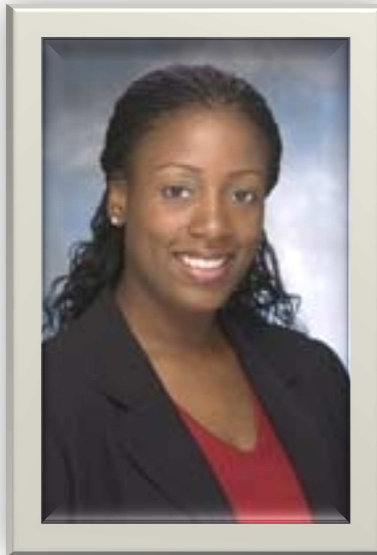


**Real Estate Prospecting Made Easy  
How to Quickly and Inexpensively  
Generate Leads Using Social Media**

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*nishika jones*

*nishika jones*

Presented by Nishika N. Jones, teaching real estate agents and brokers the fun, fast and easy ways to attract more buyers online using their local knowledge to turn contacts into clients in record time.

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## Special Opportunity for Readers of *Real Estate Prospecting Made Easy* **The Most Incredible FREE Gift Ever**

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If you’re willing to:

Real Estate Prospecting Made Easy  
How To Quickly and Inexpensively Generate Leads Using Social Media

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- ✓ Yes, I am willing to spend at least 2 hours a week on generating Leads for My Business.
- ✓ Yes, I understand that I can drastically increase the quality of my business by growing and incubating a database.
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Here's what other members have said:

"Josh exemplifies forward thinking in today's marketplace from social media to marketing homes to vlogs. His training site, ReTechulous, is top notch, straight forward and easy to understand.

Whether you're a novice or an experienced pro wanting to be on the cutting edge, you'll get some great ideas and solid how-to's for your business from a top notch Realtor. Keep up the good work, Josh and Thanks!" *October 31, 2010*

Top qualities: Personable, Expert, Creative

 Joe Martin,

**Joe Dettor** ► **Josh Schoenly**

I have created a couple of campaigns that have generated 300 emails to my database in the last 2 months and have had 10 appts come to my office. Thank You!

6 minutes ago · Like · Comment · See Friendship

"I have purchased 2-3 of Josh's marketing training offerings and gotten full value for them. I recommend Josh's methods to any real estate professional that wants truly effective strategies and methods. The stuff flat works if you execute it the way he teaches it." *June 30, 2010*

Top qualities: Great Results, Expert, Good Value

 Jim Freeman,

## [Start Membership Application Now](#)

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## Introduction - Why you need to use social media

Are you using social media to drive traffic to your website and increase sales?  
Or are you still sitting in the skeptics camp not certain that social media is anything other than a waste of time?

If you are not using social media to promote your services you are missing out on one of the hottest marketing trends in years. And in doing so, your competition is very likely capturing sales that could be yours.

In the Internet world where there is so much competition, finding that traffic and getting the necessary exposure for your website can be difficult. Don't get discouraged.

First, the Internet is HUGE! Second, you can gain the upper hand by using social media to increase your web exposure and draw in new customers again and again.

Social media is opening doors for real estate agents and brokers worldwide. Through social media you can:

- ✓ Formulate referral relationships with someone you otherwise would have never connected with.
- ✓ Interact with customers and clients in real time offering support and guidance.
- ✓ Interact with people who are interested in your services and in you.
- ✓ Drive massive amounts of traffic to your website, squeeze page and brick and mortar office and listings.

And, if all that isn't enough to convince you to incorporate social media into your strategic marketing efforts, the costs of social media most likely will. Aside from your time to network and connect with friends, followers and connections, nearly

all social media tools and applications are free. Affordable and powerful strategic marketing...NICE, huh? Ready to get started?

### ***Who Is Using Social Media?***

Simply put - everyone! Young, old, retired, working, professionals, laborers and even pets are using social media. Even the Dali Lama is on Twitter! Celebrities and average Joe's alike are using social media to connect, build relationships and ultimately to profit in one form or another.

