit your website (get to know you more closely)?
- What could they learn about you that would make them feel more comfortable choosing you to be their agent over other agents in your market?
- What information could you provide them with that would help them make this decision?
- How can you help them trust you or feel more familiar to them, so they are confident in reaching out to you so you can help them with their real estate needs?



CRAFTING COMPELLING CONTENT



*"Decisions are made from
information."*

Content

THE DIRTY TRUTH ABOUT CREATING CONTENT

Well, brace yourself my friend, it's about to get real up in here. If there's one thing that I've learned in all my years in real estate, it's that content => closings. That's right, decisions are made from information. Let's take a walk down memory lane for a moment, shall we?

I'm not going to try to date myself here, but a couple decades ago, it was good enough to have a website with a couple pages about yourself, how you could help your dream clientele, and your services offered that would drive business. That was considered "content." The reason was because a lot of businesses, especially real estate agents, didn't even have that. Eventually, others caught on and it became normal business practice for agents to create a website.



However, along came SEO and we had to start adapting to that more and more to get attention on the web because yet again, "content" attracted SEO for good search rankings.



Next, enter social media, and yet again, we had to include that into our business structures as well with profiles, some photos and maybe a post here or there. That was good enough to keep driving business until more recent years.

Now, we're waist-deep in the age of information and most times, people require having a good bit of "sample-knowledge" from your beautiful mind upfront before they decide to hire you to handle their real estate transaction.

Unfortunately, more times than not, I see agents look at this aspect like it's a burden to them while in fact, it's truly an **ENORMOUS OPPORTUNITY!** Not only do you get to exercise complete artistic freedom in providing information as a business owner, but simply knowing that **most other agents will not put in this effort**, you substantially increase your exposure to clients in your market 10-fold or more!

I can attest that in my own business, I've landed multi-million-dollar clients from writing a blog post that resonated with them wherein they picked up the phone and called me to list their properties.

WHY CREATING CAPTIVATING CONTENT IS POWERFUL AND EXTREMELY PROFITABLE

I'm not going to get too far in the "woo-woo woods" here, but I do feel compelled to help you understand how this Blueprint **can change your life and your business** by utilizing these tweaks. Content is a big part of that because I see so many agents shy away from it for various reasons that are mostly based out of fear.

I want to stress here that you can push yourself past that, and instead, **start creating content out of LOVE**. Think of operating from love as the magic elixir that will skyrocket your business. When you create content from a place of love in your heart to earnestly **HELP** your client with problems they have, they feel that energy you're exerting and respond to it. **They feel it from YOU because other agents aren't willing to do that for them.** This is how deep, long-term relationships with clients are built. This is how they **gain trust in you.**

Think about it this way, have you ever used Amazon.com? Most of us have. If you're like me, did you 100% trust Amazon.com the first time you ordered from them? Probably not. However, after they gave you what you needed relatively easily, you gained more and more trust until they became a normal part of your life.





It's no different with real estate, but remember, we just have a much longer incubation period because our product (real estate transactions) is much larger than a lot of the stuff we buy from Amazon.com. Thus, during that incubation period, **we need to give them what they need.**

It's ok, don't be afraid to give information from your heart. You have clients RIGHT THIS MOMENT looking for YOU online that want to connect with you and trust you with their deal. But they must have the right information to be able to do that.

SUMPTUOUS SECRETS TO CREATING CLOSINGS FROM CONTENT

Ok, so you're ready to jump in and land those dream clients by creating content but HOW do you do that, right? Great! Let's get started!

First, you need to be authentically you. That's right, you don't have to be perfect. In fact, **most people in this day and age don't care about perfection.** I know our industry can tend to make it feel that way. Trust me, I've seen it for years, but the reality is that the general consumer is usually pretty relaxed. This, of course, can be dependent upon your niche market, but personally, I've dealt with tons of business owners and entrepreneurs as my own niche in my personal sales-side and 90% of them show up in jeans. We're human and it's ok to be human.

