MASTERING THE ART OF COMMUNITY MARKETING

How to Create a 12-Month Plan for Real Estate Success

A Facilitator's Guide:

HOW TO TEACH THE COURSE

Introduction

One of the most popular ways for people to take this e-course has been in a classroom format with a facilitator guiding everyone though each module. After having in-depth discussions with office managers who have facilitated the course, we've incorporated their suggestions and feedback and put together this guide to help anyone take on the role of facilitator.

First, the course facilitator will need to take the course themselves. This includes working your way through each module, watching every video, reading the accompanying text, checking out all of our examples, and completing the course workbook along the way.

> ***Pro tip from Office Manager Jasmyn Jefferson:*** *If you are currently selling real estate or have recently sold real estate, you can do the initial 'ideal client" exercise as an agent. If you're in charge of recruiting for your brokerage, consider using the exercise to determine your "ideal agent" to recruit to your office!*

If you're going to be guiding your agents through the course, it's especially important for you to really understand this stuff. You don't need to understand everything perfectly, but having a chance to wrap your mind around everything ahead of your agents will help you to more effectively guide a group through the course.

In our experience and with the help of some incredible brokerage office managers who have taken on the role of course facilitator as they guide their own agents through this e-course, we've put together this guide so you know exactly how to facilitate this course at your brokerage.

Here is a step-by-step guide for how to make it all happen:

1. Generate interest & excitement. Print the PDF linked in this bonus module to generate interest in the course, and send out the form email (also included in the bonus module) to all of your agents. SHOW them what the course can teach them to do.

2. Have agents sign up for the course and commit. Create demand and scarcity by only offering a certain number of course spots. People need to take their commitment (and your time!) seriously.

3. Schedule one class session per week. Class sessions may range from 1-2 hours each, and since there are 9 lessons, you will (most likely) have a total of 9 class sessions. For most people, having a week between each lesson to digest and implement the learning is essential.

4. Give all of your agents your course login. All agents at your brokerage will use the same login.

5. Print out color copies of the course workbook and bind one for each agent. This ensures that each agent is directly engaging with the course material and working through each exercise, fully taking advantage of each session.

6. Each class session is guided by the Facilitator's Guide version of the course workbook. Here's how you can set up each class session:

- Review the previous session with the help of guidelines provided in the Facilitator's Guide.
- Watch the lesson's video.
- Guide agents through the workbook's exercises. Encourage class discussion, Q&A time, and designated time for agents to work through exercises. If a video in a particular lesson is shorter, you'll have more time for class discussion and workbook exercises.

- In each session, you do not need to read the course's written component as a class. However, agents are encouraged read this on their own time. Agents are also encourage to log into the course to reference the real life examples in each module.

7. After the entire 9 class sessions are completed, meet one-on-one with each agent to help them set measurable goals. Help each agent narrow in on parts of the course that they would like to focus on implementing, and set up a meeting to check in 30 days out, 90 days out, etc. or whatever works best for both of you.

> ***Pro tip from Office Manager Kristen Stavros:*** *Kristin Stavros at Windermere Whidbey Island recommends meeting with agents between Lesson 1 and Lesson 2 in order to set goals and expectations for the course. She recommends meeting at the end to go over the content plan they have created and create a strategy for implementation and accountability in the coming weeks.*
>
> *"Everyone is going to be SO different. I just have a file on each agent and I write out what they say they're going to commit to, and then I email them so it's in writing. Then I set a calendar date to meet up again and I bring my file to remind them what they committed to. At this point I ask what barriers they have to achieving their goals and what would help motivate them."*

8. After the course is completed, we've also put together a Community Course Master email series that you can send out to agents who completed the course in the following weeks. The emails are designed to keep agents inspired and motivated, and to serve as a chance for you to check-in with agents on how their goals are progressing.

5 Pro Tips for Teaching the Course

Based on our own experience and in-depth discussions with office managers who have facilitated the course at their brokerages, here are a few more tips that will help you along the way:

- **Not all agents will be interested in this type of marketing.** And of the agents who are interested in community-focused marketing, not all of them will end up wanting to implement a plan. Understand that this is no failure on your part—you can only provide so much support, and then it's up to each agent to execute! Some agents want to attend the course for improving their own understanding of the community marketing landscape—even though they aren't into prospecting this way. That's great, too!

  Pro tip from Office Manager Kristen Stavros: *"In my experience, even if 5-10% of your agents implement just a few things from the course, it can get the attention of all of the agents around them. It sort of raises the whole bar for marketing in your office!*

- **This type of course can be challenging for brand new agents.** Often, new agents are still learning how to transact and how to connect with clients. A big part of being able to successfully complete this course and begin implementation is based on being able to identify your ideal client, and most new agents do not have enough experience to successfully work through our ideal client exercise. New agents WILL benefit from learning the prospecting strategies during the course, they will probably just need extra support from you, especially during the ideal client exercise.

- **Agents taking the course need basic understanding in a few different areas.** First, they should already be comfortable using social media like Facebook and Instagram, and ideally they will already have a Facebook business page. They also need to know how to use their individual agent website—how to login, how to make updates, capabilities of the page, etc. If you're not sure everyone is quite there, consider hosting a "pre-course bootcamp" with a social media person to help everyone get their Facebook and Instagram ready for prime time!

