



Skills to Spark a Great Career



Lead Generation

SESSION 8

Capture Leads With Social Media





Today's Agenda



**Real Estate
Expert**



**Lead
Generation**



**Lead
Follow-up**

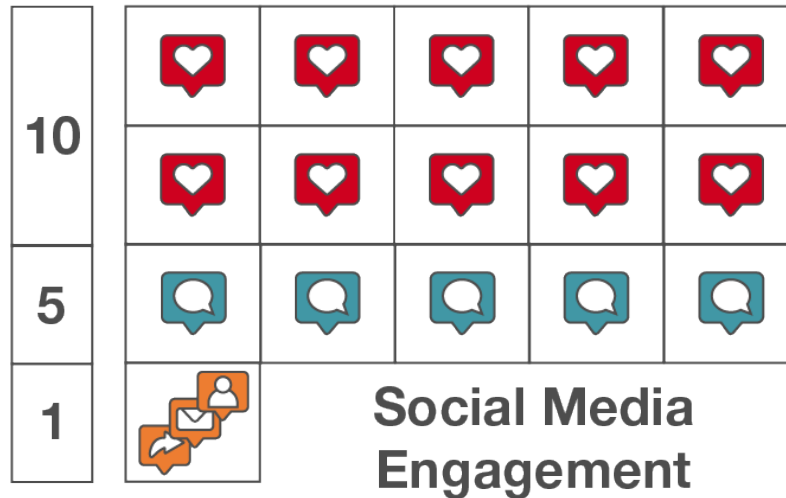


Transaction

Notes:



The 10 - 5 - 1 Engagement System



It takes time to learn something, more time to implement it, and even longer to approach mastery of it.

Gary Keller

The Millionaire Real Estate Agent

Notes:

[Follow the National Association of Realtors \(NAR\) guidelines for social media posting.](#)



Connect On Social Media



Ask your fellow participants what social media platforms they currently use. If you use the same social media platform, exchange user names and profile links. Then, connect with your facilitator and fellow participants.

1. Which apps are popular?

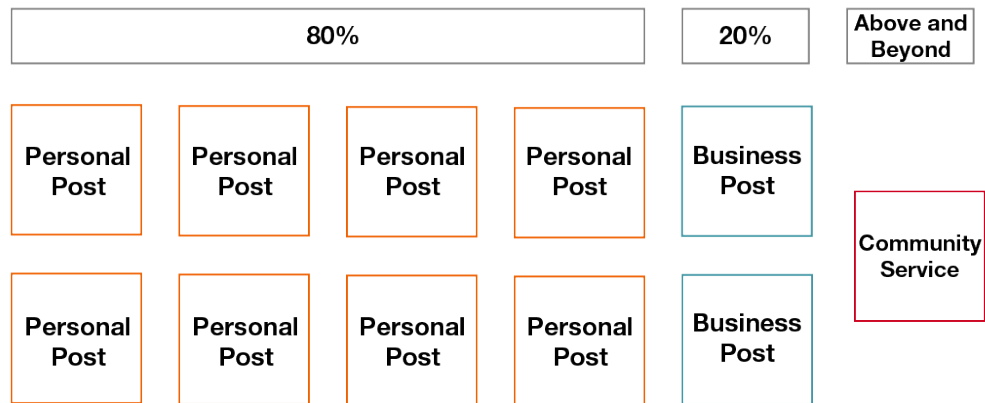
2. Did anyone use a social media platform you currently don't use? Set up a profile and connect.



Aha's



The 80/20 Posting Practice



Notes:

Brainstorm Your Social Media Passions



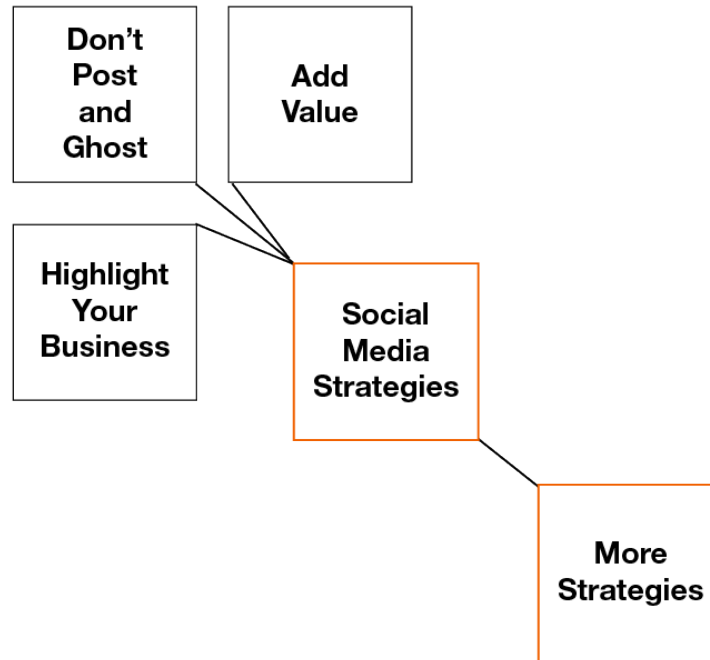
Make a list of things you're passionate about:

1. _____
2. _____
3. _____
4. _____
5. _____





Social Media Strategies



Notes:



Post on Social Media



Pair up to plan and post to social media:

1. Use the data from your local MLS to construct a statement followed by a question as if you were updating your status. For example:
 - Homes stay on the market for an average of 40 days in Denver. Curious about your neighborhood?
 - Who says no one is buying or selling in this economy? Last month, 563 homes sold in Boise.
 - The average home price in Springfield is \$168,240. Curious about what your home is worth?
2. Each of you will post it to social media, and then respond to each other's post with a comment or question. Note: You may need to "friend" each other first.
3. Watch for comments and likes to appear!

Post:

Comment or question:



More Strategies for Social Media

Notes:



Aha's



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

Daily Success System

Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

☐	___ of 10 CONVERSATIONS
☐	___ of 10 CONTACTS ADDED
☐	___ of 10 HANDWRITTEN NOTES
☐	10-5-1 SOCIAL MEDIA ENGAGEMENT
☐	ENRICHMENTS
☐	APPOINTMENTS
☐	AGREEMENTS
☐	CLOSINGS

10					
					
5					
1	 Social Media Engagement				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

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