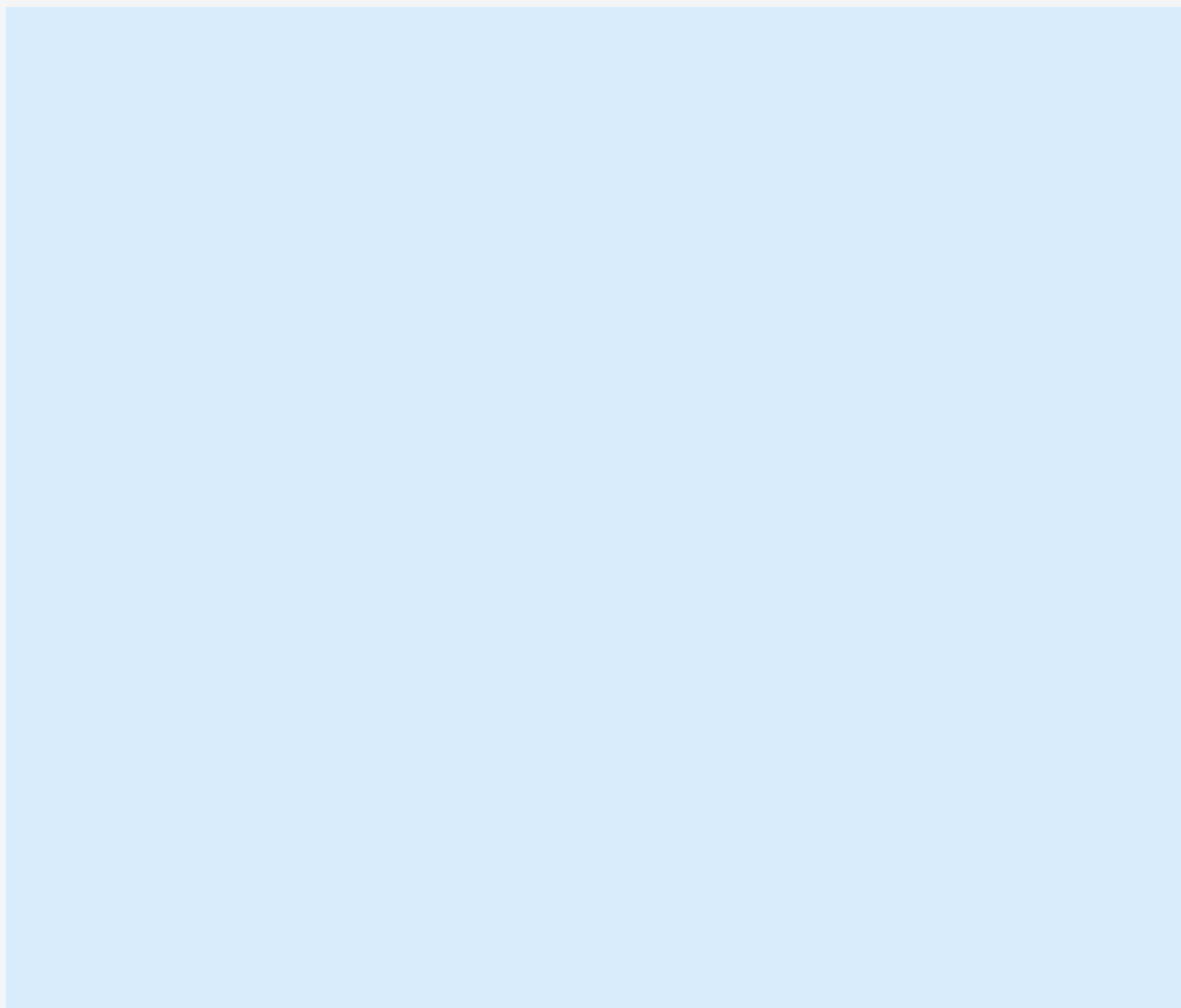
Your dream clients care about **getting the information that applies to THEM specifically**, which brings us to the next point... make sure you're talking TO your dream client. Regardless of if you choose to do blog posts, videos, infographics, or newsletters, make sure your content **speaks to their needs and problems** they encounter. They are looking for answers to their questions. Which leads us to our next aspect...**don't hold back.**