- **Agents should know that they do not NEED to do every single thing we talk about in the course, nor should they.** Agents should do what feels energizing and most interesting to them. For some, this will be creating a beautiful website and writing blog posts, and for others this will be creating videos. This point will probably need to be repeated by you every week so agents don't get overwhelmed. Marguerite took 10 years to implement each type of content we reference in the course, so encourage agents to focus on one thing at a time (a blog, creating videos, neighborhood guides, etc.). Once it is complete, they can start the next project that is interesting to them! Encourage patience and prioritizing!

- **Determine whether this course is offered for free through your brokerage, or if agents will be charged a fee.** We've seen it done both ways—it's up to you. Offering it for free may be a benefit your brokerage offers its agents, or charging agents a fee to attend may help them be more invested.

    Pro tip from Office Manager Kristen Stavros: *"We charged our agents $100 each to take the course. The reasoning behind doing this for us is that It all boiled down to buy-in and perceived value. I didn't want people who were just there to be curious because it was free. I wanted them to have some skin in the game and to take it seriously. I also told them the actual price of the course and said that the brokerage was essentially paying for half of the course and giving them a discount on what it would cost them by themselves. I was very open about the fact that the $100 was for buy-in and ensured that people who participated were serious about getting something out of it for their business.*

Facilitator’s Guide

Facilitator’s Notes for Lesson 1

Welcome to the Mastering the Art of Community Marketing Course! This first lesson is extremely important and foundational to the course. In this lesson, agents will complete the ideal client exercise, and once agents are clear on who their ideal client is, this will be the filter they run the rest of the course through. It’s important that agents understand that when we talk about creating content, we aren’t talking about content (blog posts, videos, podcasts, etc.) for the whole world—we’re talking about creating content for the clients they most want to attract!

Play Lesson 1 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 1:

- Encourage agents to put phones and laptops away during the ideal client exercise. This is one where having wine or snacks to encourage reflection is a great idea.
- We recommend that you read the intros to each question out loud to the agents. For each question you simply read the worksheet intros, questions, and examples out loud one at a time. When we administer this section of the workbook in person (which we refer to as the “Ideal Client Workshop”) we usually give the agents about 2-5 minutes to answer each question. You can usually tell when people stop writing and they’re ready to move on to the next question.
- Please share with your agents that they are encouraged to join our closed Facebook group “Community Marketing Course Masters.” At this time, please email us (communitymarketingcourse@gmail.com) a list of agents participating in the course. This way, we will know which requests to approve.

Add any other notes or agenda items here:

LESSON 1:

How This Works & What You Need to Know Before You Get Started

The questions below are designed to help you get started and narrow in on a few key things about your business. You'll be able to reference this worksheet time and time again as you work through the rest of the course! And we are serious about these worksheets—*to get the most out of the course, we strongly recommend that you do not skip these worksheets.*

Warning: Don't overthink these. Especially you perfectionists! Grab a glass of wine or a cup of coffee and just get going!

First, we're going to identify how to attract MORE of your ideal client. To discover your ideal clients, begin by making a list of your 5 favorite clients from the past 12-18 months.

1. Write down the names of your favorite clients.

Pro tip: Maybe your favorite clients are bubbly, grateful, trusting first-time buyers or sellers. Maybe they are analytical types who just need to see the numbers. Maybe your favorite clients are singles or families. It's ok. This is a judgement free zone. Just get clear!

Ex. Dan & Cindy Jones

Client 1____

Client 2____

Client 3____

Client 4____

Client 5____

2. Write down what kinds of properties these clients bought or sold.

Pro tip: You can answer this question in a traditional way (single family, condo, luxury, horse property…) or you can use this to sort by property condition, loan type, etc… Again, however you prefer!

Ex. Fixer upper for big remodel

Client 1____

Client 2____

Client 3____

Client 4____

Client 5____

3. What are these clients like?

Where do they work? What are their hobbies? What do they do for fun? What organizations do they belong to?

Example: Jim and Barbara Johnson are empty nesters with two kids in college. They relocated to the area with the military and Jim retired from the army. They live in Two Ponds estates. Jim is a car guy and Barbara hosts the local bridge club. They are both active in Rotary and Boys & Girls Club.

Facilitator note: This is a great place to check in with the group. You might ask:

- Is anyone noticing any trends already? Anyone have any questions?

Often, new agents will struggle with this exercise because they don't have many (or any!) clients to use as a reference point. (This is one reason why we don't recommend brand new agents take the course—however, we know that some will anyway!) Remind new agents that this is why they need to dive in and work with a wide spectrum of folks so they can start to tune in on who they work best with!

4. What neighborhood did they buy or sell in?

Client 1____

Client 2____

Client 3____

Client 4____

Client 5____

5. How did they find you (Zillow leads, walk-ins, referrals from past clients, referrals from friends, former cellmates?)

