



# Franklin NC Real Estate Blogging Strategy Training

Exit Brokers "By Invitation Only"  
Training Wednesday April 8th, 2009

[PDF version of Franklin NC Blogging Training](#)

The Brokers of Exit Realty in the Mountains of North Carolina and Georgia [Kathy Clifton](#), [Corky Vetten](#), [Jo Pinter](#), [Jason Jacques](#), and [Sam Rumsey](#) are bringing a special training on Blogging Strategy Wednesday April 8th to Franklin North Carolina.

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:** [Fun Factory in the Smokies](#), 1024 Old Georgia Road, Franklin, NC 28734 - (828) 349-8888

**Date:** **Wednesday, April 8<sup>th</sup>, 2009** – 9:30am (please start arriving at 9am)

**Duration:** 4.5 hours – ample breaks will be offered.

**Cost:** **\$45** (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.)

**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:

1. What is Blogging? – Very short time spent on this topic because 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!!!
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?

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...

Here are a few recent testimonials from training held in [Charlotte](#) Feb 12th, 2009.



"Thank you for the phenomenal training on real estate blogging and our web strategy. Not only was it entertaining and informative, but it was RELEVANT! You are providing our agents and brokers the most pertinent information we could receive in this market. I personally have seen the results of doing what you tell me to do and I have no doubt that it will lead to our office being more successful. Every regional owner and broker should have you in their offices immediately! We cannot wait to have you back in Charlotte." - **Angie Byers Owner - EXIT Realty South.**



"Key is the MASTER of internet strategy! He's paying it forward by training Exit Realty agents on how to harness the power of online marketing and lead generation. Through his high energy, cutting edge training, he has motivated and energized our team! Key is sharing what many others exploit for big bucks! We can't learn enough from him! If you have not experienced his training, you're missing out (and probably way behind the curve)." - **Kathy Rawers - Broker/Owner.**



"Key, Your class on Blogging was amazing. You were right on the money when you spoke of how much other companies charged to optimize your websites and help move you up in the rankings. Your class motivates an individual and has them take control of their own destiny. This is just like the old saying "You can lead a horse to water, but you can't make him drink." There are no more excuses. You feel empowered when you can blog and move yourself up in the rankings as you taught us to do today. I'm anxious to get started and take control of the Statesville market. Thanks, I look forward to future classes." - **Kim Privette, Broker/Owner.**



"Key, Your class was excellent – you taught me the power and ease of Blogging. I am ready to make this a "key" part of my internet / marketing strategy. I look forward with anticipation to see the results in my business. I will enthusiastically refer you to all of my agents and am willing travel to any of your classes in the Carolinas. Please send me your schedule. I have two of my agents who will accompany me. Thanks," - **Vernon Jackson, Broker/Owner.**



"Hi Key! Once again you delivered a powerful and fun class! You did not disappoint. I will tell you that I attended a two day CRS workshop on Tuesday and Wednesday of this week and paid 5 times the amount of your class and I walked away with 10 times the value from your class. Just the hint about using Google docs to cut and paste my entire article instead of using word will save me so much time. I look forward to the next class with you. Thank you for your energy and for sharing your knowledge with us! You are wonderful and I would recommend this class to anyone (on the other hand.....maybe I should keep you a secret!)" - **Sonya Leonard, Statesville NC.**



"Key, words can't express how excited I now am about blogging! The light finally went on in my head and now I understand it. I have started on my first blog and will keep in touch with you. I am proof that you can teach a "middle aged" dog new tricks! Thanks so much, Debby Byers Exit Realty South, Charlotte, N.C." - **Debby Byers, Charlotte NC.**

Web Link: [Franklin NC Real Estate Blogging Strategy Training April 8th, 2009.](#)  
 PDF Link: [Franklin-Real-Estate-Blogging-Training.pdf](#)

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



About the Trainer: **Key Yessaad – Real Estate Web Trainer.** To train, inspire, and coach Real Estate Professionals succeed is my passion. I have a niche area of expertise which is the combination of Real Estate Web Strategy, Consulting, and Systems Implementation... Inquire about the various [Real Estate Training Seminars.](#)