Let me reinforce the idea of providing content from a place of love instead of fear. When we create content from our hearts, we can't help but give A LOT of it. Let me be the first to tell you, that's not only perfectly ok, but it's also phenomenal. **Don't be afraid to go deep with your dream clientele!** Show off that amazing bank of knowledge that can help them and let them see your value. They need to see that you can add value to them with the services that you authentically provide.



Alright, our playtime is over and it's time to jump in! In the section below, you're going to generate a list of content topics that resonate with your dream clientele by completing the following steps:

- Write a list of potential content types that you feel your dream clientele would utilize (e.g., blog posts, videos, podcasts)
- Choose the best content type and explain why it'd be the most valuable to your dream clients
- Think of 10-20+ questions that your dream clientele would be looking for answers to online or would ask (or have asked) you if you were talking to them in person
- Choose the top 5 questions that resonate most with your dream clientele's needs and number them 1-5
- Congratulations! These 5 topics are where you'll start first for creating your pieces of content by using your previously chosen content type.



CASHING-IN ON CONSISTENCY

After you've created your first piece of content from your previous list, it's time to **develop how frequently** you post your content. Let me clarify a little bit here, I don't mean social media posting. I'm talking about when you post your truly valuable content, which is usually less frequent than social media posting. We're going to walk down the social media yellow-brick-road in just a little bit, but for now, we're still in hard-core-deep-substance content posting to attract and captivate your dream clientele once they land on your website.

When you create a frequency rate for your content posting it could be weekly, biweekly, monthly, etc. There's not a right or wrong answer here. It boils down to **what you're comfortable with** and what you can stay consistent with. The primary intent of having a content posting schedule is so you're putting fresh information out regularly, which **helps SEO optimization greatly** and also keeps content relevant to the current state of our industry and **hyperlocal to your specific real estate market**.





PRO-SECRETS THAT EXPERT COMPANIES USE FOR CONTENT CREATION

In this section of your Blueprint, I'm going to cover **3 scorching-hot techniques** to help you jumpstart your content creation. Ready? If so, buckle-up buttercup! (Psst...the third one is a doozy!)

Number 1 - Content pillars. This will make your content creating life soooooo much easier! Think of 3 main categories of content that you want to talk about with your potential clients. Choosing general categories will make this much easier to adapt topics to. For example, say you chose: Contract Legalities, Interior Design and Market Updates for your content pillars.

Next you would apply topics your dream clientele would be interested in (see the previous exercise) to these pillars. For example, we'll use the pillar of "Contract Legalities." Now let's say your dream clients are looking for a hobby farm and one of their questions would be "does the farm equipment come with an agricultural/farm property purchase?" You could do an entire blog post or video on this topic alone and delve into the technicalities of your local contract depicting the specifics of personal property, bills of sale, valuation of personal property, contract negotiations, etc. This type of long-form content shows your abilities, forms rapport, and builds credibility.

Next up, **Number 2 – The Devil's in the Details....Retention.** In a world saturated with noise, getting and HOLDING your reader's attention can be one of the hardest struggles. This is where you have a huge advantage over big lead generating companies because you have total artistic freedom to do as you please (within legalities of course).

One of the best ways to do this is by creating content that does 3 things: Inspires, Educates, and Entertains. This is also where your authenticity prevails. Examples of this could include showing your heart with an inspiring blog article for first-time home buyers struggling to buy their first home; an educational infographic displaying hyperlocal market stats vs national industry stats; or a comical video about what we deal with in actual real estate agent-life (you know like struggling to get signs out of the ground and opening lockboxes, fun stuff like that the world usually doesn't see! :P).