Client 1____

Client 2____

Client 3____

Client 4____

Client 5____

6. What seems to be the thing they have in common? Hopefully by now, some common characteristics are rising to the surface. *For example, you might notice that all of your favorite clients are sellers in a particular price range or community. Some people notice that while their favorite clients make up a variety of home types, prices, and neighborhoods, they all came from the same source (like Zillow, a website, or church!). What do you favorite clients have in common?*

____

____

____

____

____

Now for the fun part. In order to focus on your niche, you have to figure out who you DON'T want to work with. Go with your gut. For some of us, our families are some of our least favorite clients. For others, it could be homes in a particular neighborhood that we hate to have to drive to. Don't judge it or question it, just write it down!

7. Make a list of your 5 LEAST favorite clients in the last 12 months:

1. ______________________________________
2. ______________________________________
3. ______________________________________
4. ______________________________________
5. ______________________________________

8. What neighborhoods did they buy or sell in?

1. ______________________________________
2. ______________________________________
3. ______________________________________
4. ______________________________________
5. ______________________________________

9. How did they find out about you? *(Zillow leads, walk-ins, referrals from past clients, etc.)*

1. ____
2. ____
3. ____
4. ____
5. ____

10. What seems to be the thing they have in common?

____

____

____

____

____

OK. This is probably the hardest part of this whole worksheet. Make a promise to yourself now that you will STOP working with clients who drain your energy and who aren't a good fit. Whether it's a certain personality type (needy first time buyers?), property type (raw land?), or geographic location (nice people that you have to drive more than 30 minutes in any one direction for?) make the commitment to firmly refer those clients to experts who would be a better fit for them and do it. This will free up your time and focus for your ideal clients who you discovered above!

Facilitator Note: Depending on the group vibe at this point, you may want to pause and check in with people to see how they're feeling about the idea of referring away "problem" or "out of niche" clients in the future. What concerns come up for them? If there's time, this can be a good place to spend 5-10 minutes brainstorming between agents how to refer, how to say no, etc.

11. What is your business known for? *If you're not sure, ask some trusted friends or past clients how they would describe what you do and how you're different from other real estate agents.* ***Facilitators note:*** *If there's time at the end of the first lesson, agents can text, call, or email ideal clients. This can be a great way to do a group activity at the end of class.*

12. What do *you* want your business to be known for?

This second part is where agents can articulate their business and personal values. In addition to being essential for developing their business brands, this is very clarifying for people as they start to discern what type of prospecting activities are going to feel natural for them and HOW they will go about doing that prospecting.

13. Here are a list of values. Which values are important to you in your personal life? Circle only four.

- Authenticity
- Achievement
- Adventure
- Authority
- Autonomy
- Balance
- Beauty
- Boldness
- Compassion
- Challenge
- Citizenship
- Community
- Competency
- Contribution
- Creativity
- Curiosity
- Determination
- Fairness
- Faith
- Fame
- Friendships
- Fun
- Growth
- Happiness
- Honesty
- Humor
- Influence
- Inner Harmony
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Meaningful Work
- Openness
- Optimism
- Peace
- Pleasure
- Poise
- Popularity
- Recognition
- Religion
- Reputation
- Respect
- Responsibility
- Security
- Self-Respect
- Service
- Spirituality
- Stability
- Success
- Status
- Trustworthiness
- Wealth
- Wisdom

14. Let's do this again. What do you value most in your business? Remember, you can only circle 4.

• Authenticity • Achievement • Adventure • Authority • Autonomy • Balance • Beauty • Boldness • Compassion • Challenge • Citizenship • Community • Competency • Contribution • Creativity • Curiosity • Determination • Fairness • Faith • Fame • Friendships • Fun • Growth • Happiness • Honesty • Humor • Influence • Inner Harmony • Justice	• Kindness • Knowledge • Leadership • Learning • Love • Loyalty • Meaningful Work • Openness • Optimism • Peace • Pleasure • Poise • Popularity • Recognition • Religion • Reputation • Respect • Responsibility • Security • Self-Respect • Service • Spirituality • Stability • Success • Status • Trustworthiness • Wealth • Wisdom

Core Four Personal:

_______________ _______________ _______________ _______________

Core Four Business:

_______________ _______________ _______________ _______________

These core values are the foundation that you need to build your brand on.

Lesson 1 Bonus Activity: Text, email, or call ideal clients

If you have time, consider inviting agents to email, text, or call past clients to ask them what those clients think their business is known for.

Sample texts:

> Hi Scott! Hope you're well. I'm at a marketing training and we are doing an exercise. Would you be willing to share three words that come to mind when you think of my real estate business?
>
> Hi Jennifer!! I'm at a marketing training today and we are focussing on business values. Since you're one of my ideal clients (I'd love to attract more clients just like you!), I'm curious what values you think my business embodies?

Facilitators Notes for Lesson 2

Review lesson 1: Start by initiating a discussion reviewing lesson 1. Here are some questions to get to the heart of how agents are feeling as we enter our second week of training:

How many people feel like they know their niche and understand who their ideal clients are? Does anyone want to share what they discovered?
What happened when you reached out to clients about what your brand was known for?

Play Lesson 2 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 2:
If you can pull up websites on a big screen for your agents, consider taking a look at a few of the content examples we've included in this section together as a group.
As you look at the examples, encourage people to notice how each of the agents behind each website are creating content for their ideal clients and in their unique voices.

