



TURNING ONLINE CONTENT INTO CLOSED TRANSACTIONS



SOUTHERNMOST
REAL ESTATE CONFERENCE



Content-to-Calendar-to-Commerce

CONTENT

CONTEXT

CONVERSATION

CONNECTION

CONVERSION



1



2



3



4



5



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Amir Syed



@amirsyed



AMIR SYED



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Co-Founder & CEO of GO! Coaching

#1 Modern Loan Advisory Coaching
Community in the US (company agnostic)



Chief Growth Officer of Lower Family of Companies

Multi-Channel FinTech IMB



Founder Friend of FirstHome IQ

Not-for-Profit



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~~SOCIAL MEDIA~~



☒ BUSINESS MEDIA



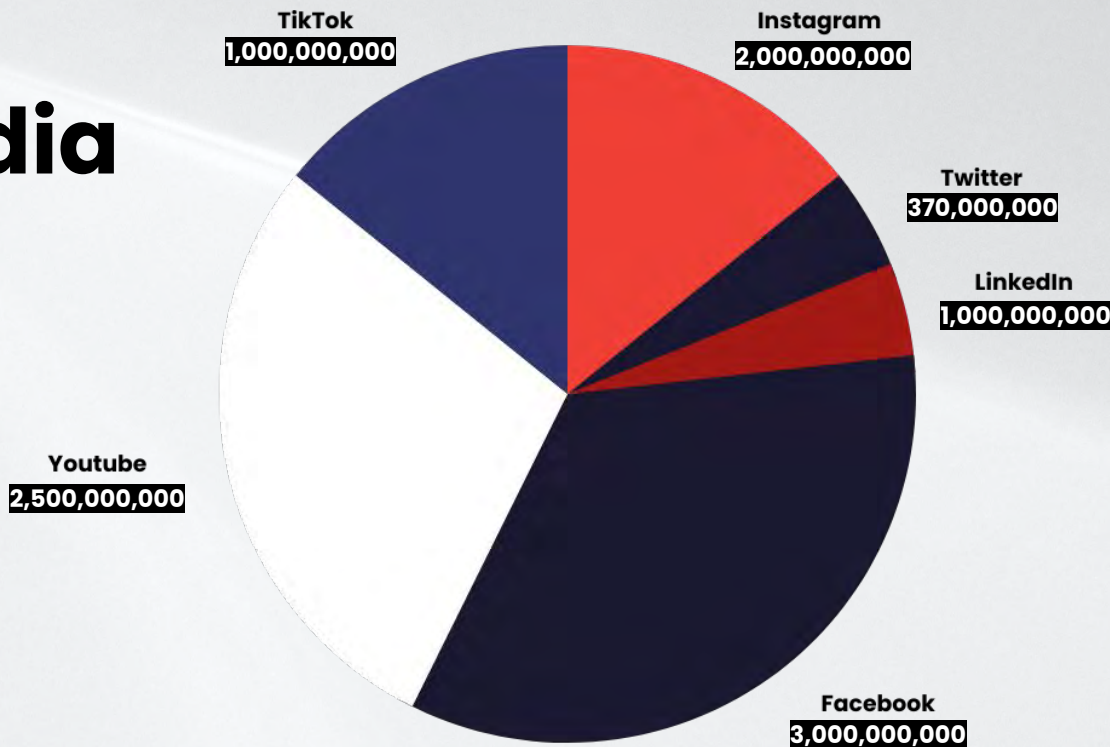
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Social Business Media Impact

There are 4.95 Billion +
active users on social
media - Kepios (2024)



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Personal Brand OVER Company Brand

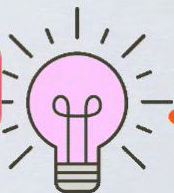
84% of millennials don't like traditional advertising,
nor do they trust it.

McCarthy Group, Wharton Business Magazine



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TCT

Social Selling System

01

Traffic

Driving eyeballs to
your profile by
engaging others'
content



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Create contextual
content to build
your authority &
brand



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Engage visors
thoughtfully,
publicly and
privately



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Book a 1:1 virtual appointment



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Transaction

Receive leads, close deals.



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That's what you not gon' do!



