



5-STEP AGENT CAREER ACCELERATION PLAN



The 5-Step Agent Career Acceleration Plan

If you want to have lasting success in real estate, you must master five essential career assets and skills:

1. Powerful Online Presence
2. Market to Your Base
3. Ace Every Listing Opportunity
4. Scale & Replicate Leads on Demand
5. Put Your Practice on Autopilot

Let's take a high-level look at each of these steps.

Build a Powerful Online Presence

The first step is to build a powerful online presence because without one, we will lose opportunities for new clients and prospects before we even begin marketing. Prior to the Internet, showing up online wasn't an issue because our reputations were solely based on word-of-mouth and off-line marketing. With the Internet, having a powerful online presence has become so essential that a lack of one costs us many lost referrals and word-of-mouth opportunities. We want to show up online in a way that sets us apart from our competition.

Market to Your Base

The second step of the plan is to market to our Base, which is essential for every service professional to maintain and expand the influence we have in our marketplace. Our Base, or database, consists of all the people we know or who know us. This includes past clients, people in your sphere of influence, contacts in your phone, everyone you're connected to on social media, and even the people in the neighborhoods we serve. Marketing to your Base grows word-of-mouth and word-of-click business while capturing more repeat customers.

Ace Every Listing Opportunity

Once we have a powerful online presence and are marketing to our base, we can focus on the third step, which is to ace every listing opportunity. This step is a focus on developing a "listing" business, which will create leverage for our time and activity. When we only focus on buyers, we cannot scale because there are only so many hours in the day to spend showing homes. However, with a listing-oriented business, we can carry many listings and have buyers come to us. We can serve more listing clients simultaneously than we can buyer clients -- if we have the right systems.

Scale & Replicate Leads on Demand

The fourth step, which is to scale and replicate leads on demand, is where most people want to start, but that's a mistake. Like filling a leaky bucket, all your energy poured into this generating leads will be wasted without first developing systems for the first three steps. But after we've accomplished the first three steps, we will then use marketing technology and tools to increase our lead generation results, and using ad budgets as a trade-off for our time and energy to efficiently generate more prospecting clients. This includes using Facebook, Google, other advertising platforms, and marketing strategies designed to engage and find clients.

Put Your Practice on Autopilot

The fifth and final step is to put your practice on autopilot. This involves getting other people to help us with the time-intensive activities in a real estate practice. During this

step, we get help or automate many parts of the transaction process so we do not have to spend time working out details. Instead, you can spend time with your clients, advising them and helping them with your expertise. By putting your practice on autopilot, you truly have freedom, and your practice becomes an asset, giving you options for the future. These include options such as partial retirement, selling your real estate practice, or growing a team or firm.

Let's Get Started!

In this plan, we will lead you through the resources and training for each of these steps that is included in your Marketing Club membership. They are organized in such a way that if you start from the top and work your way down, you will be able to confidently say that you are progressing along the Career Acceleration Plan. It's reasonable for you to take 6 - 12 months to implement this plan.

Step 1: Building a Powerful Online Presence

The Internet has leveled the playing field when it comes to creating an identity in the marketplace. It gives us an opportunity to look just as good as that top agent in your local market... that is, IF we are willing to invest the time to make ourselves stand out, look like competent experts in our field, and give people a reason to value and place a premium on our expertise.

[According to a Consumer Insights study by Google](#), the majority of home buyers and sellers research their agent *extensively* online prior to working with them. So when people are choosing you as their real estate agent, you can pretty much guarantee they are going to Google you at some point in time. This is true whether they've worked with you in the past, found you online, or were referred.

They are doing this because your clients and prospects need to know, like, and trust us before they will decide to work with us. In fact, the National Association of REALTORS® reports that trust is the single biggest factor for home buyers and sellers when it comes to choosing their real estate professional. This trust-building starts online, with the impression they get from the results they find from researching us. If we are to win their business, we must show up strong with a powerful online presence that builds leads' confidence in us. We want them to verify they can trust us to do a good job for them.

So take a moment to Google yourself. Look at the search results and click through some of those links. Remember that every client, prospect, referral, and lead is going to do exactly what you just did before working with you, and they will examine each result that shows up during their search with a critical eye.