Add any other notes or agenda items here:

LESSON 2:
Our Philosophy of Content
& How to Create a 12-Month Content Plan

****This question is especially important for agents with teams or agents who have an assistant or other marketing help.*

Who are the faces of your content? (Who will be writing your content? Who is the voice behind your content?)

What does your ideal month of content look like? (How many blog posts per month do you want to post? How many videos per month or per year can you create and release?)

Are you planning on other content? If so, list it out here:

Decide what your content categories are going to be and list them below. (We know you may not be sure right now, and you can always come back to this later after you've seen more examples.) Here are a few example content categories you may consider:

- Neighborhoods
- Community Events
- Bargain Watch (highlight great deals)
- Seasonal Guides to Your City
- Secrets of Your City
- Government/Civic Info

You can come back to this later, but we wanted to share this first so you have a framework to start thinking about the different types of content we're going to be sharing later.

Facilitators Notes for Lesson 3

Review lesson 2: Start by initiating a discussion reviewing lesson 2. Here are some questions to get to the heart of how agents are feeling as we enter our third week of training:

- What types of content are you interested in creating?
- What platforms are you wanting to start with?
- What categories of posts are you planning to share with your community?

Play Lesson 3 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 3:

- If you can pull up websites on a big screen for your agents, consider taking a look at a few of the content examples together as a group.
- This section will encourage your agents who already have websites to look critically at their sites and each of the pages they have on their sites. For agents with no website,

this will help them prioritize what they want to launch their site with (and they can build from there).

- As you look at the examples, encourage the agents to notice the different components agents have on their sites and how their brand's voice and values are expressed.
- With each new webpage or piece of content you view, how does this show that the agent behind the website is likeable, trustworthy, competent, and a local expert?
- On each webpage, is there a call to action? What should you do next when you reach the bottom of the page?

Add any other notes or agenda items here:

LESSON 3:
Website Anatomy:
Pages, Blog Posts, Podcasts, Guides, & More!

Take some time to browse the various websites we've shared in this section. Make special note what you like about each one, and also note what you especially dislike. We've described each section below in "phases," as a way to organize how you may choose to create and launch your website.

Which website pages are a MUST for your website? (Another way of thinking of this is: Which webpages do you require to launch your site?)

Phase 1:

Which pages would you like to add within the first 6 months of your website's launch?

Phase 2:

What are your *dream* website pages you'd love to eventually have?

Phase 3:

Lesson 3 Group Activity: We strongly recommend doing the 12 month content planning "Sticky Note Method" outlined in the written section of Lesson 2 as a group activity. (There are pictures of this method in action in the lesson module!) All you need are pads of sticky notes in different colors, markers, and lots of wall space and table space. Here's how to use our sticky note method:

- Create four sections for the four quarters of the year.
- Within each section, label each month accordingly (Start with next month!)
- Within each month, color code the different types of content. Maybe your blog posts are all orange sticky notes, your videos are all green, and your neighborhood profiles are pink.
- Lay out your entire year of content in sticky notes.
- Start filling in the blanks! As you're going, consider the season, events, or common issues that people have at that time of the year.

Facilitators Notes for Lesson 4

Review Lesson 3: Start by initiating a discussion reviewing lesson 3. Here are some questions to get to the heart of how agents are feeling as we enter our fourth week of training:

- Knowing who your ideal clients are, what are the pages you want to have on your website?
- Is anyone feeling overwhelmed with the website section? Does anyone have any questions about how it works?

Play Lesson 4 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 4:
Lead this section by reading the first question and giving the agents time to write just like we did for the "Ideal Client Exercise" in Lesson 1.

Add any other notes or agenda items here:

LESSON 4:
Taking a Deep Dive on Website Pages

Section 1. Real Estate Bio

1. **Introduction: A snapshot of you and your business.**

The information in this section will help to give potential clients a quick glance at who you are and what your business is about. If it fits their wants and needs, they'll keep reading!

Do you have a slogan or tagline? (If you don't have a slogan, think of a simple phrase that describes your business.)

What city/town/neighborhood do you live and work in, and how long have you lived/worked here?

What type of real estate do you specialize in?

What are 3 words that YOU would use to describe your personality?

Ask a few of your closest friends and family members to each choose 3 words to describe you. (This can say a lot about how others may perceive you, and might be worth including in your bio!)

What makes you truly different from other real estate agents?

2. Body Paragraph: Getting To Know You

This section of your biography will allow potential clients to dive a little deeper into who you are. Are you someone they can trust to guide them through this important life decision? Are you someone they will enjoy working with?

How long have you been a real estate agent?

What is your educational background?

Why did you become a real estate agent?

What can clients expect when working with you? (Do you take the time to explain each step of the process? When are you available to help your clients?)

What's your work style? (Are you spontaneous, or more planful? Are you casual, or more traditionally professional? Super hands-on? Etc.)

How do you communicate with clients? (Email, phone call, text, in person, etc.)

3. Conclusion: Let's Get A Little More Personal.

At this point, people reading your biography are probably liking the person they're reading about! Here's your chance to show off even more of your personality and style.

What are your hobbies?

What do you do to relax?

How do you spend your weekends?

What businesses, shops, restaurants, and other places in your community do you like to spend time in? (This is a good opportunity to show off your regional knowledge to clients!)

What community activities are you involved in?

What do you find exciting in life? (Reading a good book? Going sky diving?)