CLIENT TESTIMONIAL

I want to give thanks to Vince Walk Real Estate Group at Re/Max Realty Suburban. Vince was so patient, kind, supportive, informative, and helpful during the sell of our home of 23 years. Lots of emotions around selling a home we have loved for so long and a whole lot of other life circumstances going on at the same time - Vince is a Jack of all trades; friend, marriage counselor, financial advisor, contractor, project manager, scheduler, did I mention marriage counselor 😊😊 He just did such a good job of managing BOTH of our very different personalities and I just can't thank you enough for the personal touch you and your family business provided.

Thank You Vince Walk, Thank You Logan Walk,
Thank You Barbara Walk

M. Hall Wagoner

just
LISTED
\$585,000

5 BEDROOMS

4.5 BATHROOMS

5 CAR GARAGE

22612 W 57TH STREET
SHAWNEE, KANSAS 66226



13001 Pennycross Rd, Lenexa, Kansas 66215

OFFERED AT \$290,000

CALL TODAY FOR VIEWING: 913-258-2587



Just Sold



Vince Walk
REALTOR

913-258-2587

VINCE@VINCEWALK.COM

CONGRATULATIONS



Vince Walk Real Estate Group

913-258-2587

VINCE@VINCEWALK.COM



Sold

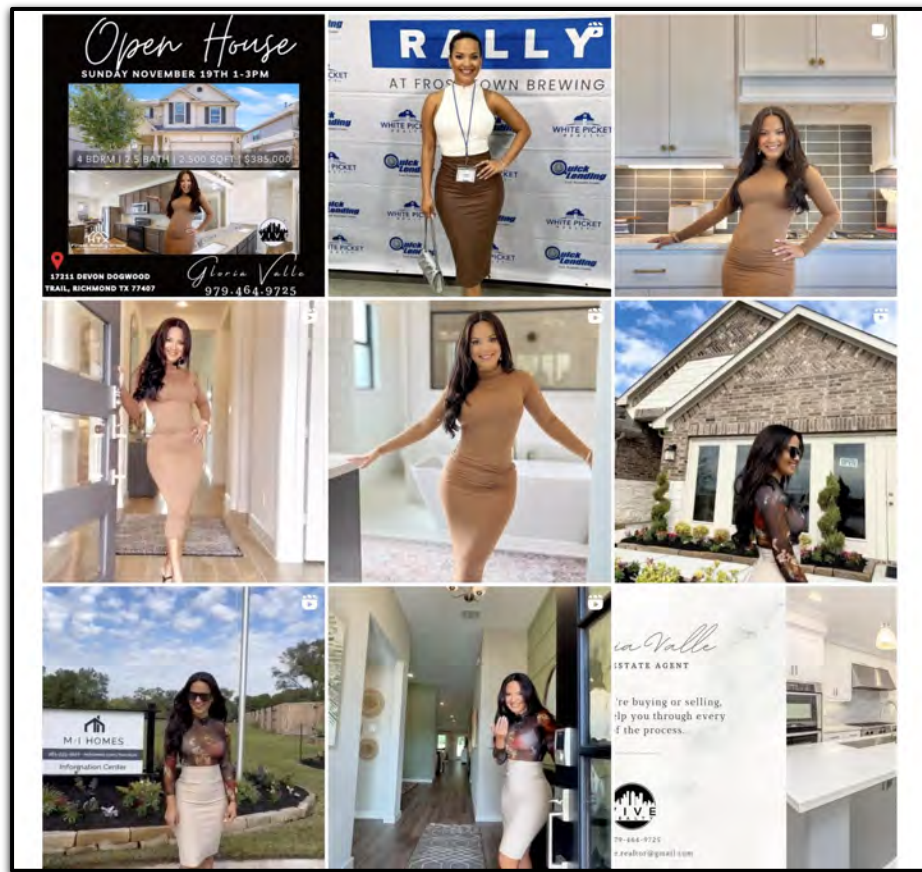


VINCE WALK | REALTOR® | VINCEWALK.COM



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A close-up shot of Gene Wilder as Charlie Bucket. He is wearing a brown top hat, a purple velvet jacket, a white shirt, and a brown bow tie. He has a slight smile and is resting his head on his right hand. The background is slightly out of focus, showing a yellow vertical element and a dark, textured wall.

Please, tell us more.