Last but definitely not least, **Number 3 – Bulk Content Loading**. If you want a BIG jumpstart in creating your magnetizing content, then this is the spot to really listen up. Honestly, I can't believe I'm even letting you in on this. Most agents will never do this, however, if you do, you're going to see results **much** faster. I will warn you though, it's not something that can be done overnight. It's going to take a lot of work, lots of preparation and tons of brain power.

So, what is bulk content loading? It's basically, creating tons of content pieces and then posting them all at once. (Yeah, this is not for the faint of heart lol.) After you bulk load a group of pieces, you resume your normal posting schedule.



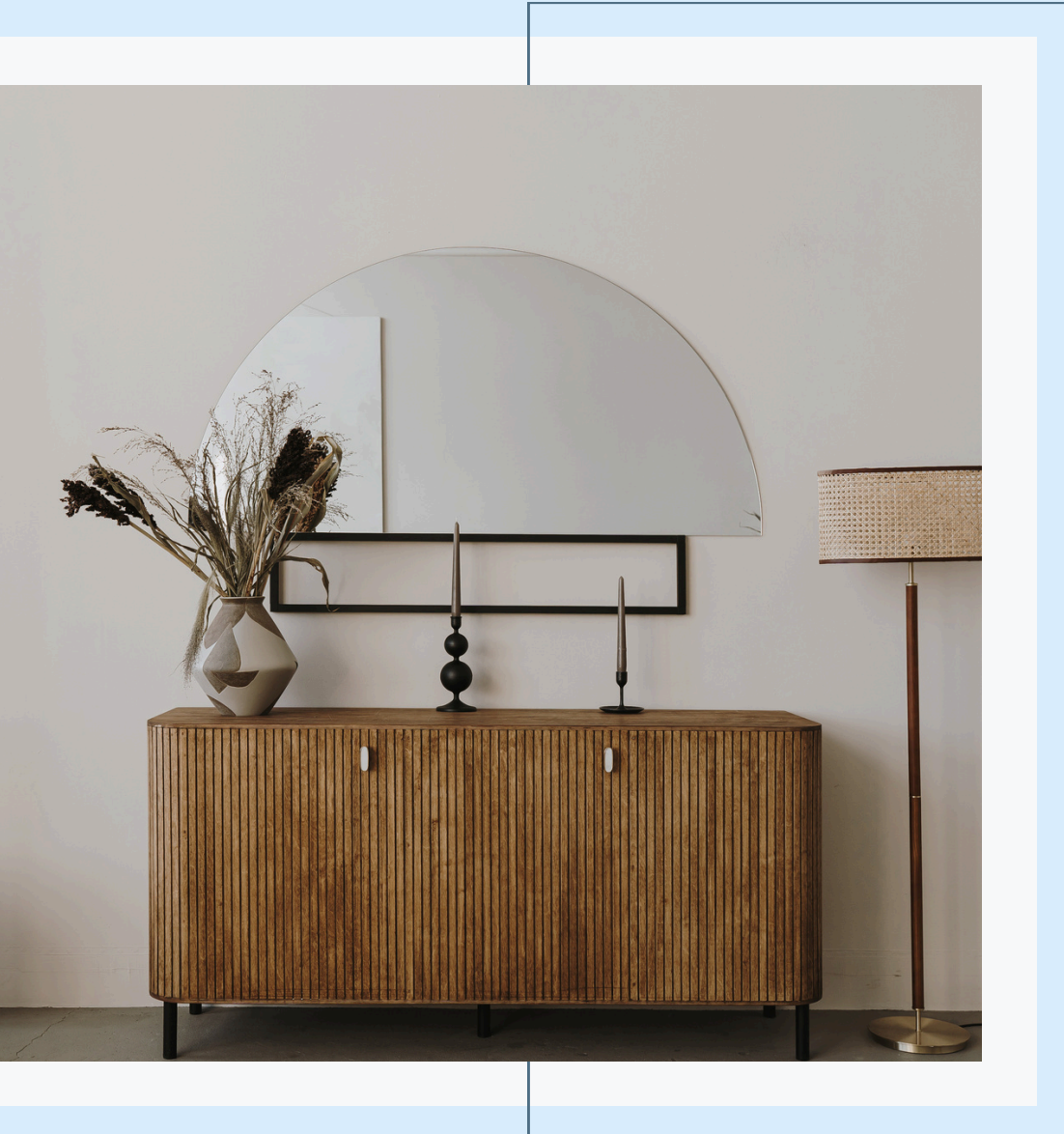
You might be asking “that seems like it would take a lot of time upfront, what’s the point of doing bulk content loading?” The reason for posting a bulk amount of content at once is that it gives your potential clients something to binge on for information on your website.

