



# Fayetteville NC Real Estate Blogging Strategy Training \*Intensive

**Exit Brokers "By Invitation Only"  
Training Saturday March 28th, 2009**

Fayetteville North Carolina will be buzzing with Blogs... [Exit Realty 1st Class](#) led by [Michelle Shortsleeve](#), [Charlotte](#) and [Tom Vick](#) are joined by [Nicole Hayden](#) of Exit Realty Platinum to hold a Special Training on Real Estate Blogging Strategy Saturday March 28th.

The Original name of the course was "**Google Loves Bloggers**," to reveal the fact that if your blog posts are not "Search Engine Indexed" and lead back to you in a natural way then the effort is for not.

The questions a Real Estate Professional should help their clients answer are the following:

*"How can I tell that you have expertise in your Real Estate Market?"*

*"Can I validate you online and "Google You" with Buzz around your Market expertise?"*

*"Is the information I find online about you fluff or substance?"*

**Location:** [Exit Realty 1st Class](#), 231 Meed Ct, Suite 202, Fayetteville, NC 28303 - (910) 864-3948

**Date:** **Saturday, March 28<sup>th</sup>, 2009** – 9:30am (please start arriving at 9am)

**Duration:** 6 hours – ample breaks will be offered.

**Cost:** **\$100** (please make checks payable to: Key Yessaad and hand them to your broker. I asked them to hold the checks until I have delivered the training. Assistants with their Managing Agent \$45)

**This Training is considered and Intensive and will incorporate Web Structure, Web Link Integration, Page Management, and Additional Google Site Map Links!!!**

**My Commitment:** To un-shackle you from the fear of the internet and show you what your Buyers, Sellers and Google want... (Don't we all want to make Google happy!!!) I will also give you a methodical plan of action to get you going or tweak what you are currently doing...

**Course Description:** (please read what follows to understand the intention of the course.)

## Real Estate Blogging Strategy Training Session Details:

I designed this Seminar as a Real Estate Strategy for Visibility, Expertise, and Search Engine Ranking. You will learn the following - Note this is a ***Special Intensive Training as Requested by Tom Vick:***

1. What is Blogging? – Very short time; the strategy is more important than the why.
2. Why should Realtors Blog? Do I really need to learn how to Blog?
3. How are successful Real Estate Agents using this medium to position themselves?
4. Where should I blog? My website right? not really!!! (and Yes!!! confused yet?!!)
5. What should I blog about? And how often?
6. What if the format of a good blog? At least can you get me started...? Do I have to become a writer? How about links?
7. What does all this have to do with Google? Is this SEO? (Could you explain SEO briefly for us?)
8. How much programming should I learn? (Let me give you the answer right here – ZERO!!!)
9. How expensive is this whole strategy? Think time, perseverance, and elbow grease...
10. How can my assistant help me with this?
11. Does this strategy really work? And how fast? Can you show us examples?
12. How do I hook Google to my Alameda Website with SiteMaps?
13. How do I create effective internal links?
14. How do I incorporate my IDX feed into my website?
15. How about External Content - Can I frame it?
16. and much, much more... Be rested and bring your Mental Mojo!!!

I tell your Broker / Owner that I promise not to waste your Realtors' time and will arm them with information they need to compete online... I keep my promises...

### ***Testimonials:***



"Key, You did an amazing job teaching at the Carolina's, you have found your calling and it shows! Tam - March 7, 2009." **Tami Bonnell, President U.S. Organization, Exit Realty.** Event: Exit of The Carolinas Annual Awards in Charlotte NC, March 2009.



"Absolutely you deserve a testimonial, if for no other reason than the passion you exhibit for what you do. We all should be doing something in our life that reflects exhibits that passion. Our business would reflect it! You have found yours, congrats. As for the training, W-O-W I attended the class kicking and screaming thinking it was another technical jargon class that would once again go over my head and leave me with a migraine. Not true ! I got so much useful information that I have been wanting, (did not know the right question to ask) I came out and called my partner and just threw up all over him. Told him everything I'd heard. After I finally shut up, he asked if Doug was there, (our IT guy) I told him yes, he was so delighted

and said we would get started as soon as he returned home. Ya think I confused him ? Also told him you would be returning and he'd have to attend the next training.