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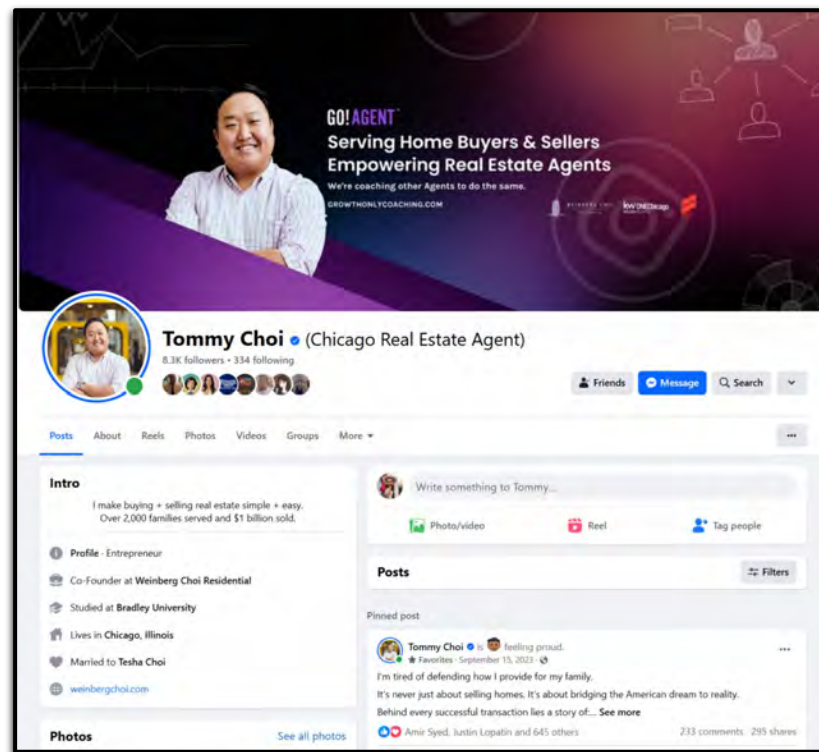


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- 01 Banner
- 02 Profile Photo
- 03 Verification
- 04 Tagline
- 05 Content



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GO! AGENT™
Serving Home Buyers & Sellers
Empowering Real Estate Agents
We're coaching other Agents to do the same.
GROWTHONLYCOACHING.COM

Logos: KWAR, KWAR, and a red stylized logo.



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Intro

I make buying + selling real estate simple + easy.
Over 2,000 families served and \$1 billion sold.



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Tagline

1. Tell people who you are
2. Tell people what you do
3. Tell people whom you help
4. Tell people what problems you solve





Tagline Formula

I help [avatar] achieve/do [positive verb]
without [fear/concern/etc.]
so they can [outcome]



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Example 1

I help Veterans own a piece of the land they fought for, so they can build long term wealth.



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Example 2

I educate first-time homebuyers,
without jargon, so they can make
informed decisions about
homeownership.



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Example 3

I help Loan Officers double their organic lead count in 6 months, all while reducing their working hours.



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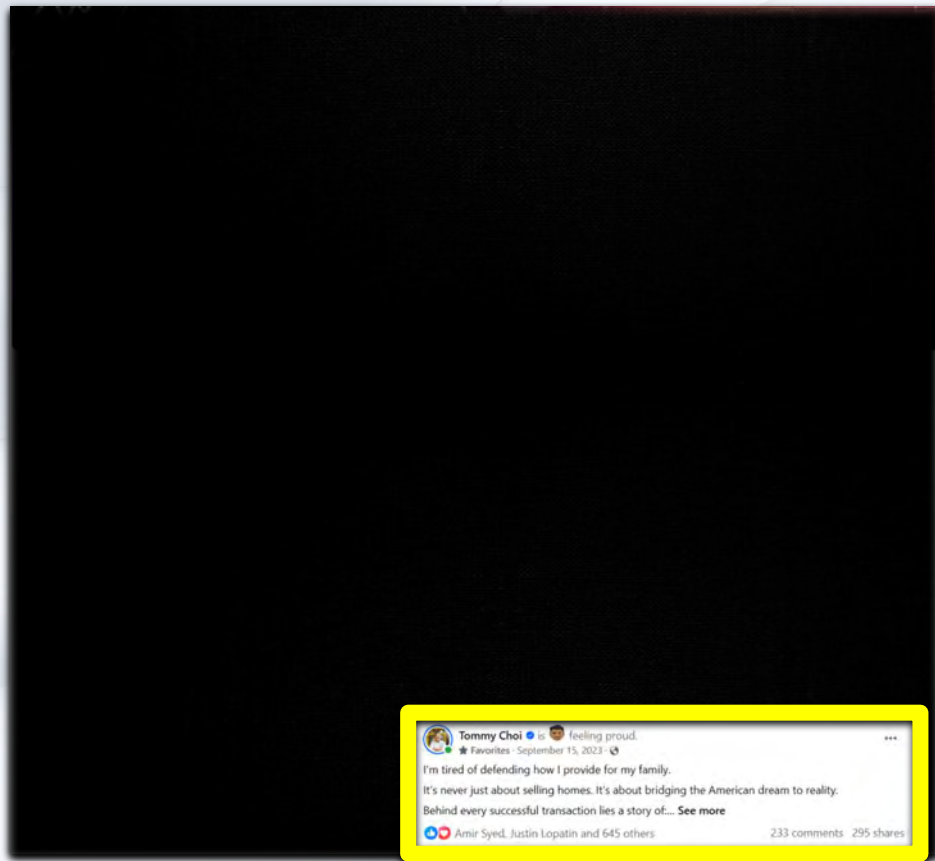
Example 4

