



# AGENT REBOOT | SOCIAL MEDIA SUCCESS

## MINDSET | ATTITUDE

**It's a Marathon** – Having a long-term view is critical when it comes to having success in Social Media. Be patient, and the results will follow if you stick to your plan...

**What's Your "Why?"** – There's a great book called "Start With Why" that explains why some businesses have great success while others do not. Buy that book, read it and determine your "Why." And then let your "Why" drive everything you do in Social Media...

**Just CRUSH It** – Another great Social Media resource is "Crush It." This book tells the story of a guy who leveraged Social Media brilliantly and proved there IS great ROI if you do what he did: simply exploit the opportunity Social Media provides to each and every one of us...

**It's about RELATIONSHIPS** – Social Media is NOT about selling. It's about relationship building. Never lose sight of this critical point...

## APPROACH | HOW TO

**Be Intentional** – Once you've determined your "Why," make sure that the majority of your Social Media "output" lines up with your Why. Have an optimal "signal-to-noise" ratio...

**Multi-Channels** – Another thing we see in large-scale Social Media success stories is the use of multiple channels. Whether it's Twitter, Facebook, YouTube, LinkedIn or BlogTalkRadio.com, pick two or more of these channels and...

**Be Consistent** – This is where most people fail: they give up too quickly. As already stated, IT'S A MARATHON. Keep at it and the results will come...

**Emulate Success** – A great thing about Social Media is that we have all these great people who are already succeeding who we can emulate. Simply find someone with a strategy that appeals to you, and follow their lead. See examples of success in real estate in the next column...

## EMULATE | FOLLOW

**Dale Chumbley** has a great Facebook presence and a super blog concept that has garnered national attention. A perfect example of ROI...

**Marc Davison** is a literal visionary in real estate. Read his blog at 1000Wattblog.com and follow his advice – on EVERYTHING. A genius...

**Nicole Nicolay** is THE rockstar in the real estate Social Media space. Check out AgentEvolution.com and MyTechOpinion.com and watch what she does. An amazing example...

**Erik Qualman** wrote "Socialnomics." Read it & watch his amazing videos about Social Media on YouTube...

**Stefan Swanepoel** is another great visionary. Read his "Social Media Report" & his annual "Trends Report"...

**Jay Thompson** has a great blog and a great presence. Follow and learn as he dispenses knowledge...