As you click through the results, as yourself: *Will my prospects' confidence in me and my firm increase based on what they see? Or will the search results and the links they click on give them a reason to question my competence?*

The most common tools to take control of your online presence include your website, your social media profiles (particularly Facebook and LinkedIn), and profiles on the popular home search sites. Each one of these tools must reflect your profession, passion, and competence. This will develop a sense of "knowing, liking, and trusting" you to ensure you capture every opportunity that comes your way.

We don't want you to make the big mistake of neglecting your online identity and lose opportunities before you even knew you had them. So review the following steps to take control of your online presence now.

How to Build a Powerful Online Presence

We asked you to Google yourself just a bit ago, but now it's time to make it official. Keeping track of where you started will help you see the progress you make as you work your way through the Career Acceleration Plan. The worksheet below will ask you to map out your current online identity, as well as guide you through an exercise in which you Google some of your competitors to see what you're up against.

- Video: [Mapping Your Online Identity](#)
 - Resource: [Online Presence Mapping Worksheet](#)
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Now that you've seen what story is already being told about you, you can take the first step to controlling and revamping that narrative. The easiest and most effective way to do that is literally by writing your story -- in the form of your bio! Download our 10 Step Bio-Writing Checklist below.

- Resource: [10 Step Bio-Writing Checklist](#)
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The most informative place to which your leads should be able to turn should be your website. The following training and resources will help you learn why you need to invest in a website and how to set up your AgentID Site (a free boost to your online identity that is included in your Marketing Club membership).

- Video: [What's the ROI of a Website?](#)
- Getting Started With the AgentID Sites
 - Article: [What Are the AgentID Sites?](#)
 - Article: [How to Setup Your AgentID Site](#)
 - Article: [How to Login to Your AgentID Site Admin Page](#)
- Choosing Your AgentID Site Domain

- Article: [Subdomain and Root Domain Differences](#)
 - Article: [How to Purchase a Domain & Domain Name Tips](#)
 - Using the AgentID Site
 - Article: [Updating Your AgentID Site Bio](#)
 - Article: [Updating Your AgentID Site Photo](#)
 - Article: [How to Add Your Logo and Legal Info to the AgentID Site](#)
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Next, you'll want to develop your social media profiles. There are two that we highly recommend focusing on: Facebook and LinkedIn. Review the training below to develop your social media profiles so that they help you convert leads rather than drive them away.

- Your Facebook Business Page
 - Video: [Differences Between a Facebook Personal Page and Public Figure Page](#)
 - Link: [Setup a Facebook Business Page](#)
 - Your LinkedIn Profile
 - Video: [Overview of LinkedIn](#)
 - Resource: [All-Star LinkedIn Profile Checklist](#)
 - Using the AgentID Site
 - Article: [Recommendations for Social Media Links](#)
 - Article: [How to Add or Change Your Social Media Links](#)
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According to a [2015 survey](#) on online consumer behavior, 92% of all consumers read online reviews and 80% will trust reviews as much as personal recommendations. That means your online presence depends mightily on what kind of reviews you have! Use these resources to ask your clients for reviews and testimonials:

- Video: [Why Should You Focus on Getting Online Reviews?](#)
- Where to Collect Online Reviews
 - Video: [Ratings and Reviews on Google](#)
 - Video: [Tips for Google Reviews](#)
 - Video: [Ratings and Reviews on Yelp](#)
 - Article: [How to Add Recommendations to Your AgentID Site](#)
- Asking for and Responding to Reviews

- Video: [When and How to Ask for Reviews](#)
 - Video: [5 Steps to Follow Up with Negative Reviews](#)
 - Video: ["What If I'm a New Agent?"](#)
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Setting up a website with your bio and reviews is the baseline requirement of taking control of your online presence. Next you'll want to add content that proves you are competent and an expert in your field. We've also included a referral to our preferred full-service website provider, RealSavvy, which includes IDX integration and more, if that's a step you're ready to take in your business.

