

How to Write an Effective Internet Marketing Bio; and in what Sequence?



What is an **Internet Marketing Bio** and how do I deploy one? Your Presence on the Internet needs to be multifaceted, scalable, and Google-able; your clients will Google you, behind your back, to validate your Real Estate Knowledge - How do you create an Internet Presence beyond Social Media? What should you include in your Marketing Bio? What do Search Engines look for and how long should your Bio be?

*Please be engaged – and **trust** yourself and your ability to learn. The notes you take are more important than the slides I give you.*

► A Request from Bob McKinnon

- Bob McKinnon** is a friend of mine and he and I discussed that in my Training Programs I emphasize that every EXIT Agent should have an **Effective** Marketing Bio;
- The challenge is many agents are never given the base **ingredients** to put one together, or shown how to proceed;
- The second challenge is a Review of www.ExitRealty.com will reveal that many agents don't even have a picture – how are we going to make a first and lasting **impression**?
- Some are not even aware that they can promote themselves on EXIT Realty Website by visiting the **ERC – I think we can strive to do better – One Agent at the Time!**

► Handouts

- In order for you to retain a little bit more about what you are going to learn in this session consider pausing this video, and going to the link below to **download and print** a copy of the Handout;
- Case Sensitive Link: _____

The PDF you are downloading is **Password Protected** – The Password is Case Sensitive and it is: _____

There are **blanks** that you will need to fill in – the text that appears “**Red and Bold**” in the slides is what you are supposed to transcribe. Pause the video as you go along to absorb the material at your own pace!

▶ **Reflect On this Quote**

“If you want to make an easy job seem mighty hard, just keep putting off doing it.” -- Olin Miller

▶ **Time for Reflection**

Pause this Video, take a few minutes, and write down all the thoughts that come to your mind...

- How do you **promote** yourself and your Real Estate **Expertise**?
- What do you think **Successful** Real Estate Agents do to generate business?
- What do you need to do to join **the top 50%** of Successful Agents?

▶ **Ponder**

Think about this idea: What if the Business of Real Estate is not just the Properties that change hands – but the business of those who _____ for Properties to change hands?

Namely our **Sales Force!** Our **Real Estate Agents!**

How would you then sell your Sales Force?

Are you selling your Sales Force?

Are you aware of the internet footprint of your Agents?

Are you, the Agents, Selling yourself and how?

Let's look at **ExitRealty.com** as an example...

► Main Ideas

Your Bio should be made up 5 Main Ideas/Topics!

1. _____;
2. _____;
3. _____;
4. _____;
5. _____;

► Order: Why is the Order of the Bio Important?

Search Engines give more relevance to content that is _____
_____.

We want to rank for _____; Not where we were born and what church we attend (although those are important.)

Customers are first interested in your _____ not your golf score – so always start with the meat of your profession before you go to your personal side.

► Internet Paragraphs

I define an '**Internet Paragraph**' as a paragraph made up of _____
_____; I try to stay close to the 60 words mark. Remember to _____
long paragraphs into multiple small 'internet paragraphs' for ease of reading;

Paragraphs are separated with a white space so there is a _____ that makes the process of skimming very easy and does not strain the eyes of your Web Visitors;

❑ Make the type size larger than for print, which is normally 12 points - don't be afraid of going to **16 points**;

▶ Example

❑ Same text: 1st Paragraph has 139 words and spans 8 lines; then divided into 2 paragraphs of 70 and 69 words over 4 lines each.

I became licensed in 2001 and have since worked in all facets of Real Estate from finance, to listing and selling homes. I specialize in working with military families. I am certified to work with REO (bank owned) buyers/listings, short sales, and am also e-certified. I have an RCS-D designation from my advanced training on how to help clients navigate and avoid real estate pitfalls when going through a divorce. My OICP (investment) designation and experience running the Exit Alliance Property Management Division, enables me to meet the specific needs of clients working with investment properties. From my company, I received a 2009 Rising Star Award, a 2010 Spirit of Exit and Team Leader Award, and in 2013 was awarded Spirit of Exit by my Region. I can help you with any of your Real Estate needs or questions.

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▶ Market Driven

❑ The first grouping of paragraphs in your Internet Bio should focus on _____.

❑ This is the one that has agents worried of losing something they don't have. They are afraid of mentioning their primary city and main farm areas because they fear that they will not get the business from everywhere.

We live in an age of _____ NOT the know-it all age; it is better to be on page 1 or 2 for something than be on Page 1,000 for everything.

