

# The #8WeekSuccess Training Program: Internet Strategies & Lead Generation for the Courageous REALTOR®



Special Program Cost: \$295 (~~\$695~~)  
Day 1: Friday, March 3rd - 9am - 5pm  
Location: 8998C Lorton Station Blvd, Lorton, VA  
Strict Requirements - Please Read Them Carefully!  
Interview Link: <http://bit.ly/8WeekSuccess>



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The **#8WeekSuccess Training Program** was designed for Real Estate Agents who believe that Job 1 is **Prospecting** followed by **Deliberate Lead Generation**, Conversion Systems, Practical Checklists, Purposeful Scripts, Courageous Engagement, and a **Great Attitude** towards their Career.

This course is for Brokers and Agents who have an **Organic Website** like (Onjax, iHouse, Placester, etc...), are committed to their Prospecting Agenda, are coachable, and are **Full-Time** in the Real Estate Industry.

Some of the Topics I will cover: **Prospecting Day to Day; Inbound Marketing Principles; SEO Fundamentals; Internet Spiders; Meta Tags; Landing Pages; Navigation Management; Lead Generation; Keywords Management; Direct Response Marketing; Door Knocking Strategies; Social Media Leverage; Blog Marketing; Pay per Click Management; Internet Video Marketing; Time Management; Success Partner Growth; Squeeze Pages; Lead to Close Management;** and much more...

**\*Week 1 – Full Day in-Room Training:**  
**1st Friday, March 3rd, 9am – 5pm**  
Topic: **Inbound Marketing, Spiders, and SEO**

Week 2: **Friday, March 10th, 9am: 2-Hour**  
Live Conference Call Video Webinar;  
Topic: **Meta Tags, Keywords, and Web Pages**

Week 3: **Friday, March 17th, 9am: 2-Hour**  
Live Conference Call Video Webinar;  
Topic: **Dynamic Landing Pages**

**\*Week 4 – Full Day in-Room Training:**  
**Friday, March 24th, 9am – 5pm**  
Topic: **Blogging and Content Marketing**

Week 5: **Friday, March 31st, 9am: 2-Hour**  
Live Conference Call Video Webinar;  
Topic: **Lead Management Habits**

Week 6: **Friday, April 7th, 9am: 2-Hour**  
Live Conference Call Video Webinar;  
Topic: **Social Media Marketing**

**\*Week 7 – Full Day in-Room Training:**  
**Friday, April 14th, 9am – 5pm**  
Topic: **Direct Response Marketing**

Week 8: **Friday, April 21st, 9am: 2-Hour**  
Live Conference Call Video Webinar;  
Topic: **PPC and Click Marketing**

# Course Spirit and Requirements

All Participants **Must Register** and fill out an **Online Questionnaire** which will be followed by an **interview** and Early Assignments. Please know that this is an **Intensive Course - it was not designed for everyone!**

Please do not register until you have read carefully **All the Requirements:**

- The Requirements are very Strict and **Non-Negotiable**;
- You are striving and of the Mindset to be a **Listing Agent** – this does not mean you do not work with Buyers – but that you are striving to become a **Prospecting Listing Agent**;
- If you are prone to emergencies in your Life this course is probably not for you;
- You agree that your Cell-Phone will be **turned off** during all the training Sessions;
- You will choose to be fully present at all of the sessions – **in-person**;
- If you miss a session you will be cut from the course and there will be **no refunds**;
- You agree **to do your assignments** and apply all that you have learned immediately and to do them to the best of your ability;
- You agree to work well with others and add to the experiences of others;
- You agree to bring a **good attitude** to all your challenges;
- I can only mentor and train **24** individuals in this program; if you really know yourself to not follow up after trainings please do not register and allow the space for others;
- Each participant will attend all sessions with a laptop and must know how to log in to their website;
- You will agree **to read** a chosen business book (you may choose it) for 10 minutes minimum every morning and carry a Business Journal to write your reflections;
- The 3 Full-Day Sessions will start **promptly at 9am** – you are expected to be **in the room** at **8:30am**. The doors will be closed at 9:15 am and you will not be allowed in. Please arrive early – Consider yourself put on notice – and also know that **you can choose to be on-time!**
- Decide that during the #8WeekSuccess Training you are not going to allow petty emergencies to enter your life!

*Special: **\$295** - Normal Pricing: \$695*

*Late Registration, after Feb 20th is \$495*

Location: EXIT Realty Associates

8998C Lorton Station Blvd., Lorton, VA 22079

*Registration Limited to **24** Participants*

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*About the Trainer:*

**Key Yessaad** is a Real Estate Internet Strategist, SEO Trainer, and currently co-Trainer of the i-FAST-TRAC Real Estate Training Program - RealEstateWebTrainer.com. Mr. Yessaad has been a Trainer and Business Coach for the past 10 years focusing especially on empowering Agents develop the Skills and Habits of Web Services, SEO Strategies, Blogging, Internet Marketing, and Listing Success.