- Prove Your Competence
 - AgentID Site Listing Pages
 - Article: [How to Post a Listing](#)
 - Article: [How to Add a Featured Image to Your Listing](#)
 - Article: [How to Add a Video to Your Listing](#)
 - Article: [How to Add an Open House to Your Listing](#)
 - Lesson: [Create a 60-Second Listing Walkthrough Video](#)
- Build Your Authority and Expertise
 - Video: [The 3x3 Formula](#)
 - Resource: [Facebook for \\$1 a Day](#)
 - Lesson: [Creating Videos for Facebook with Mary Anglin](#)
- Referral: RealSavvy
 - [Video: Walkthrough of RealSavvy](#)
 - [Sign up for RealSavvy here](#)

Step 2: Marketing To Your Base

According to the NAR 2017 Profile of Home Buyers and Sellers, 89% of home buyers and 85% of home sellers said they would at least “probably use their agent again” or “recommend them to others.” And yet, few followed through: only 12% of home buyers and 23% of home sellers used an agent they had worked with in the past to buy or sell a home.

Moreover, the typical seller has recommended their agent twice since selling their home. A full one-third of them have even recommended their agent three or more times! But has your business doubled or tripled? If you’re getting all these referrals, why aren’t people reaching out to you left and right?

Why are we losing all this sphere-of-influence business?

One answer is because despite being the largest source of clients, many service professionals do not have a systematic approach collecting on these high-quality leads and clients. Most people think word-of-mouth opportunities “just happen” and that most of their past clients will choose to work with them again. But this isn’t the case because there is a misunderstanding on how word-of-mouth happens.

In his definitive book *Word of Mouth Marketing: How Smart Companies Get People Talking*, Andy Sernovitz defines word-of-mouth as:

1. Giving people a reason to talk about you or your stuff
2. Making it easier for those conversations about you (or your stuff) to take place

In other words, in order to earn more to getting more word-of-mouth, repeat and referral business, we must routinely give people something with which to talk about us and also equip them with the tools to have those conversations whenever they have the opportunity to do so.

The key is making sure your Base (people who know you or are in your sphere of influence) is seeing you every month. We call this “Omnipresent Marketing,” which is the process of making sure people are seeing us consistently wherever they go online. Whether it’s showing up in their email, social media, voicemail, and even in their snail mail box, every touchpoint creates a sense of you being “everywhere, all the time.” The most common response we hear from new buyers and sellers when we do omnipresent marketing well is “you’re everywhere!”

What prospective clients, leads, and potential leads see about us is important. We want to create (or remind them of) a sense of “knowing, liking, and trusting” us by providing useful tips, showing our expertise, and reminding them that we are people just like them. This is the most important marketing activity you can do to create profit in your practice. The process is simple, and the Marketing Club makes it easy by providing you the marketing collateral to send out every month.

At the Marketing Club, we have a name for the campaign we use to connect and engage with our Base. It’s called the Monthly Value Program (MVP for short). It consists of a blog, email, social posts, and print collateral on a topic connected to real estate. Each month the topic is different, but it’s always relevant to real estate to draw the connection that you sell real estate and are an expert at what you do.

How to Market to Your Base

There is a basic implementation of the Monthly Value Program that we recommend in order to achieve the benefit of “omnipresent marketing.” Review the following so you can rest assured that you know what activities you will be doing each month and why.

- Video: [Omnipresent Marketing](#)
- Article: [How to Implement the Monthly Value Program](#)
- Article: [How to Access the Monthly Value Program Campaigns](#)

The first component of the MVPs is the blog post. If you have setup your AgentID Site, new MVP blog posts will be automatically published to your site on the first day of each month. To use the posts on another site, simply download the Word document file of the blog post from the MVP of your choice, copy the content, and paste it into a new post on your site. We recommend using the “Social Media Image” as the featured photo.