Thank you very much for simplifying the web. I know have a plan of action, one step at a time. Up then Out. I look forward to the next training." - **Carolyn Greene, Realtor, Exit Realty Upstate, Greenville SC**. Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.

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"Today, five agents from our office participated in a training seminar focused on "Blog Strategy". Key Yessaad, Real Estate Web Trainer, shared valuable information on how we can use blogging as a mechanism to drive Google to us and thereby help increase showings to our listings and drive buyers to our website! Key's upbeat and energetic approach to training web strategy are invaluable tools that we can now-as is evident by this blog. Carl McClure, Cathie Saucier, Paul Saucier, Tom Baldwin and Brandon Liles are all agents based in Chapin, SC at EXIT Midlands Realty and can now begin to implement the tools gathered from today's training. Thanks Key for another fantastic day!" - **Brandon Liles, Broker/Owner Exit Midlands Realty, Chapin SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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"WOW! I had to hold onto my seat! The pumped up, enthusiastic and deeply informative web blogging training that you provided, is simply the best I have ever attended. The depth of your knowledge and insight was delivered clearly, passionately and with a focused concern that all who attended, truly understood the reasoning and application of why it is essential to engage in this strategy. We all look forward to attending more of your training very soon. Many, many, thanks to you for sharing this most important training, which is sure to propel our business to new heights. Thank you!" - **Matt Houle, Broker/Owner Exit Realty of Hilton Head, Hilton Head SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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"Thanks Key! Fantastic info and I am excited about putting this new strategy into action. **Here's to being Googleicious!** Brooke."

- **Brooke Schlenker, Realtor, EXIT Real Estate Consultants, Lexington SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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"Key: I think that was the best training session ever!! I'm now falling into that "old dog" category, but I know what I learned in your Blogging Strategies Training session will send us to a whole new level! If you have anyone who questions your validity, have them call me! I'll sing your praises!!..." - **Paul Saucier, Broker/Auctioneer/Builder, Specialist in Land & Investment Properties. Exit Midlands Realty**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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"Hi Key, I just wanted to thank you for the great training you gave today. You definitely provided the information that I have be longing for. Your web strategy is the best that I have seen or heard of anywhere. I cannot wait to start implementing these valuable strategies in my real estate business. I am looking forward to the training on blogging. Thank you very much." - **Victor Amadi - Realtor, EXIT Upstate Realty, Greenville SC** - Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.

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"Key, Thanks for a great training session yesterday! My To-Do list is a mile long but that feels good. It feels good to walk out of a training with a targeted list of actions that will get me noticed by Google and the other search engines, which in turn will get me noticed by my customers. I don't know how you learned all this stuff. But I am glad you did and even more glad that you have a gift and passion fro training. Keep up the great work! Craig." - **Craig Augenstein, Exit Carolinas Regional Director** - Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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"Key, thanks again for the outstanding training/information/guidance/and "kick in the pants" you provided yesterday, March 19 for the EXIT agents in the Columbia area. Your enthusiasm is tremendous and the knowledge agents now have will allow them to properly position themselves in their respective markets. We look forward to seeing you again in May!" - **Craig Summerall, Broker/Owner Exit Real Estate Consultants, Lexington SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.

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Web Link: [Fayetteville NC Real Estate Blogging Strategy Training Sat March 28th, 2009](#)

Fayetteville NC Real Estate Training, Fayetteville NC Real Estate Blogging Strategy Training, Real Estate Training, Real Estate Web Trainer, Real Estate Blogging Strategy Training, Real Estate Web Strategy, Exit Realty Fayetteville NC, Fayetteville NC Real Estate, Exit Realty Training.



**Key Yessaad – Real Estate Trainer & Internet Strategist.**

To train, inspire, and coach Real Estate Professionals succeed is my passion. I specialize in training Realtors to compete online. My Trainings and Internet Strategies intersect in my seminars with powerful ideas and Plans of Actions that produce results. Google or call me **(910) 538-6610** and let's discuss how I can help your Agents climb the Google Tree of Success. I can tailor my [Real Estate Seminars](#) to the level of sophistication of your agents and I promise they will leave inspired and will produce results!!! Read some of the [Realtors Testimonials](#).