

# How To Post an Agent Bio as a Blog Post in CINC and Link It Properly?



The most obvious first **Blog Post** a Real Estate Agent should consider is their **Bio**. Most of you have put together a proper Internet Marketing Bio, now is the time to share it with the world, and one of the vehicles to do so is your **Blog Platform**. We must also learn to incorporate **Hyperlinks**, and if they happen to point to **Landing Pages** in our Website then the Blog Post becomes a **Strategic Blog Post**. Let's Learn to combine all these elements and learn to Blog in CINC as well as layer Strategic Links, Pictures, and **Blog Signatures**. [#8WeekSuccess](#) [#KeyProspecting](#)

## ► Handout - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession of the attached Handout** with a **Pen/Pencil** to take **Good Notes**.
- There are **blanks** you'll need to fill in - the text on the screen "**Red and Bold**" is what you are supposed to fill in.
- Please **be attentive** and **focused** - Trust in yourself and your ability to learn. The Notes you take during the Workshop are as important as the Handout I give you.

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## ► Scenario

- You have a Website similar to **CINC** or KvCore and you want to \_\_\_\_\_.
- You have a proper **Internet Marketing Bio** following what you learned to put one together. If not go to: <http://bit.ly/ExitSuccessBio>
- It would make sense for you to post your **Bio** as a \_\_\_\_\_. Let's learn how to do that and we will use **CINC** as the Platform in this **How-To Video**.

## ► Blog Signature

- A **Blog Signature** is a \_\_\_\_\_ **paragraph** placed at the bottom of a Blog Post to reveal the **author's** \_\_\_\_\_ on the topics they write about.
- A good Blog signature is typically a **paragraph** of **3 to 4 lines**, between **45 to 60 words**, that tells the reader \_\_\_\_\_.
- The narrower and more precise the Blog Signature the more \_\_\_\_\_!

## ► 4 Ingredients

□ There are **4 primary ingredients** for a proper Blog Signature – remember you want to stay within the 45 to 60 words, any more and you are overdoing it:

1. \_\_\_\_\_ to your Local Expertise hyperlinked.
2. Short **Description** of **what you do and \_\_\_\_\_ you do it.**
3. \_\_\_\_\_ and Brokerage; Your name in **Bold.**
4. Your **Direct \_\_\_\_\_ Bold.** (No Email)

## ► Example

□ Sample from **Laurie Weeks**. It is \_\_\_\_\_ – which is just about right.

[South Shore Long Island Real Estate](#) - **Laurie Weeks**, Realtor with EXIT Realty Achieve in Smithtown. I specialize in South Shore Long Island properties. I am your neighborhood specialist and negotiating expert. I will get your home sold quickly and net you the most money possible. Let's Connect today! Call or text me at **516-710-9063**

## ► Steps to Blogging

1. You must \_\_\_\_\_ to blog about – let us assume you are going to blog about yourself.
2. Write a \_\_\_\_\_ for your blog: A good title will be highly precise and very localized, example: **Laurie Weeks Your Local South Shore Long Island Realtor**
3. Write your \_\_\_\_\_ **paragraphs** describing your Real Estate **Career**; Your **Value Proposition**; Some **Testimonials**; and some personal attributes.
4. Now that you have the text of your blog, open your \_\_\_\_\_ and place it there – in this example CINC.
5. Hyperlink a location to one of your \_\_\_\_\_ – this is called adding a \_\_\_\_\_ **Link**. A good blog will have 3 to 4 hyperlinks – don't over do them.
6. Add your \_\_\_\_\_.
7. Finally add **Keywords/ \_\_\_\_\_**, also Called Search Phrases, and you are done.

## ▶▶▶ Blog Assignment

- Write a Blog Post** introducing yourself, your Services, your Brokerage, and local areas of expertise.
- “Do not over-think it!”** (for those of you who have never blogged – do not drive yourself insane by trying to write a masterpiece!)
- Link** an item in your blog to the appropriate Landing Page.
- Add your **Blog Signature** and **Tags**.

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### ▶ **Big Picture** - *Reflect on this Key Idea:*

- “There are Moments when you need to **Step Up** and \_\_\_\_\_. So, \_\_\_\_\_! Yes, you Don’t feel like; **Still Do it!** Yes, you don’t want to do it; **Still Do it!** You exist in the **afterglow** of \_\_\_\_\_.”

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**Key Yessaad** is a Real Estate **Mind-Set Trainer**, Mentor, Internet Strategist, and creator of [The #8WeekSuccess Boot-Camp Program](#). Key has been a Trainer and Business Coach for the past 15 years focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success. (910) 538-6610 - <http://bit.ly/KeyYessaad>**