- Using the AgentID Site
 - Article: [How to Post a Blog](#)
 - Article: [How to Add a Featured Photo to Your Blog](#)
- Variation -- Change the Call-to-Action (CTA)
 - Lesson: [Advanced-Level Client Marketing](#)

- Resource: [Editing a Blog Post on Your AgentID Site](#)
 - Resource: [Free Form Landing Pages on the AgentID Sites](#)
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After the blog post is published, you'll want to send an email to your Base letting them know. Each MVP comes with a "Cover Email," which is found in the Support File for the campaign. If this is your first time contacting your base, consider using the "Re-engagement Letter," linked below:

- Article: [Sharing the MVP via Email](#)
 - Resource: [Re-engagement Letter Email Template](#)
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Showcase your expertise on the MVP topic by filming a video about it! Each Support File includes a phone script which can be easily modified into a series of video talking points.

- Lesson: [Making Real Estate Videos](#)
 - Resource: [Recommended Video Equipment](#)
 - Resource: [Video Script by Mary Anglin](#)
 - Article: [How to Add a Video to Your Blog Post](#)
 - Sample videos:
 - [Chris Scott](#)
 - [Garry Creath](#)
 - [Mary Anglin](#)
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Make sure to post about the MVP on your preferred social media channels. The campaign's Support File contains post copy for Facebook, Instagram, LinkedIn, and Pinterest. You can choose to post on all of these if you like, but we strongly encourage you to at least post on Facebook.

- Posting on Facebook
 - Article: [Sharing the MVP on Facebook](#)
 - Resource: [Using a Facebook Custom Audience to Promote the MVP](#)
 - Link: [How to Share a Video on Facebook](#)

- Article: [Sharing the MVP on Instagram](#)
 - Article: [Sharing the MVP on LinkedIn](#)
 - Article: [Sharing the MVP on Pinterest](#)
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Finally, there's no substitute for one-on-one contact with your Base. This used to be limited to picking up the phone, but with today's technologies, you can create just as intimate of connections without quite so much effort. The following are just some of the ideas for personal touches you can add onto your implementation of the MVP.

- Print the Report
 - Article: [How to Edit the MVP Report](#)
 - Distribute the printed report at open houses or in snail-mailed packets
 - Modify the Phone Script into a text message or voicemail
 - Video: [Improve Your MVP with Auto Voicemail](#)
 - Run a "Send Message" campaign on Facebook
 - Video: [Facebook Messenger Campaign - Send Message](#)
 - Connect with local business owners
 - Video: [Bonus Activity - Connect with Business Owners](#)
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New MVPs are released on the first day of each month, but you can start using the MVP today! Select from one of our "evergreen" campaigns, which will be useful to your Base regardless of the time of year. The following links will take you to a preview of the campaign's report; click on the green "Next" button at the bottom of the screen to download the rest of the campaign collateral once you decide which one you'd like to use.

- [Welcome Home: 10 Tips to Turn Your Neighborhood Into a Hometown Haven](#)
- [Real Estate Relocation Guide: 7 Steps to a Seamless Move](#)
- [The Home Buyer's Guide to Getting Mortgage Ready](#)
- [The Compound Effect: Building Your Household's Wealth](#)

Step 3: Acing Every Listing Opportunity

Focusing on getting listings is a way to greatly accelerate your career because you can work with far more sellers than you can buyers. Every listing you have has the potential to not only bring buyers to you, but also build your brand and promote your online presence as you complete the activities to market that home.

Listing opportunities can be tricky to come across, particularly if you're a newer agent or an agent who is trying to transition away from working with so many buyers. That's why you need to nail the opportunities that do come your way. The way to do this is to focus on your actual listing presentation.

While most people tend to "wing" their listing appointment process, a true listing professional has a process for executing every listing appointment flawlessly to cement trust and build an identity as a listing agent. When you have the right listing appointment process -- that is, what you do before, during, and after the listing appointment -- you'll be building an identity as a listing expert. This identity is what brings more word-of-mouth and repeat clients your way.

Over the last 20+ years, Marketing Club founder Garry Creath has perfected his listing process into the following steps:

- Schedule an Initial Consultation
- Send a Property Marketing Plan
- Utilize his 5-Step Listing Appointment
- Aggressively promote listings online

Using these steps, Garry is able to build on his brand as a listing expert agent and selectively choose the clients he wants to work with.

How to Ace Every Listing Opportunity

Most listing opportunities are lost before they even take place: they're lost during the phone consultation. Review the training below for Garry's scripts to have a killer initial consultation with your potential seller. Note: the technology in the video below has changed in interface, so you'll be watching this primarily for the sales tactics.

