

# SOCIAL MEDIA ACCELERATOR™

*SOCIAL MEDIA STRATEGY FOR REALTORS*

# THE **PROBLEM**

# DIGITAL MARKETING GAUGE™

**OUR MISSION**  
TO HELP REAL ESTATE AGENTS BUILD A UNIQUE BRAND ONLINE.



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**WEB & BRANDING FOUNDATIONS**  
THE PERFECT WEEK

A man in a dark pinstriped suit and white shirt is sitting at a bar. He is leaning his head on his hand and looking thoughtfully towards the camera. On the bar in front of him is a glass of amber-colored liquid with ice. The background is a warm, wood-paneled wall with other people blurred in the distance.

**START CONVERSATIONS**

A man with a serious expression, wearing a dark suit, light blue shirt, and patterned tie, is seated in a chair. He is looking directly at the camera. The background is a dark, cloudy sky. A black banner with white text is overlaid across the center of the image.

**COMMIT TO VALUE**

A close-up photograph of a person's hand holding a red pen, writing on a piece of lined paper. The person is wearing a grey and white striped sweater. The background is blurred, showing a desk and a white container. A black banner with white text is overlaid on the image.

**DOCUMENT DON'T CREATE**

A high-angle photograph of a woman with her hair in a bun, performing a sit-up on a dark, textured gym floor. She is wearing a black tank top and black shorts. Her arms are raised behind her head, and her torso is lifted off the floor. A black banner with the text "BE CONSISTENT" in white, bold, sans-serif font is positioned across the middle of the image, partially overlapping her torso. The lighting is dramatic, highlighting the contours of her muscles and the texture of the floor.

**BE CONSISTENT**



**WHO IS YOUR PERFECT FUTURE CLIENT AND HAVE  
YOU IDENTIFIED THEIR 5 CORE PROBLEMS?**

**- DAN MARTELL**



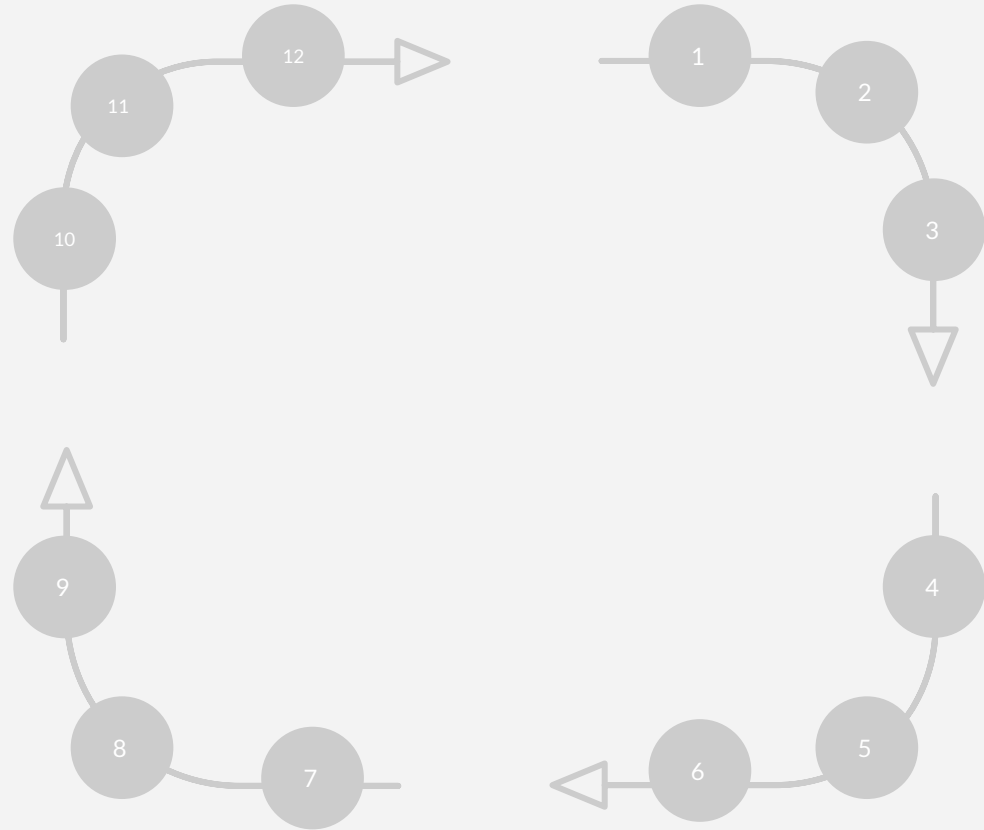
# CONTENT CALENDAR™

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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	<i>Shift Beliefs</i>	<i>Small Biz</i>	<i>Warrior Story</i>	<i>Teach</i>	<i>Ask</i>	<i>Featured Property</i>	<i>Recap</i>
	<i>Shift Beliefs</i>	<i>Small Biz</i>	<i>Warrior Story</i>	<i>Teach</i>	<i>Ask</i>	<i>Featured Property</i>	<i>Recap</i>
	<i>Shift Beliefs</i>	<i>Small Biz</i>	<i>Warrior Story</i>	<i>Teach</i>	<i>Ask</i>	<i>Featured Property</i>	<i>Recap</i>
	<i>Shift Beliefs</i>	<i>Small Biz</i>	<i>Warrior Story</i>	<i>Teach</i>	<i>Ask</i>	<i>Featured Property</i>	<i>Recap</i>
	<i>Shift Beliefs</i>	<i>Small Biz</i>	<i>Warrior Story</i>	<i>Teach</i>	<i>Ask</i>	<i>Featured Property</i>	<i>Recap</i>

# 12 WEEKS - 1 YEAR™

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When it comes to [TOPIC]	[NICHE] makes this mistake:	It's a mistake because...	The consequence is...
Instead, [NEW BELIEF]	The results will be...	So next time...	If you [CTA]...



When it comes to [ITEM]

Have you checked out [BUSINESS]?

They are great because...

So next time...



# WEDNESDAY | WARRIOR STORY™

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<p>So last, [POINT IN TIME]</p>	<p>I, [SET THE STAGE FOR YOUR STORY]</p>	<p>[EXPLAIN THE CONFLICT]...</p>
<p>[EXPLAIN CONCLUSION]</p>	<p>My big lesson in this is [INSERT LESSON LEARNED]...</p>	<p>So learn from my mistake and [INSERT MORAL OF STORY]...</p>

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**Hook** | Want to know how to get [X] with [Y]?

**What** | Are you a [AVATAR] struggling with [CHALLENGE]

**Why** | It's one of the most frustrating things in the world to know that you want [THIS] but [THAT]...

**How** | Fortunately, here is a quick tip to help you [SOLVE THE PROBLEM]...

## 9 WORD™

*Hey [NAME]!*

*Is this your first home purchase?*

*Welcome aboard [NAME]!*

*Are you familiar with the home  
buying/home selling process?*

*Hey [NAME]!*

*Would you like some help selling your  
home?*

*Welcome aboard [NAME]!*

*Would you like our help in marketing  
your home?*

*Greetings [NAME]!*

*Are you looking to [INSERT  
ASPIRATION]?*

*Hi [NAME]!*

*Are you already working with a  
realtor?*

*Greetings [NAME]!*

*Interested in getting help with buying  
your next home?*

*Hi [NAME]!*

*Interested in getting our help with  
selling your home?*

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# NOTES

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**WEB & BRANDING FOUNDATIONS**  
THE PERFECT WEEK



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