I’ve used this technique myself and do really like it BUT if you’re brand new to creating captivating content (like you’ve never written a blog post or did an educational video before), it’s probably not the place to start. This is more of an advanced tactic, and you can use it at any time once you’re comfortable making content.

If you’re brand new to creating valuable content, then you may get overwhelmed and burned out trying to utilize this technique before you even begin and see results. It’s healthier to start slowly then grow into using a method like this or you may stunt your business’ lead generation growth. **Patience is rewarded with profit**, so take your time to learn correctly first then advance when you’re ready.



LEVERAGE THE POWER OF SOCIAL MEDIA... THE CORRECT WAY



*"Social media is a part of most of
our lives on a daily basis."*

Leveraging

SECRETS TO SOCIAL MEDIA SUCCESS

Who am I kidding? I don't have to tell you that social media is a part of most of our lives on a daily basis. In fact, according to datareportal.com, the typical working-age internet user now spends more than 2 ½ hours per day using social platforms. Wait, what!?! That's approximately 15% of a person's waking hours. Think about it like this, what else during your waking hours do you spend 2.5 hours doing every... single...day? For most people, that's probably working and maybe eating, but not much else tops the chart for that much time spent on 1 individual activity.



This should excite you! That means that on average, **you have the opportunity to be in front of someone thinking about buying or selling a property for 2.5 hours each and every day!** You have the opportunity to connect with them long enough that they find interest in you and move from social media to your website or reach out to you. Never in history have we had this amazing opportunity in business before like we do today, but you have to do it correctly and be aware of a few things in advance.

To begin with, there are some **little-known marketing truths** that you must know to be successful with social media. Marketing giants know these well and thus, why I want to share them with you.





First, it takes approximately 7+ times to see your post/face for a person to recognize you and remember you. Some reports actually show upwards of 20+ times. I'm sharing this with you so you're aware that social media is a process, and it takes time. Don't get discouraged because you posted for a week and didn't see immediate results. It takes time and tenacity.

Second, **don't chase the algorithm.** Algorithms change regularly and social platforms pay hundreds of techs to work on them and tweak them continually. You're fighting a losing battle by wasting your time trying to figure it out. Instead, double down on knowing your dream clientele like a book, speak to them and their needs, and answer their questions.

You don't have to chase them; **THEY'LL FIND YOU** if you set your marketing up to resonate with them.

Third, remember what social media is for **your business...a tool.** And it's just one tool of a huge marketing toolbox at our fingertips, so don't get bogged down by it. You don't have to post every single day. You don't have to check your messages every five minutes. And most importantly, you don't have to feel like a failure if a post doesn't go viral. You're there to be of service and it's simply a tool to help provide that service.





CREATING ENGAGING SOCIAL MEDIA

Alright, now that we've taken some of the pressure off you so you can enjoy this social media jam a little more, let's dive into some tactical application.

So how can you be a face that'll not only stand out but also one they'll remember while they're strolling around the social media realm? Well, this is where all those exercises that you've done so far in this Blueprint start to converge.