- Video: [The Initial Consultation](#)
 - Resource: [The Seller Consultation Script](#)
 - Resource: [The Seller Prospecting Consultation Template](#)
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Immediately following the phone consultation, confirm your appointment via email and include your detailed Property Marketing Plan. By sending this to our sellers at this point, we set ourselves apart from the competition and build our authority as listing experts before we even walk through the door. Download the template below and edit it to reflect the marketing activities you do for your listings.

- Resource: [Property Marketing Plan Template](#)
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Garry's listing appointment process has five stages that cover everything you should do from the moment you walk into the home in order to convert these meetings into more signed agreements, more frequently. Review the whole process below, as well as training on what to say during the marketing proposal and if objections arise.

- Lesson: [The 5-Phase Listing Appointment](#)
 - Lesson: [Moods and Sales Mastery](#)
 - Resource: [The Digital Listing Presentation Template](#)
 - Handling Objections:
 - Video: [Discounting Your Commission](#)
 - Video: [Showing Your Value](#)
 - Video: [Showing Your Expertise](#)
 - Video: [Knowing When to Say No](#)
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After you've gotten your agreement signed, you will need to begin marketing your new listing. Review the information in the following training to learn what innovative marketing strategies we currently recommend.

- Lesson: [Tech and Tools to Market Listings](#)
- Lesson: [How to Run a Just Listed Ad on Google](#)
- Lesson: [Create a 60-Second Listing Walkthrough Video](#)

- Lesson: [Marketing Listing Videos on Facebook, YouTube, and Google](#)
- AgentID Site Listing Pages
 - Article: [How to Post a Listing](#)
 - Article: [How to Add a Featured Image to Your Listing](#)
 - Article: [How to Add a Video to Your Listing](#)
 - Article: [How to Add an Open House to Your Listing](#)

Step 4: Scaling & Replicating Leads On Demand

This step involves using marketing tools and technology to generate leads in a cost effective and scalable manner. You will eventually want to consider implementing these because of the great return on them when you do them effectively, but we would not suggest you even consider looking at this step until you've made progress on the first three.

Without a powerful online presence, you waste a lot of your efforts and investment in generating leads. Plus, if you skip marketing to your Base, you miss out on the highest-quality, lowest-cost opportunities you have for more clients. And if you don't have a rock-solid listing appointment process, you will be throwing away listing leads. Once you have the previous steps in place, you can start marketing to scale and replicate online leads.

The key to this step is ongoing education of the marketing tools and technologies that are working right now, and persistence in doing them well. Many people make the mistake of trying marketing tools and technologies without ever successfully implementing them. Implementing them takes knowledge and skill. In the Marketing Club, we show you which tools and tech are working, and strategies for implementing them to get good results.

There are many tools and technologies available to replicate leads on demand, but our favorites are Facebook, video marketing, and Google ads.

How to Scale & Replicate Leads On Demand

Learn the fundamentals of what makes a good lead generation marketing campaign -- and what does not -- in these resources from the Marketing Club.

- Lesson: [7 Steps to Making Kick-Butt Marketing Campaigns](#)
- Video: [Marketing Collateral Design](#)
- Resource: [Marketing Collateral Design Evaluation Tool](#)
- Video: [Why Aren't My Facebook Ads Working?](#)
- Lesson: [Overcoming Common Facebook Ad Mistakes](#)
- Lesson: [Digital Marketing Clinic](#)

Maybe you've tried Facebook to promote your practice and come to the conclusion that it doesn't work. For a long time, Chris Scott -- Marketing Club President -- thought the same thing. But he noticed there were a few people using it very successfully, so he committed himself to study and find out what types of ads and content were need to get results from Facebook.

Our Facebook Ads Blueprint shows the model Chris developed as a result of all his research. You don't have to implement the whole blueprint to get results. Marketing value is created by doing each one of the major steps of building an audience, creating trust, making offers, and retargeting ads to people who have engaged with your marketing already.