Do you spend lots of time with family/friends? (If so, what do you like to do with them?)

Section 2. Neighborhood Guides

Which neighborhoods, towns, or cities do you specifically work in?

____

____

____

Which neighborhoods do you want to share profiles on? (Pro tip: We recommend making a launch goal and a stretch goal. What are your core neighborhoods that you NEED to showcase on your website? What are the other neighborhoods you would like to one day feature on your website?)

____

____

____

What neighborhoods do your ideal clients buy in the most? Where are your ideal listings located? Start there, and work your way out.

____

____

____

If you work for a brokerage or a team, use this part to fill in agents you can use for a resource in each neighborhood:

Neighborhood: ________________________ Agent expert: ______________________

Neighborhood: ________________________ Agent expert: ______________________

Neighborhood: ________________________ Agent expert: ______________________

Neighborhood: ________________________ Agent expert: ______________________

Neighborhood: ________________________ Agent expert: ______________________

Neighborhood: ________________________ Agent expert: ______________________

When using agents as neighborhood experts, be sure to integrate their knowledge and expertise about their neighborhoods into the pages and and blog posts you write about those communities. For example, if you write about great parks in a particular neighborhood, you can include a quote from the agent who is a neighborhood expert that links to their bio page.

To fill in information for this section of your website, you may find it useful to distribute a survey to friends, family, coworkers, team members, etc. who live in or are familiar with an area. Here is an example of a survey:

Sunnyville Neighborhood Survey

- What are 3 words to describe this neighborhood?
- Why do you love living here?
- If someone were visiting from out of town, what would you take them to see or do in this neighborhood?
- What are your favorite restaurants in this neighborhood?
- What types of homes can people expect to find in this neighborhood?

Make a list of important things you'll want photographed to represent this neighborhood:

____

____

____

____

____

____

____

____

____

Section 3. Resource Pages

Do you have any resource pages that you know you definitely want to include on your website?

List ideas for resource pages below, and circle the ones you know you want on your site when you launch it:

Lesson 4 facilitator note: This section can be very overwhelming for agents. Creating a website and all of the content for a site is a BIG BIG job. Definitely reassure them that creating great content for a website is a long game and to take it one step at a time.

Facilitators Notes for Lesson 5

Review lesson 4: Start by initiating a discussion reviewing lesson 4. Here are some questions to get to the heart of how agents are feeling as we enter our fifth week of training:

- Has anyone begun revising their bio? Would anyone like to share?
- Has anyone either revised their neighborhood pages or begun creating new neighborhood pages? What's working? What's not working?

Play Lesson 5 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 5:

- Begin by reviewing some examples of real estate blog posts with the group. You could just skim through it online on the screen, or read one to the group that you really like. (You could also have agents share examples of blog posts that they really liked.)
- As with Lesson 1 and Lesson 4, you will be reading the exercise questions below while the agents brainstorm the answers.
- Remind them to keep their ideal client in mind as they answer.

Add any other notes or agenda items here:

LESSON 5:
Deep Dive into Blogging

Use this worksheet to generate ideas for community-oriented posts. Take the time to fill out answers to each question below; over the coming months, you can return to this worksheet time and time again as you search for inspiration and content ideas!

Section 1. Blogging About Real Estate

In this section, make a list of ideas that you like. Take a look at the examples we share in the course, and note what you like and would like to include in your future posts. Did reading through our examples give you any ideas?

If you're not sure where to start, here are a few questions to jumpstart you:

What type of real estate would you like to work more with? Brainstorm blog post ideas with themes that center around this type of home. For example, if you want to focus on new construction, one idea might be "New Construction in Sunnyville: 3 Brand New Home Listings Not to Miss." (Blog posts that are more focused on real estate listings will likely depend more on what type of listings you have or are available at any moment, so this one might be a bit harder to brainstorm exact titles for. Just something to keep in mind as you jot down your ideas!)

What type of homes are your clients usually most interested in? (Is everyone searching for that perfect Craftsman? Focusing on these posts are great for grabbing people's attention.)

You can list any other potential blog post ideas for this section here:

Section 2. Community

Are there certain events, news stories, local business, arts, etc. that fit best with your brand? Some people may find it more natural to talk about arts and music; some may find it more natural to talk about local businesses. You don't have to do everything—remember, you should choose a few things and do it well.

Below, we've listed each content category we've included in our course (there may be more, but this will give you a good start!). We've included some prompt questions for each category. This is all about getting your ideas down on paper and generating different pieces of community-focused content for your website.

EVENTS: List your ideas for events you can highlight or include on event guides. What events do you like to attend? Are there yearly events that you go to each year? Which events are most popular in your community, or for your ideal client?

NEWS: List local news that you would consider sharing on your blog. While you certainly don't have to try to become your local news station, you can share how local news might affect your community, your opinion or take on it, or even ask people in your sphere what they think about a particular issue. Are there any issues in your community that you're especially passionate or knowledgeable about?

LOCAL BUSINESSES: List local businesses that you love and would recommend to everyone and anyone who will listen! Highlighting businesses that are especially amazing, unique, or community staples can help bring is not only useful information, but it can bring in the audience of those businesses if they share your feature on them with their audience. Do you have a favorite shop nearby? Is there a secret hole-in-the-wall restaurant that you want to show off?