Remember all that brand development that you did? You know, it was the colors, fonts, knowing your dream clientele's interests and personality, understanding your authenticity, etc.? Not only does that apply to your website, but that's going to play a big role in attracting potential clients on social as well...and moving them from social media to being interested in a closer connection with you.

You see, now you're going to look at some of those pieces of content that you developed and pull information from them to make social media posts. You'll create your social media posts with the brand elements you also chose previously. This is an example of working a social media element into a **synergistic system**. (We'll discuss the enormous benefits of synergistic marketing in just a bit.)

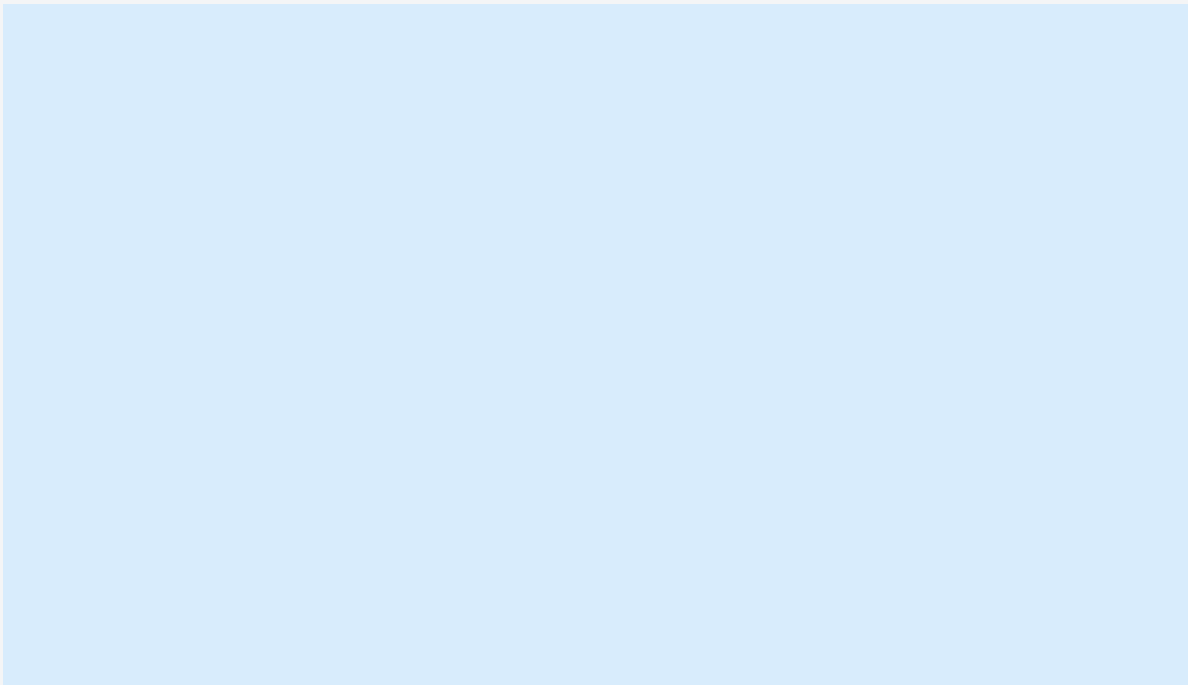
By utilizing this technique, you're creating and curating social media content that aligns with your dream clientele, while providing them with direction and developing a relationship right from the onset of a post in their feed.

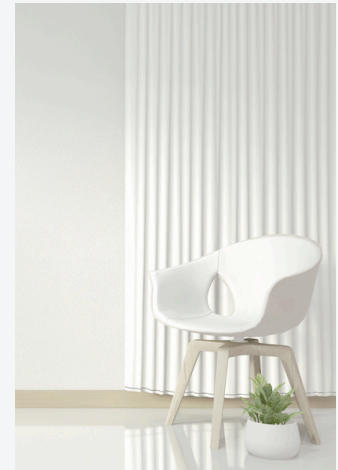
I'm going to walk through an exercise for this method to create 5 posts from a piece of content that you created.

