

Homework for Advanced Web, Blog, and SEO Workshop

Participants in this training **MUST** have attended a previous training by Key Yessaad and have completed this Homework.
(Exceptions must be cleared by me, Key Yessaad, please call before training day! **910 538-6610**)

Please do not wait until the day before to complete this Homework.

The Advanced Blogging/Web/SEO Workshop is about 3 essential ideas – “**Google Strategic Links**,” “**Blog Rolling**” and “**Backlinks**.” I have not discussed “**Blog Rolling**” and it is a technique that I developed that few even have a clue exists. I don’t talk about it much because unless you master Blogging and Blog Regularly it will not make sense. (It is going to be crucial that you bring your mental mojo – I am not kidding; the technique is easy but it requires patience, diligence, organization, application, and thinking.)

Please start working on these steps as soon as possible... (Please read everything before starting!!!)

1. Each Agent should have a well written Multi-paragraph Bio. The Bio should be full Page and structured around their market and expertise; their experience, Commitment, and success stories in Real Estate or related industries; and finally their historic and personal information. The Big bio should be quite extensive and peppered with promises agents are willing to make to their clients, as well as testimonials. Please have a picture that can be uploaded with the Bio.
2. The above Bio should be then winnowed down a Medium-sized couple paragraph Medium Bio that combines the important ideas of the Above Big Bio.
3. Finally a 3 to 4-line synthesis Blog Signature which should look like:
“Lexington SC Real Estate, Columbia SC - Exit Real Estate Consultants is your local expert in all your Real Estate needs in Lexington, Irmo, Lake Murray, and Columbia South Carolina. You have access to the most comprehensive MLS Listing Service with free access and lots of tools for Buyers and Sellers - put us to work for you; our service will impress you!”

In other words: each agent should have 3 versions of their Bio: Extensive, Medium, and a Blog Signature.

4. The agents should take these steps seriously; I know some will agonize over the process... it is preferable that they use their own words and be as specific in their market area of coverage as possible. In fact the Brokers should make it an important aspect of any Agent Development!!!
5. The process by which they solidify their market area and their area of expertise is very important to a successful Web Presence; the narrower the market the better.
6. Ask each Realtor to submit their Bio, picture, and Website to their Broker/Owner and BIC for review and Analysis... This step should be taken seriously by the Broker and guidance should be given to the agent so they can tweak and make their profile better. (If the Broker is pleased with the Bio add it to the company website.)
7. Please ask them to then go to Exit Resource Center and upload their Bio, Picture, Website, and contact information. You can tell this step has been done properly by going to www.exitrealty.com and searching for the agent. This is an important step because it creates links to the agent and the agency – Links are what make you climb the organic ladder of the web!!!
8. Next ask them to create profile accounts in RealTown.com, AGreaterTown.com, Trulia.com, **exitmid-atlantic.com**, **withexit.com**, **HubREC.com**, **ExitCarolinas.com**. (All it takes is Copy and Paste...)

9. Of Course they must have either a website, Blog, or section on the internet they want to work on in order to attend this Strategy Training.
10. They MUST have blogged at least a three (3) times and have a commitment to blog once a week!!! It is ok for them to do it wrong at the beginning – I will share great strategies at the training to make it better – but those who have at least attempted 3 blogs before attending my trainings get a lot more out of it.
(This is a Deal Breaker – please do not have agents attend who are voyeurs; I want to work with focused agents; the rest can sit on the sideline of their business but I don't think it is fair to have them attend this important training; they will distract more than contribute...)
11. They MUST know the market areas they plan to farm or become an expert in; or it could be a specialty like new construction, foreclosures, etc... showing up at this training to figure what you want to specialize in will delay all participants. Bring your local Market Statistics from your MLS.
12. Each participant must choose a prospecting method and prospect once a week for the next few weeks. This is also a Deal Breaker – Agents can choose any method they think works for them but I want them to come back to the training and report on their results – we will use such prospecting to develop Internet Strategies.
13. They MUST bring a blog they are ready to post - we will all post it together during the workshop. (Do not post this blog yet – we will use it as the proper foundation to learn the right techniques.)
14. They must bring their account login access to the above mentioned websites.
15. Ask them to bring their Assistant to the training... both the agent and the assistant should attend if they want to get the most out of the training...
16. They must bring a laptop to work on.
17. All participants must come prepared with answers to the following questions:

 How many Listings do you have on hand?
 What is your Specialty?
 Why are you choosing to attend this training?
 What are your Goals for 2011 – be specific?
 What are you most proud of in your life?
 What are you going to do this year to ensure your success? And can we count on you to do it?
 Share your Contribution with the group!
18. Finally: Each participants must bring something to contribute to the group; this is probably the toughest thing for some of them... it boils down to this: Share one technique in Real Estate that you use, that works, that can help your colleagues succeed... Low Tech, High Tech, or No Tech...

This may seem like a long email but I have tried to be deliberate and as clear as possible so you get the most out of the training. Remember: this is an advanced training and I will not focus a lot on the “WHY” but mostly on the “How” and the techniques of High Visibility!!!

PPS: No outsiders to EXIT or the Real Estate Industry are invited to this training.



Key Yessaad – [Real Estate Trainings](#) and [Internet Strategies](#). My drive is to illuminate, empower, then turn over the process to my participants through Plans of Action that produce Results – Internet Marketing, when successful, transcends Websites and goes to the core habits of all Real Estate Professionals – You can no longer afford to ignore the place SEO, Social Media, and Internet Marketing play in your Day to Day business growth. **(910) 367-5391** or **(910) 538-6610**.