ARTS: What's your local culture like? Are there any annual events (like art festivals or musical performances) that you attend every year? Which artsy events are especially popular in your community? Is there a local artist who paints murals in your community who you can highlight?

"BEST OF" LISTS: This category is really a catch-all! People love browsing listicles, and you can make a list of almost anything. Here are a few questions you can ask yourself, along with the resulting blog post ideas:

- If you had relatives or friends coming in from out of town, what would you take them to do in your community? (4 Things Your Out-of-Town Guests *NEED* to See in Sunnyville)
- Which restaurants do you and your friends like to eat out at? (My 3 Favorite Happy Hour Deals in Sunnyville)

- Is there a type of food that your community is well-known for? (4 Authentic Mexican Restaurants in Sunnyvale (+Menu Recommendations!))

Are there things people consistently ask for recommendations on? (Examples may include where can you get brunch without a long wait? Where's the best patio dining in our city?)

Write down your "Best of" blog post ideas here:

Section 3. Opinion Blog Posts

Do you have a strong opinion about an issue in your community? Do you have unique knowledge about a particular issue? If there's something you've done your research on and want to share your opinion, this is the perfect opportunity. Use these prompts to help you discover great topics for blog posts:

Are there zoning changes happening that affect neighborhoods in your community? Do you have an opinion, or a unique perspective?

What are some organizations in your community people can get involved with to actually impact the way things are done? (Think beyond Rotary and networking-planning commissions. What about appointed positions to local government, influential nonprofit boards, HOAs, or neighborhood councils?)

Consider making a guide to making your voice heard on issues affecting the community (HOA, city government, the county, etc.). Reach out to elected officials and local lobbyists for tips on what REALLY works and what doesn't, and share what you learn on your blog. Who are a couple of people or organizations that you could reach out to in order to cover topics that are important to you?

Are there initiatives or other items on the coming ballot affecting housing (school levies, taxes, etc.)? (What are your neighbors or clients talking about these days when it comes to local politics?) Get quotes from people on both sides of the issue to feature in a blog post, and don't be afraid to weigh in!

What are some challenges facing your community? How can people impact these challenges in a positive way?

Did the prompts inspire any other ideas? Below, write down the issues in your community that you care about. These ideas can become blog posts in the future:

Bonus Activity Lesson 5:

Go around the room inviting people to share interesting ideas they had for blog posts. Oftentimes, this exercise can generate a lot of ideas and enthusiasm, so encourage them to write down all of their ideas and to read the written material in their workbooks for this lesson.

Facilitators Notes for Lesson 6

Review lesson 5: Start by initiating a discussion reviewing lesson 5. Here are some questions to get to the heart of how agents are feeling as we enter our sixth week of training:

- So, last week we brainstormed ideas for lots of blog posts. Has anyone written a blog post?
- For those of you who have lots of ideas for posts but haven't started writing, what's getting in the way?

Play Lesson 6 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 6:

- This kind of content is pretty advanced. Make sure the folks know to take a breath and just take it all in without worrying too much at first.
- Many real estate agents have a lot of anxiety about appearing on video. If this comes up, make sure they know that it's normal to feel this way.
- Once again, read the questions for the agents while they brainstorm answers, reminding them to keep their ideal clients in mind.

Add any other notes or agenda items here:

LESSON 6:
Other Types of Content
(Videos, Podcasts, & Livestreams)

Section 1. Videos

Have you searched YouTube for videos about your city or target neighborhood? What's already out there? That's your competition. Try not to duplicate things other people are doing. If tons of real estate agents are already doing neighborhood videos either *create videos about different neighborhoods* or *try a different type of video*.

What information on your market is missing from the search results on Google and Youtube?

In the example videos we shared, which types of video would you feel most comfortable with trying yourself? A neighborhood tour? Maybe a Q&A video with a friend? Write down 4 videos you would like to try creating first. What is the topic of each one?

1.____
2.____
3.____
4.____

Section 2. Podcasts

Imagine you're starting a podcast. Remember to keep your ideal clients in mind as you consider guests and topics for your episodes. What do they want to know more about?

Who are 5 people in your community you could interview, and what would you interview each person about?

1.____
2.____
3.____
4.____
5.____

Examples of people you could interview include:

- Local historians or elders within your community sharing local history
- Business owners telling their stories
- Other podcasters or local bloggers
- Local artists/musicians
- Local politicians
- Developers/builders investing in your city

Sample questions to get you started:

- When did you move to <your community> and why?
  What neighborhood do you live in?
- What do you like about living in <your community>?
- How did you decide to… open your business/start making art/run for office/etc?
- What are the challenges facing our community down the road?
- How do we face those challenges?

What other questions would you ask?

Bonus Activity Lesson 6: Lead a discussion about what ideas people are having to communicate with their ideal clients using video, podcasts, etc. During the discussion, keep in mind that general content does not get noticed online and to make sure that their topics and focus are appealing to and targeted at their ideal client!

Facilitators Notes for Lesson 7

Review Lesson 6: Start by initiating a discussion reviewing lesson 6. Here are some questions to get to the heart of how agents are feeling as we enter our seventh week of training:

- Did anyone make a video after doing that exercise last week? If so, would they want to share it with the class?
- Has anyone felt a little more confident about video or podcasting after learning more about it?