Follow these steps in the space below:

- Review the content pieces that you've created (blog, infographics, long-form video, etc.) and choose one that you feel good about in regard to it providing valuable information to your dream clientele
- Pull 5 small excerpts of information from that content piece that would be attention getting or thought provoking to your dream clientele and write them below
- Next, choose 2-5 potential social media post formats that you feel would appeal to your dream clientele (e.g., static image posts, carousels, short videos, live streams, simple text, etc.) and write that below
- Now, take those 5 small excerpts of information from your content piece and create social media posts from them in the formats that you chose in the previous step (Remember to stay on brand!)

Ta Da! You have your first 5 high-value social media posts! It's time to get posting! :D





TACTICS TO SIMPLIFY AND SPICE UP ENGAGEMENT ON SOCIAL

Engaging on social media with your dream clientele can be highly rewarding. Not only can it be fun, but also a great way to generate and nurture leads. However, too often agents can get caught in the mindset of it just being more to do and thus, ignoring engagement all together. Don't let a mindset like this bog you down. This is your audience. These are your people! Social is supposed to be fun, so have fun with it!



Here are a few tried and tested techniques that I use to keep social simple and spirited!

01

BE AUTHENTIC

While doing research and understanding trends in social media is important, remember to stay true to yourself and who you are. You got into real estate to run your own business and be your own boss, don't let social media distract you from that just for clicks and likes.

02

COMMENT ON POSTS THAT YOUR DREAM CLIENTELE WOULD SEE IN PLACES THEY'D BE ONLINE

What would be their favorite restaurant or gym in your market? Do they like local bookstores to load up on knowledge or local nurseries to fill their garden? Meet them at intersections where both you and their interests cross.

03

POST ACTUAL THOUGHTS, NOT JUST A FEW WORDS

When commenting on any post, try to go for at least 4 words or more that show substance. Quick responses aren't as likely to make an impression as much as true felt thoughts will.

04

WARM-UP YOUR SOCIAL BEFORE POSTING

A good rule of thumb is to comment on others' posts for at least 15 minutes prior to a post of your own. It lets the platform know that you're active and on it at that time so it may expand your reach to more active eyes.

05

DON'T BE A KNOW IT ALL OR ARGUMENTATIVE

Sometimes our egos can get the best of us and try to push our ideas on others. Be mindful that not everyone is going to always agree with you and that's perfectly ok. Their experiences and perspective in life may be different. Look at moments of differing opinion as learning opportunities. We don't have to be angry with each other to respect each other's opinion even if we don't agree. Dream clients aren't gained through negativity and if you do catch any clients that way, they might be your worst nightmare.

06

RESPOND TO COMMENTS ON YOUR POST FOR A SPECIFIED AMOUNT OF TIME AND THEN LET IT GO

Don't obsess over checking it all the time. I use 15-20 minutes after posting as a general rule of thumb. I'll get any remaining comments when I'm back online or before I post the next day.

07

DON'T IGNORE POSTING ON STORIES

To be honest, at this point in my social world, I look at stories as being a way to connect closer with my audience. I'm not sure if it's because people can comment on them privately or if it's just easier to see what you want on them instead of your feed, but either way, they're valuable. Think of Stories as "quick-hit-attention-getting," and your "daily life," while Feed posts are long-term and more of a "research pit-stop" for potential clients prior to jumping off a social media platform to go visit your website. They both have a purpose but it's slightly different.

08

REVIEW ANALYTICS REGULARLY

Know Thy Numbers! 🤗 While metrics aren't everything, they are very important in your business. If you're not a "numbers" person, then no, it's not necessarily the most exciting thing in your business. However, reviewing metrics regularly will give you valuable insight into your audience, showing you what's working and what's not.

