



The most valuable item you have to market is not your listings—It's You!

MARKETING YOU!

You are your most valuable tool. Your name, Your image, Your reputation, Your recognition -

How are you marketing you?

- 1. Business Cards** - Do they have your most up to date information? Your picture? Your company logo? Where are you leaving them? Are you visiting lenders, friends, business managers and acquaintances? Do you know where boards are you can post your cards on? It only takes one call to make a thumb tack a \$3,000.00 tool. Do you always include them in your buyer/seller closing file folder?
- 2. Car Signs** - Do you want everyone to know who you are and what you do? One car sign on the back of your car is as effective as 2 on the side.
- 3. Brochures** - Do you have a personal brochure? Do you want the loyalty of each and every person you come in contact with? Print your own "Promo" How many years have you been in Real Estate? What town you live in, what is your specialty? Do you have a little write up about your life, your kids, your pets, your hobbies - include comments and quotes from past clients. 10 top reasons why they should choose to call you, Easy to make up, print on colored paper in a 3 fold.
- 4. Name Badge**- Do you wear one every day? Do you wear it after work to the grocery store, to pick up the kids, to your personal appointments? Do you want everyone to know who you are and what you do? Wear it.
- 5. Newsletters** - Does your company have one available for you to send (or email) out? 100's of people can have your name in front of them for little money.
- 6. Web site**- Is your company web site up to date on your information? Do you have a personal web site? Easy to set up with the information you would include on your brochure.
- 7. Public appearances** - Do you participate where people are? Volunteer in community functions? Attend chamber events, real estate events, trade shows, and regularly wear logo clothing and or your name badge at public events?
- 8. Survey/referral sheet** - create an easy to use return referral sheet to include in your buyers package, Include a self address stamped envelope *** with a stamp that has your picture on it ***** (see stamps.com for an inexpensive order)
- 9. Email** - Do you add your buyers/sellers email address to a folder of favorites? Do you use that "send to all" feature to send them a new fact or just say hi every few months? Easy tool.
- 10. Local list** - have you prepared a list of your favorite local providers? Someone new to the area might like to know - where to go for a massage, a nice restaurant, hair dresser, electrician, etc. If you have friends or professionals you use and trust; a new resident will be grateful to have this list of names - with yours on the top - of course.
- 11. Internet** – have you embraced the Internet and it's power in reaching a vast audience?
It's easy to find lots of advice on line about what you need for internet presence and increase search engine results. Just be aware that most of this advice is geared toward selling you something.

A. Blogs: First, a blog is a website, so don't think of them differently. There are differences in how they display the content, but you can make a blog-based site look like the websites you're used to, and it will be easier for you to maintain yourself, and save you money. If you start a blog site, publish the content in a monthly eletter to get your contacts familiar with your blog site.

B. Social Networks: Be a good network member without hard sell! Facebook, Twitter, LinkedIn, etc.... Spend some time learning about each of these and other networking sites. Don't just jump in until you get a feel for the culture. If personal, family and home type stuff is the major focus, then a very subdued business approach is definitely best.

Facebook is much more of a social network, a place where people reconnect with old acquaintances and schoolmates. It definitely is a place where you can cultivate relationships that will be good for your business in the future, but only in the most social of ways, with little direct business or real estate focus. Your profile can show what you do and where you do it. You can also have your blog posts show up there. However, any more of a business focus than that will probably do you more harm than good.

Twitter is huge and only getting more popular. It's interesting, as the limitation to 140 character "tweets" forces people to be more succinct, with a kind of headline approach. You can have your blog posts automatically excerpted to Twitter, so there's definitely a business bent to tweets. Those who like what you have to say can "follow" you, receiving your tweets to their accounts automatically. You can pretty much go social, business, a combination, or each on individual accounts with Twitter. You can build followers for your local real estate tweets.

LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of 21 June 2010 (2010-06-21) LinkedIn had more than 70 million registered users, spanning more than 200 countries and territories worldwide. The site is available in English, French, German, Italian, Portuguese and Spanish. Get all of your qualifications and past job history up there. You never know when someone is searching LinkedIn for just your skills.