▶ **Example 1: Here is an example of a first paragraph**

“My name is **Marion Sparks** and I specialize in assisting buyers and sellers throughout the Hampton Roads area with most of my emphasis placed on the Virginia Peninsula (including [Newport News](#), [Hampton](#), [York County](#), [Poquoson](#), [Williamsburg](#), [James City County](#)) and the surrounding areas.”

▶ **Example 2: Here is another example of a first paragraph**

“Buying or selling a house can be an overwhelming and daunting process. Will my home sell? How much can I get for it? What can I afford to buy? All questions that need to be answered by a reliable and experienced realtor.

Our Team can help you navigate the confusion of mortgages and home values in the Middle Tennessee Area including **Franklin**, Brentwood, Spring Hill, Nashville, The South Nashville area, Downtown Nashville Condominiums, Nolensville Area as well as short sales and foreclosures.”

▶ **Experience Driven**

The Second grouping of Paragraphs in your Bio should tell me about your _____
_____;

You need to share your Sales Experience, market expertise such as focuses on Buyers, Foreclosures, Short Sales, Property management, Years in Sales, etc...

Include: Awards, _____, Recognitions, Affiliations, Professional Groups, Second languages, etc..

► **Example 1: Here is an example of Experience:**

“I have been in the real estate business in the Peninsula area of Hampton Roads, VA area since 2005. In that time, I have increased my skills and knowledge in the industry by getting my Broker's license, as well as such designations & certifications as Accredited Buyer Representative (ABR), Seller Representative Specialty (SRS), Short Sales & Foreclosure Resource (SFR), & Course Instructor. I also serve on the Public Policy Committee of our local Realtor's association.

With a background and experience in marketing, sales, psychology, and education, I am able to utilize all of my skills, experience, and knowledge in helping clients sell and buy their homes. **Technology** is an important factor in the real estate industry and I am committed to learning and applying the newest tools that will best serve my clients.”

► **Example 2: Here is another example of Experience:**

“I have been selling real estate full time for the past 15 years. In 2009 & 2010 I was the only agent in Rhode Island to be awarded the Platinum club designation from Exit Realty. I was also welcomed into the **Exit Realty Sapphire Circle of Excellence** which is an award given to the top agent in their market when compared to their peers nationwide. I have been the top producing Exit Agent from 2008 through 2012 and have ranked in the top 1% for all agents in the entire state for the same period of time.”

► **Testimonials**

- The 3rd grouping of short paragraph is made up of _____;
- Testimonials are huge; try to get them after every transaction.
- You do not need to quote a long testimonial in your Bio; just select _____
_____ from the ones you have;
- You should select 3 snippet testimonials for your bio, and if you have more add a link to a page where you have all your testimonials.

Put the first name and initial of Last name of the client followed by the location you did business with them.

▶ **Example: Here is an example of 3 Snippets of Testimonials:**

“Dear David, Mike and I wanted to make sure we properly thanked you for the great job you did in helping us find the perfect home.” - *Christina M., Providence, RI*

“Thank you so much for your help in selling our home. It is finally done and we have the check in our hands. I want your company to know what a tremendous job you did!!” - *Frances L., Warwick, RI*

“In all our dealings with Realtors over the past ten years, we have never met anyone as helpful and energetic as you have been. Without hesitation, we would highly recommend your service.” - *Nancy D., Cranston, RI*

▶ **Agency: The Agency Bio / Vision / Brand**

This paragraph would normally come from your broker.

In Essence you are sharing what company you work for; How long you worked there; why you work there; _____ of your Brokerage; and special expertise or value they bring to the marketplace.

Don't forget your National Brand and mix in the reach, technology, and value proposition that it offers;

Do not oversell your Brand – you are what should be sold!

▶ **Example 1: Here is an example of Agency Bio**

“Exit Prestige Realty is part of the Exit Realty Southern California Region. EXIT Realty Southern California, a people-oriented organization, assumes a supportive, creative, and innovative role, which provides individual opportunity, personal satisfaction, and rewarding

challenges to all associates, owners and brokers. EXIT Realty Corp. International opened for business in Toronto, Canada on September 3, 1996 and in record time, EXIT has become the fastest growing full-service real estate franchisor in North America. The exclusive EXIT Formula is the reason for our phenomenal growth”

► Example 2: Here is an example of Agency Bio

“Our office is fully equipped with an integrated network of computer and communication systems. We have instant access to the regional Multiple Listing Service, public record searches, lead-generation systems and many other tools and services that our agents use to better serve you.

EXIT Realty Granada office support is comparable to a closely-knit family. While we always keep our competitive spirit, we always share our individual expertise, resources, technical skills and time to support each other when the need arise. This is a FUN office to work in...and someone is always here to answer your questions.

