

## Instructions and Checklist for the Monthly Value Program

Created around a theme that would pique the interest of anyone thinking about real estate, the [Monthly Value Programs \(MVPs\)](#) give you the perfect excuse to reach out to the people on your list. In simplest terms, the way the MVPs work is that you share some valuable information, then contact your people and ask “Hey, did you see that info I sent out?”

Of course, to implement the campaign with the greatest degree of success, there are a few more recommended steps. We recommend following our 5-Step Real Estate Marketing System:

1. Publish useful real estate information (blog post)
2. Send the info to people you know (email or mail)
3. Share videos on social media
4. Post info on social media (focus on Facebook and Instagram)
5. Follow up with individual messages (phone, text, DM)

The tables below outline all the details you will need to complete these steps for this month’s MVP campaign. Use these pages as a checklist so you don’t forget anything.

*Note: Steps labeled 0 only need to be completed once; you won’t have to do them every month.*

Step	Action	✓
0	<a href="#">Setup Your AgentID Site</a> <ul style="list-style-type: none"> <li>• OPTIONAL: <a href="#">Brand Your AgentID Site</a></li> </ul>	
0	Setup your social media profiles <ul style="list-style-type: none"> <li>• <a href="#">How to create a Facebook Business Page</a></li> <li>• <a href="#">How to set up an Instagram Professional Account</a></li> <li>• OPTIONAL: Setup LinkedIn and Pinterest accounts</li> </ul>	
0	Gather your contacts <ul style="list-style-type: none"> <li>• We recommend using a Customer Relationship Manager (CRM). <a href="#">Learn more about CRMs and our recommended best practices here.</a></li> <li>• However, whatever you have is fine; even a simple spreadsheet will do for your first campaign.</li> <li>• OPTIONAL: Divide your database into 4. Aim to contact one quarter this month during the individual messaging step, the next quarter next month, and so on.</li> </ul>	
0	<a href="#">Sync the MVP Implementation Calendar</a> <ul style="list-style-type: none"> <li>• This calendar will give you specific date suggestions for each campaign step each month</li> <li>• It will also send you reminders on those days if you wish</li> </ul>	

## MONTH 2024 Checklist of Activities

Step	Action	✓
1	<b>Review the blog post</b> <ul style="list-style-type: none"> <li>● The blog post is automatically published to AgentID Sites on the first of each month</li> <li>● You can download a copy for manual use on other sites <a href="#">here</a>.</li> </ul>	
1.5	<b>OPTIONAL: Customize the blog post and reports</b> <ul style="list-style-type: none"> <li>● Edit the blog post to add relevant local market information</li> <li>● Use the report instead of the blog post for mailers and giveaways. <a href="#">Read more here</a>.</li> </ul>	
2	<b>Update your database</b> <ul style="list-style-type: none"> <li>● Try to fill in any missing email addresses</li> <li>● Add new contacts to your spreadsheet or CRM</li> <li>● Connect with them on social media using your personal profiles</li> </ul>	
2.5	<b>Send emails to all contacts in your database</b> <ul style="list-style-type: none"> <li>● <a href="#">Use your personal email, CRM, or email marketing system</a></li> <li>● Get the email templates under “Email/Letter Template.”</li> <li>● OPTIONAL: If this is your first MVP, consider using the “Reengagement Letter Template,” also found under “Email/Letter Template.”</li> </ul>	
3	<b>Film and post short social videos about the MVP</b> <ul style="list-style-type: none"> <li>● Scripts for the videos available under “Social Video Scripts.”</li> <li>● <a href="#">Equipment and instructions here</a></li> </ul>	
4	<b>Schedule and post social media posts</b> <ul style="list-style-type: none"> <li>● Post graphics, captions, and suggested publish dates are available under “Social Media Posts.”</li> <li>● Using <a href="#">Facebook's Creator Studio</a> (or third-party scheduling app of your choice), schedule the posts to publish to your Facebook and Instagram business accounts throughout the month.</li> <li>● OPTIONAL: Post to LinkedIn and Pinterest</li> <li>● OPTIONAL: <a href="#">Run a Facebook ad for your Social Video</a></li> </ul>	
5	<b>Follow up with individual messaging</b> <ul style="list-style-type: none"> <li>● Prospecting scripts are available under “Phone &amp; Text/DM Scripts.”</li> <li>● OPTIONAL: Send personal Video Messages over social media direct message. <a href="#">Get the script and instructions here</a>.</li> </ul>	
*	<b>BONUS: Supplement your online marketing</b> <ul style="list-style-type: none"> <li>● Obviously, there are more than five ways to stay in touch with your sphere and generate new leads.</li> <li>● Learn more about the Report and Postcard materials <a href="#">here</a>.</li> </ul>	

## Implementation Tutorials and Help

You can review the materials from this and previous months from your [Paperless Agent Dashboard](#).

For instructions and help using the MVP components, refer to the following resources:

Blog Post:

- [Using the Monthly Value Program Blog Posts](#)
- [Using a Monthly Value Program Blog Post from the Archive](#)

Email:

- [Sharing the Monthly Value Program via Email](#)

Social Media:

- [Sharing the Monthly Value Programs on Facebook](#)
- [Sharing the Monthly Value Programs on Instagram](#)
- [Sharing the Monthly Value Programs on LinkedIn](#)
- [Sharing the Monthly Value Programs on Pinterest](#)
- [Customizing the Social Media Graphics from the Monthly Value Program](#)

Online Videos:

- [Shooting “Selfie-Style” Videos Like a Superstar](#)
- [Customizing Social Media Videos from the Monthly Value Program](#)
- [Tips for Creating Interesting Instagram Reels](#)

We hope that you find a lot of value in this service! If you have any questions, please reach out to us by emailing [support@thepaperlessagent.com](mailto:support@thepaperlessagent.com).