Play Lesson 7 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 7:

- Do the individual agent websites from your brokerage already have what they need to successfully share the types of content they're interested in? (For example, if they want to blog, is there a "blog" on their website already? If they want to create neighborhood guides with embedded video and photos, is there a way to do this on their current site?)
- Some agents are always going to go out and spend money to have an advanced website created, but for many agents, working with a robust agent website provided by their brand will suffice!
- If you have a person who is in charge of tech for your office or who knows your company's agent sites well, this would be a good lesson to loop them in on. You could have them do a Q&A at the end to answer implementation questions that the agents may have.
- If you office does not offer robust agent websites, keep the focus on supporting your agents in creating their own sites.

Add any other notes or agenda items here:

LESSON 7:
In Order For This to Work, You'll Need a Website

Questions to Get You Started

It's time to get into the nitty gritty of your website! There are so many possibilities out there when it comes to what to include on your website, so of course, this worksheet won't be able to include everything. But these questions will get you headed in the right direction, and many of your answers will be helpful in getting started (whether you're creating your website yourself or hiring a web developer).

Where will you host your website? (Bluehost? Squarespace? Etc.)

What is your website URL? (You'll need to make sure your URL is available!)

What is your ideal website launch date?

What is your measure of success for your website? (How will you know when your website is successful? Will it be a certain number of leads per year?)

If you're hiring a web developer, what questions do you need to ask them?

Take time to explore the websites of other realtors (at this point, if you've been clicking on all of our examples, you've seen several!). What do you like and dislike? Make a list of what you like/dislike so you can share with your web developer.

Websites I Like (+ Why)	Websites I Dislike (+ Why)

Facilitators Notes for Lesson 8

Review lesson 7: Start by initiating a discussion reviewing lesson 7. Here are some questions to get to the heart of how agents are feeling as we enter our eighth week of training:

- Has anyone started updating their websites?
- Invite agents to share any wins (or challenges!) they've had as they've begun making changes to their sites.

Play Lesson 8 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 8:

- This week, we've got an extra long and informative video, so grab some popcorn and soak it in! There is no agent work to do as a group in this lesson. (Maybe bring some snacks and beverages for this session!)
- If you have a social media or a marketing person at your office, this is a great lesson to invite them to join in on. They can share any tools your office may have to support the agents as they share their own content across different social channels.

Add any other notes or agenda items here:

LESSON 8:
Distribution

There are so many ways to distribute your content (as we elaborate on in this section!). If you only had one way to distribute your content, we'd recommend Facebook—it's powerful and encompassing. Below, we've included a check list for getting started in setting up your Facebook business page if you don't have one already. If you already have a business page, we recommend going through this checklist anyway to see if you have everything in place!

Facebook Business Page Checklist

Check the box when you've completed each item:

❒ Name
❒ Profile photo
❒ Cover photo
❒ About section
❒ Added form of payment to your Facebook account (so you can run ads!)
❒ Check Facebook page appearance on desktop + mobile

Sample Distribution Plan:

☑Create Blog Post
☑Post to Facebook with a thoughtful introduction (tag anyone or any business referenced)
☑Boost post
☑Bonus: Create an ad for the post targeted at the ideal client
☑Share it on your personal profile with a thoughtful introduction. Feel free to ask your friends what they think—ESPECIALLY if you wrote it!
☑Tweet it from your Twitter account (tag anyone or any business referenced)
☑Post it to your Instagram account (tag anyone or any business referenced)
☑Pin the post on your Pinterest account to a relevant board (don't forget to introduce and describe the photo and the content and link back to the original post)

Facilitators Notes for Lesson 9

Review lesson 8: Start by initiating a discussion reviewing lesson 8. Here are some questions to get to the heart of how agents are feeling as we enter our ninth (and final!) week of training:

- How many of you have updated your Facebook Business Pages and made sure that all of the important information and photos are on there?
- Have any of you created a distribution plan for your content? Would anyone like to share their plan?

Play Lesson 9 video. After watching the video together as a class, lead the workbook exercises.

Administering Lesson 9:

- The final video is pretty short, so this gives you time to really take your time guiding agents through these final questions.
- Consider inviting discussion as you go to help people figure out how they will stick to the plans that they have made.

Add any other notes or agenda items here:

LESSON 9:

How Are People Actually Doing All of This???

There aren't a ton of exercises for section 9, because this is all about IMPLEMENTATION. The biggest issues facing you moving forward will be identifying obstacles and figuring out how to move past them.

The truth is, you can do this all by yourself if you have to, but you probably won't want to. Hiring someone to help you with video and blog posts is probably your best bet. If you can't afford it though, it's time to just push through, get real, and GET IT DONE YOURSELF.

What are the obstacles to me completing my 12 month content plan? (i.e. "I'm too busy to sit still and work on implementing it.")

Now look at your list and ask yourself, "How am I going to outsmart my obstacles and complete my work each month?" (i.e. "I'm going to take myself out to lunch every other week for a blog post writing date and write two blog posts per lunch date. I will put it on my calendar for the year and I will never break this date with myself.")

