

An Overview of Marketing

I see there are 2 parts to marketing yourself in real estate. The first is the proactive calls and conversations you have, meeting people at opens, at inspections, and the prospecting calls you make every day, which we have already covered pretty well I think. The second is the marketing machine you have backing all that up. It goes on 24/7 in a lot of instances while you are listing and selling. So here we are going to look at this.

Now is the time to take a look at the business plan you started in Module 1. Work through it as you go through all of the instructional videos in this module. Then we will look at something you need for the rest of your career, your profiles but these may not be quite what you think, things have changed a bit in this regard so do the work there.

We will look at your personal brand, you are working under a company and maybe even under a franchise. I want to teach you how to think about what makes up brands and have you get started on how you want to be seen in the area you are working. You are just getting started so this is just an introduction. Many of you won't be ready for this yet but it is good to start your thinking process around how you want to be seen.

Then we get into constructing and working with your database. how to put it together fast and what to do with it.

This is the area where we have put all the ideas we think are good in terms of communication with all your various marketing outlets so you will be coming back to this list often.

Digital marketing is huge right now and something we know a lot about. We have separated that off into module 4 coming up soon but I do in the meantime want to show you why you should be getting straight into video and how to do that. We focus on what videos I think you need to have at your disposal and in some cases, be good at. How to get into video and I will in some cases give you the actual scripts and examples you can use.

The last part of this section is our idea library. A whole raft of different ways to find listings and keep the communication going with those in your area, and in your database on going. So let's get going on what is an exciting part of this whole course. Don't just skip through any of this, make your notes, fill out your plan as we go and don't forget our team is here to help; Be aware that your manager will probably ask you for that business plan and you need to have filled it out using the info you are about to learn.

Career Useful Information

Understand that there is no one silver bullet for marketing that gets a line of people wanting to list with you. In fact, BEFORE you actually get started in marketing revisit your business plan, where you looked at your market. Strategy is almost more important than marketing so revisit that. What is the strategy? more auction, less auction, work on apartments, work only on houses, not units? what? which area? and so on. What we are looking to do is to market a strategy first.

Harvard says there are only 3 ways to get a strategic advantage

1) is cost you can be the cheapest. Like say, Harvey Norman but we don't want you to do that.

The 2nd way to get strategic advantage is DIFFERENTIATION create a difference between you and your opposition. What is that? In module 4 we will be asking why should I list with you? If all agents charge the same, and do the same things, why should I choose you out of that lot? Differentiation is the key to a lot of this. Now those 3 things and number 3) Harvard says it's specialisation. Let me say here that most agents specialise in some way, either in an area, in units, in expensive houses, waterfront and so on. So out of the 3 number 2 is the key and we will build on this as we get to module 4 and how you present that crucial point, which is why someone should list with you. In the meantime use that page in your business plan and the branding information we have coming up to start and decide how you will be different in this overcrowded competitive industry you are coming into.

Please realise that you cannot just expect people to form that queue outside your door. You will have to learn all those scripts, get out of your office and be totally proactive in finding your next listing. At the same time, you need to FUND the marketing machine we are talking about here. You need to invest. Now you can come into this thinking well I will invest once I have made some money. Let me challenge that if you wanted to start up a cafe. You have the area. You even have the rights to that area and you want to start a business that will return you what? 80k, 100k, maybe 150k? Think about what you have to do. Buy an existing cafe which might be 100's thousands of dollars, or start one from scratch. Premises, machinery, the outlay for fit out.

Marketing in the area and so on. In this case, real estate you can get started. What has it cost you so far? Your registration and maybe Quickstart. Next to nothing and if you have been chosen as someone who can potentially be good at this then 120k - 150k in the four years is not out of the question especially if you do what we say in this program. No other cost? That's crazy. So I need you to think about what you're prepared to spend on getting into this business 100%, No tippy-toeing around waiting for everything to come to you. So go through this module, fill out the business plan and at the same time decide what you want to invest to get this up and running faster. There is a recommended investment schedule for you later on in this module. Don't hold back. Back yourself. Borrow the money, go to the bank but go for it all the way. I coach agents taking home 1.5 million dollars a year. They spend anywhere from 10-15% of what they turnover on marketing

Do the maths, if you believe you can do say 400k in your second year, take home 200k what should you be investing to get this show on the road? You got it 20k - 40k is not out of the question to get this right. Doesn't go far if you take on a coach, take on someone to do your digital strategy for you and invest in some videography etc.

Now this segment is hugely important and will be for the rest of your career. Number 1 treat every single interaction you have, every communication you do, and every video or letterbox drop as crucial opportunities to create your brand and build your business. Number 2 here is and please write this down, THIS IS NOT ABOUT YOU!!!! This industry is well known for the fact that agents are generally in love with their own reflection.

It would not be uncommon for a potential seller to have seen 24 photos of an agent between the open day and the time they get to list. It's crazy. So here is the recommendation. You can design all this marketing from YOUR point of view, why you are so cool, yeah we get it, why someone should list, how much money you made last year, how many sales you made and so on OR you can focus 100%, and this is what I want you to do on them, the customers, the potential sellers, what they need what they want, what are their PAIN points as we call them.

Everything you do needs to be focused on THEM. The fact that they don't want all the bells and whistles you will see that later on, the fact that they are so scared of auction, the fact that they are in a hurry, the fact that they want absolute top dollar, that they HAVE to achieve a price or they can't buy where they want?? what they want???, focus entirely on their wants and needs and we DO THAT right throughout this module. Any email you send, any video you make, any text you forward, it's all about them, sure there is a place to put in how many properties you have sold of course we need to LOOK successful, but that is not the main thrust of your marketing.

Now I want to recommend 2 books for you, to accompany this module and they are coming up now on the screen. The first is one I have given away hundreds and hundreds of copies called Influence by Robert Cialdini. A lot of what you do in digital and in the letterboxes needs to be couched in the 6 emotional selling principles that are in this book. The other book I want you to get is called Hypnotic Writing, I am a hypnotist and Joe Vitali is his name he puts together how to write powerful emotional copy and goodness knows we get a lot of opportunities to do that. So go download or buy these books, they will stand you in good stead for the rest of your career.

3 Ways We Can Communicate

I want you to have this thought for the rest of your career. When we communicate with marketing ideas, door knocking, and so on we can do it 3 different ways

1. We can inform people. Give them information that might be of use to them as they buy or if they are thinking of selling.
2. The second way is to love them, well not exactly love them but this is where we just want to convey something like Merry Christmas & Happy New Year everyone, have the best holiday, and thank you for your support.
3. The 3rd way is to sell to them. This is what most call, have a call to action. Where you say and if you are thinking of selling, call me.

Now the point I want to make here is that you can do the first 2 of these all good and they can have a call to action but the third one cannot. If you are saying Merry Christmas, just say that, it is crass to then ask for business. Don't do it. Please use this right throughout your career. It will affect your brand big time.