Social media, in many ways, is replacing traditional advertising. How often recently have you seen a commercial that said, "Visit our Facebook Fan page at www....."? Social media is coming into our homes, our computers, televisions and mainstream lives.



Source: <http://catiefarrow.wordpress.com/2009/09/24/social-media-whres/>

## Overcoming Obstacles - I don't have time for all those sites

### ***Different Forms of Social Media***

There are hundreds of social media groups we, real estate professionals, can join. Some are small and niche-specific (Active Rain) while others are much broader in scope and have millions of users. Sites such as Twitter, LinkedIn, and Facebook fall into the broad category. If you use a combination of these different venues, spreading the word about your business can be done very quickly.

We're going to discuss 3 of the most popular social networking/media sites a little more in-depth in this report. Before we get started, remember this:

**Don't underestimate the power of your online relationships.**

You just never know what opportunities might arise just from talking to new people in your network – even if they are half way across the world from you!

So, let's get started with a list of the pros and cons of each of the more popular social networking sites today – Twitter, Facebook, and LinkedIn!

### **Twitter**



Twitter is one of the most popular social networking/media sites on the Internet right now. Almost everyone...yes, I mean everyone, including celebrities, local and national news channels, radio stations, Internet marketers and common, everyday folk, have all jumped on the Twitter bandwagon. And, chances are, if they haven't yet - they will be soon!

So, what makes Twitter such a great tool for making connections for your business? Here are just a few reasons Twitter is the perfect platform for social networking:



### **Why Twitter May Be Just What You Are Looking For**

1. Your target market is on Twitter.

As we talked about above, Twitter is an ever growing community of sorts. This means the chances are very high that someone in your target market is on Twitter. Actually many, many members of your market are active on Twitter. Use this to your advantage and get yourself in front of them.

2. The site itself is growing by leaps and bounds daily.

With everyone and their brother joining Twitter, its reach is constantly growing. What this means for you is that you have a larger audience (that's growing constantly) that you might not have been able to reach with other forms of media or networking.

3. You can showcase your expertise quickly and easily to tons of people in that market.

Because Twitter is limited to 140 characters, you don't have much space to get wordy about the topic you're tweeting about. This forces you to get to the point. No long winded explanations necessary. Twitter streams move quickly so if you want to get noticed, you need to come up with a way to catch the attention of your followers quickly.

4. Target market research is super easy with Twitter's search function.

Now you don't have to work so hard to find out EXACTLY what your target market needs. Creating surveys of your current customers and leads is a great way to learn these things, but let's face it you don't always get the results you were hoping for.

The reason you don't get what you need from surveys can be plenty, but the main one is because many of your customers don't have time. They never take the time to reply or give you feedback – no matter how you ask for it. With

Twitter's search function, you can easily see what your market is talking about and create products or services that give them what they want.

When using Twitter, the character limit is 140. *120 is the new 140!* That way you've left room for others to retweet and that's the name of the game on Twitter. When promoting a listing you could use a familiar quote such as "A Picture Paints a Thousand Words....." to engage followers. Be sure the tweet links to a remarkable photograph and not just the front door of a home when using a tweet like this.

Those are just a few of the reasons Twitter is perfect for business networking.

### **Facebook**



Facebook has more than 350 million users worldwide. It is the largest of the three social media platforms and has the most versatility.

Facebook offers the option to have a very personal page (for friends and family only) as well as a business networking and branding site.

Commonly referred to as "the great distraction", Facebook has some very powerful features to help you connect with your target audience and increase your bottom line. Here are just a few.

#### **Pros of Using Facebook as a Marketing Tool**

##### **1. Personal Page versus Fan Page**

One of Facebook's features that set it apart from both Twitter and LinkedIn is the user's ability to have a profile that is strictly for friends and family versus a place to network and build business relationships. One doesn't always exclude the others but sometimes your sorority sisters or fraternity brothers may simply want to connect with you on a more personal level than potential joint-venture partners.

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