Overall, Exit Realty Granada team offers a great deal of added value-added expertise on Real Estate vis-a-vis its tax ramifications, and title know-how which are major decision making factors in all Real Estate transactions.”

► Personal: Your Personal Vision / Commitments / Values

This is final grouping of paragraphs in which you can share where you were born; the fact that you like playing golf; how long you lived in the community and where you moved from; etc...

You may consider adding your personal values, _____, and _____, community, colleagues, and customers.

► Example 1: Here is an example of a personal paragraph

“Growing up a **military** BRAT, I have a special insight into the financial, logistical, and emotional stress of military families and their moves. Also, as a child of 1st and 2nd generation Americans, I have a special appreciation for our cultural differences. I lived in Europe for 11 years and am familiar with foreign languages, especially Italian and German.

As a Peninsula resident for over 20 years, I lived in Hampton, Poquoson, Newport News, and Yorktown. I am very familiar with the area whether waterfront or rural. Since my daughters were raised here, I am familiar with many of the school systems. My husband is employed by the U.S. Army and works at Ft. Eustis. My mother and brother are local small business owners and many of my siblings work and live in the area. I like to give back to the community I live in and am currently a Disaster Relief volunteer with the York/Poquoson American Red Cross.”

► **Example 2: Here is example 2 of a personal paragraph**

“Originally from the Philippines, my family migrated to Southern California when I was 12. I attended high school in the South Bay area and went on to get my Bachelor's Degree from California State University, Long Beach in Accounting. After a few years in corporate business, I decided to pursue real estate sales as a career.

My husband, Jim and I enjoy travelling, and discovering the beauty and the uniqueness of each new towns and cities we visit. We love to snow ski during ski season and we are NFL fans during football season. With the kids all grown and living their own separate lives, we take care of our two "four-legged" babies. Schotzie, is a 4 years old miniature Schnauzer, and Lucabelle, is a 9 years old toy Chihuahua. We live no more than a few miles away from the communities we serve.”

► **Your name: Mention your full name _____;**

Find a way to incorporate your full name in your Bio **3 times**, and do it organically;

Example: in the first paragraph introduce yourself with **your full name**. Then before the section on Testimonials put a header called: **Testimonials for Jason Smith**. Then finally put a header before your personal Section named: **A little bit about Jason Smith**.

_____ – like you are talking to people!

▶ **Your Website:** _____ your Website somewhere in your Bio

At some point, for those of you who are going to implement the concept of Landing Pages, I will show you how to enhance your Bio with proper links;

Meanwhile I want you to mention your **Website** somewhere in your Bio and _____. If you do not have a website as of yet go ahead and mention your web page within your Brokerage's Website and Link it.

▶ **Photography: Your Business Photo is Important**

Please have a decent business photo that looks like you do today!

▶ **Final Thoughts: Uniqueness and Action**

I have already shared with you that Google likes Content, _____; Try not to copy someone else's bio and just change your name that will defeat the purpose. _____;

If you have a fear of writing _____ and then _____;

Brokers: Your agents who are fearful of this process should be instead **interviewed, recorded, and then transcribed!**

▶ **Sample Bios**

Mike Grumbles: <http://bit.ly/Mike-Grumbles> - Very elaborate Bio with Video Testimonials, and all the ingredients we discussed;

Michael Bray: <http://bit.ly/Michael-Bray> - Excellent Bio on ExitRealty.com; missing hyperlinks within the Bio; and Bio missing from his own website – must remedy!

☐ **Steve Cramer:** <http://bit.ly/Steve-Cramer> - Followed all the steps properly; placed his bio in a lot of channels.

☐ **Steve Manley:** <http://bit.ly/Steve-Manley> - Well Written with links and with a YouTube Introduction of Himself;

► Bio Ingredients Recap

1. Market and Location; _____!
2. Experience & Expertise; _____!
3. Testimonials; _____!
4. Agency Vision; _____!
5. Personal Vision and Commitments; _____!

► Main Steps to Posting Your Bio

1. **Write** your Long Bio as soon as you can; Do not paralyze yourself with _____ – you can always go back and improve it down the road; The worst thing you can do is _____!
2. **Hyperlink** your Bio to you main website; if you do not have a website hyperlink it to your page within your broker’s website. If you happen to understand _____ link your cities to the appropriate Landing Pages as they appear in your Bio.
3. **Share** your Bio with your _____ – This is a **MUST!**
4. **Place** your Bio in the channels starting within your website, your Brokerage’s Website, and in the _____.

► Reflect On this Quote

“Much of the stress that people feel doesn't come from having too much to do. It comes from not finishing what they started.” -- David Allen

► Big Picture



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Thank You,
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