DISCOVERING SYNERGISTIC SECRETS



"The more consistent synergy you have within the marketing for your business, the more money it'll create."

Discover

REVEALING THE USE OF SYNERGY TO BUILD REVENUE

One of the most valuable realities that I've learned through my numerous years in the real estate industry, is that **money flows to synergy**. And the more consistent synergy you have within the marketing for your business, the more money it'll create. It can't help itself. After all, money is essentially just energy and like-energies will attract each other.

Synergy is one of those tools within our marketing toolbox, but this one is a very special tool as it encompasses all the other tools we use. Synergy brings all your tools together to form one largely powerful system.

Consider it like this, a single drop of rain doesn't have very much force at all. However, when you put thousands of drops together and make a storm it gains more power for a little while but then tapers out. Now, if we combined millions or even billions of those drops of rain to make an ocean it generates energy on its own and is a forceful power to be reckoned with. Synergy within your marketing is the same idea.

For example, a single social media post by itself, like the single drop of rain, doesn't have very much force at all. However, if you start to put several together in an actual strategy, like the storm, it gains more power for a little while but then also can taper out eventually. Now, if we combine several marketing strategies and techniques together in a perpetual system, just like the ocean, it powerfully generates energy on its own. It has become a **marketing machine**.



CREATING AN OPTIMIZED SYNERGISTIC SYSTEM TO MAXIMIZE PROFIT

So, how do you create synergy within your marketing for your real estate business? The most efficient way to create synergy is to develop an entire **synergistic marketing system**. You can utilize numerous forms of marketing depending on your own needs and wants for your business.

For example, this Reveal Blueprint addresses one form of marketing and gives you a taste of utilizing this type of marketing to attract leads, clients and closings. However, there are several other marketing strategies that can be interwoven with this technique to achieve the highest and most profitable results.



These could include methods like in-depth brand psychology, neuromarketing, authority content marketing, high-impact client experience marketing, social media marketing, relationship marketing, holistic marketing, and the list goes on and on.

Some of the largest lead generation companies out there are using this very type of system and that's HOW they got to the size they are today. They have created a synergistic system wherein **one aspect of their marketing continually feeds another**. It may be internal or external, as a good system has both portions. This continual intertwining of techniques **creates a nonstop synergy machine, perpetually generating clients and closings**. To which they then sell to real estate agents at a steep cost.

It doesn't have to be that way though; you can create your own synergistic system incorporating these marketing methods so **you can generate your own perpetual machine**.



If you don't know how to create your own synergistic machine, I invite you to join me in my program

RESONATE ~ Marketing Academy for Real Estate Professionals

While you could take months, or even years, to learn all these upper echelon marketing techniques, I've taken all the exhaustive learning out for you and consolidated them down into a step-by-step program that'll walk you through building your very own synergistic marketing system for your real estate business. Just visit www.amandafarnumtraining.com/Resonate to join me and get started!

Not only will I walk you through everything step-by-step, but as an extra bonus, I've also included my very own high-caliber template bundles that are fully customizable and created to do **all the heavy lifting for you** with clients.

Enrollment for **RESONATE** is **only open a few days a year** and seats are limited. So be sure to jump in **HERE** today or register to be in the first notified when enrollment opens!



Well, my dear agent, it's that time in your journey for you to set sail. I do hope this Blueprint was of service to you and your real estate business. I wish you many blessings for success in all your endeavors and I look forward to seeing you in **RESONATE** very soon!

Also, when you see results from utilizing these strategies from within this Blueprint, I'd LOVE to hear about it. Please reach out to me with a DM or tag me on **IG** so AFT can share the love with you! You are the reason I do what I do, and I ADORE celebrating your wins with you!

Shine On My Friend. Your Real Estate Coach,

Amanda



Resonate

Marketing Academy for
Real Estate Professionals

SEE YOU IN RESONATE
FOR COACHING

“One action is more valuable than a
thousand good intentions”

~ Jhun Cunanan

ENROLL NOW