In the Marketing Club, you're going to find lots of training and tutorials on using Facebook. Our best advice is to take your time and not get overwhelmed. There's no rush to implement Facebook, and you'll find it to be some of the best ad dollars you can spend when you use it correctly. Our suggestion, after you're looking good online and omnipresent in the minds of your Base, is to start with a modest budget to being implementing the Facebook Blueprint in your practice.

- Lesson: [Facebook Ad Updates, Blueprint, and 4 Ad Requirements](#)
- Lesson: [Facebook for \\$1 a Day](#)
- Lesson: [Finding Real Leads on Facebook with Retargeting](#)
- Lesson: [Facebook's Audience and List Building Tools](#)
- Lesson: [Ads Using Facebook's Lead Generation Campaign Objective](#)

If you're not already using video as part of your marketing toolbox, then perhaps this statistic will make you rethink your strategy: 80% of all traffic on the Internet will be video in 3 years (Cisco). And get this, according to research, people using marketing videos get "66% more qualified leads per year" (Aberdeen Group).

This is why video must be part of your marketing strategy in the near future. Using video is far easier and cheaper than just a few years ago. You can pretty much get by with just your phone and natural lighting. Using videos in your advertisements is a great way to lower your cost of growing your audience and staying in touch with them so they know, like, and trust you.

A simple strategy everyone can do to utilize video marketing is to shoot 1-minute videos and boost them on Facebook to people in your list of contacts and farm areas, as described in the “Facebook for \$1 a Day” lesson above. Review the following resources for other ways to create and promote videos.

- Lesson: [Real Estate Video Basics](#)
 - Lesson: [Create and Promote Your YouTube Channel](#)
 - Lesson: [Using Video in Real Estate](#)
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Did you know Google gives you the power to run ads to people actively researching homes for sale on the internet? When you create an in Google, you can choose to show your ad to people Google has identified as a person considering real estate. How do they know? Through trillions of data points, including searches online, Chrome browser activity, YouTube searches, and their Google Display Network, which consists of 2 million websites reaching over 90% of people on the internet.

Learn how to use Google Ads to combat rising ad costs, diversify your marketing, generate leads, and build your personal brand. Google ads includes YouTube ads, which will put serious power behind your video marketing efforts.

- Lesson: [How to Use Google’s Real Estate Audience Building Tool to Find Customers](#)

Step 5: Putting Your Practice on Autopilot

For most real estate professionals, this is the ideal situation to have. Putting your practice on autopilot means you have systems for handling much of your client communication. It means you have people or services managing your marketing for you. It means you have people to help work with your surplus of clients or you have people you trust to refer the clients. This can include having people to act as independent sales agents, buyers reps, admin assistants, virtual assistants, or simply referral partners who you know will provide great service.

The skills to have your practice on autopilot are management, delegation, feedback loops, performance analysis, and communication systems. Once you have these people and systems in place, you'll have greater freedom and the ability to choose how you're going to invest your time. That might be to take more time off, invest more in growing your real estate practice, or perhaps build a team or brokerage.

How to Put Your Practice on Autopilot

The best way to put your practice on autopilot is to get a CRM that makes reaching out to your leads and past clients easy. Garry uses and recommends Realvolve, a technology he helped shape with his over 20 years of real estate experience.

- Lesson: [CRM Best Practices and Campaigns](#)
- Article: [Recommended CRM - Realvolve](#)
- Video: [Realvolve Walkthrough](#)
- Link: [Sign up for Realvolve](#)

There comes a point at which your business has grown so much that you will need to get help managing your marketing campaigns. We recommend reaching out to your fellow Marketing Club member Jim Pruitt. He is an expert at everything we train on in the Marketing Club, and he will help you setup and analyze your lead generation campaigns.

- Email Jim Pruitt: jimpruittampa@gmail.com

THE PAPERLESS AGENT

When you start generating more leads than you can handle alone, or if you are getting leads that you just don't want to work on yourself, then a smart course of action is to refer them to another agent. With the Marketing Club, you have a network of like-minded and skilled professionals from whom to choose for this.

- Link: [Join the Private Facebook Group](#)
- Video: [Referrals in the Private Group](#)
- Resource: [Agent Referral Questionnaire](#)