In this section, one of the things we talk about is delegating out work. It can be hard to find the right professionals (or budding professionals) to work with. What should you be looking for? What questions should you be asking?

Below, we've listed various professionals who may be involved in your website launch and content marketing plan. Circle the people you anticipate needing to hire (bonus points if you can find someone with a few of these skills!).What questions do you need to ask each one?

Web Developer	Writer/Blogger	Administrative Assistant
Graphic Designer	Social Media Manager	Marketing Manager/Assistant
Photographer	Videographer	Content Strategist

So, how much money does all of this cost? That will depend on several factors, from your local market to the level experience and demand of each professional. Below, we've included an example budget for one year so you can get an idea of how a budget for this type of plan might be organized:

1-YEAR BUDGET EXAMPLE
(EXAMPLE)

WEBSITE CREATION & LAUNCH

On a Budget / Custom Solution

	On a Budget		Custom Solution	
Web Developer	$1,500	Template site, new web Developer	$7,000	Custom website design
Graphic Designer (Logo + Color Scheme)	$500	Friend, new designer	$4,000	Professional logo that will age well
Photographer	-	Flickr Creative Commons, stock images, Instagram	$1,000	50 photos for 5 neighborhood guides
Writer	-	Write the content yourself	$1,000	5 neighborhood guides
	$2,000		$13,000	

1-MONTH BUDGET

On a Budget / Custom Solution

	On a Budget		Custom Solution	
Writer	-	Write the content yourself	$1,000	4 blog posts, 1 neighborhood guide
Photographer	-	Flickr Creative Commons, stock images, Instagram	$200	10 photos (5 for neighborhood guide, 5 for blog posts)
Videographer	-	Create videos with your phone	$400	2 videos shot + edited
	$0		$1,600	

TOTAL FOR 1 YEAR

On a Budget

$2,000

Custom Solution

$13,000 +
$19,200 ($1,600 x 12) =
$32,200

What does success look like for me at the end of the year? Write a description of everything you plan to accomplish with your Community Marketing Plan.

For Marguerite's first year with MoveToTacoma.com it might have looked like this: "Success for me in 2015 means launching MoveToTacoma.com and have it be the best resource in my community for people relocating to Tacoma from out of area. I want to be quoted regularly in newspaper articles about the market. I want to create 4 blog posts and one online newsletter per month. I want 250 people to sign up for this newsletter of their own free will because the content is so good. I want 1,500 people to like the Business Page on Facebook and have them interacting and commenting on the content regularly. I want to record 25 podcast episodes in the year with really interesting people in the community and have at least 300 downloads per episode. I want 12 clients to find me and close on their homes DIRECTLY from the website."

What success looks like for me at the end of the year:

You've made it to the end of the Workbook! Congratulations. We hope these exercises have been helpful in clarifying what you're really all about and what content you want to make. Community Marketing is fun, so get out there and enjoy attracting great clients!

Alyssa & Marguerite

Bonus Activity lesson 9: Have a sign-up sheet in class ready to meet one-on-one with each agent to help them set measurable goals. Help each agent narrow in on parts of the course that they would like to focus on implementing, and set up a meeting to check in 30 days out and 90 days out. This will help prevent the paralysis that can accompany a lot of condensed learning.

We hope that the Mastering the Art of Community Marketing Course has helped you and your agents learn about how to create great content that attracts their ideal clients, leading to a happier and more successful office. Community Marketing is fun, so get out there and enjoy attracting great clients!

Best of luck to you and your agents,
Alyssa & Marguerite

MASTERING THE ART OF COMMUNITY MARKETING

How to Create a 12-Month Plan for Real Estate Success

The

12-MONTH PLAN

JANUARY
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

FEBRUARY
CONTENT PLAN

WEEK 1

Blog Post #1
Theme:
Title:

Video #1
Theme:
Title:

WEEK 2

Blog Post #2
Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3
Theme:
Title:

Video #2
Theme:
Title:

WEEK 4

Blog Post #4
Theme:
Title:

Newsletter

MARCH
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

APRIL
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

MAY
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

JUNE
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

JULY
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

AUGUST
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

SEPTEMBER
CONTENT PLAN

WEEK 1

Blog Post #1
Theme:
Title:

Video #1
Theme:
Title:

WEEK 2

Blog Post #2
Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3
Theme:
Title:

Video #2
Theme:
Title:

WEEK 4

Blog Post #4
Theme:
Title:

Newsletter

OCTOBER
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

NOVEMBER
CONTENT PLAN

WEEK 1

Blog Post #1	Video #1
Theme: Title:	Theme: Title:

WEEK 2

Blog Post #2	Neighborhood Profile Page Launch
Theme: Title:	

WEEK 3

Blog Post #3	Video #2
Theme: Title:	Theme: Title:

WEEK 4

Blog Post #4	Newsletter
Theme: Title:	

DECEMBER
CONTENT PLAN

WEEK 1

Blog Post #1
Theme:
Title:

Video #1
Theme:
Title:

WEEK 2

Blog Post #2
Theme:
Title:

Neighborhood Profile Page Launch

WEEK 3

Blog Post #3
Theme:
Title:

Video #2
Theme:
Title:

WEEK 4

Blog Post #4
Theme:
Title:

Newsletter