I help realtors excel in their careers without worry, so they can boost their success and thrive.



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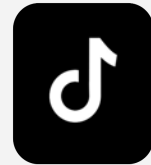
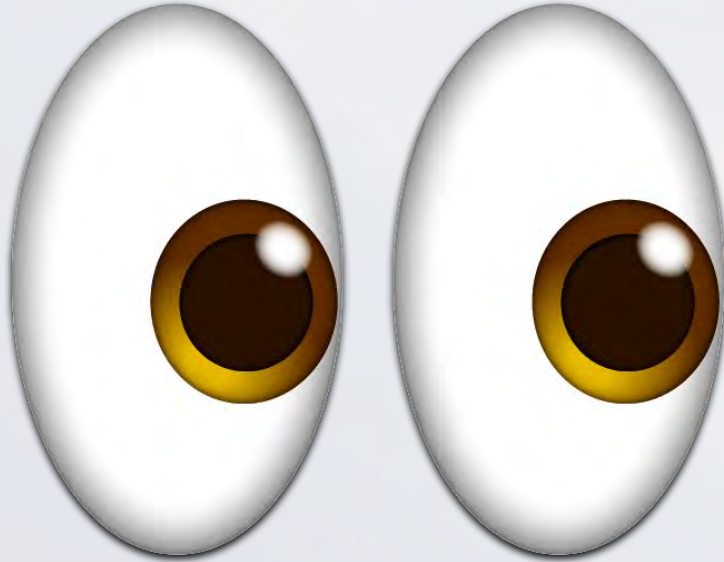


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Drive Eyeballs Back



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C.F.A



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C.F.A

COMMENT FOR AUDIENCE



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O.P.P.

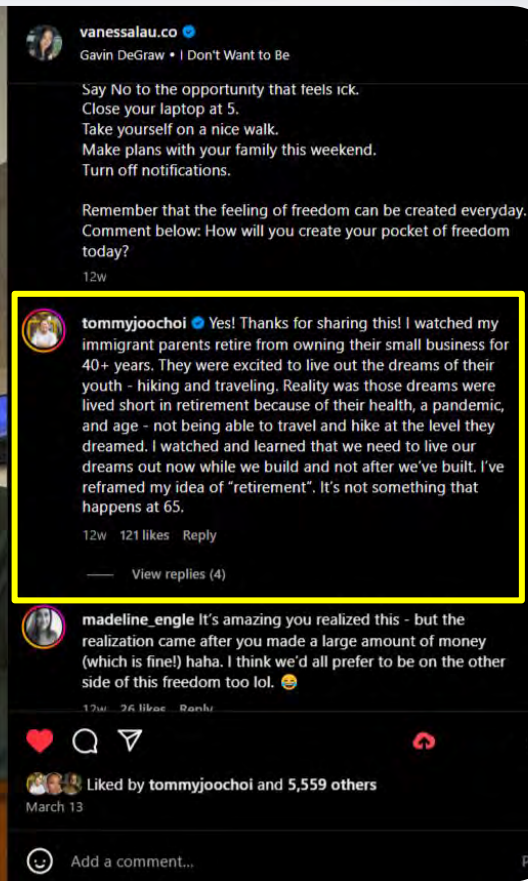
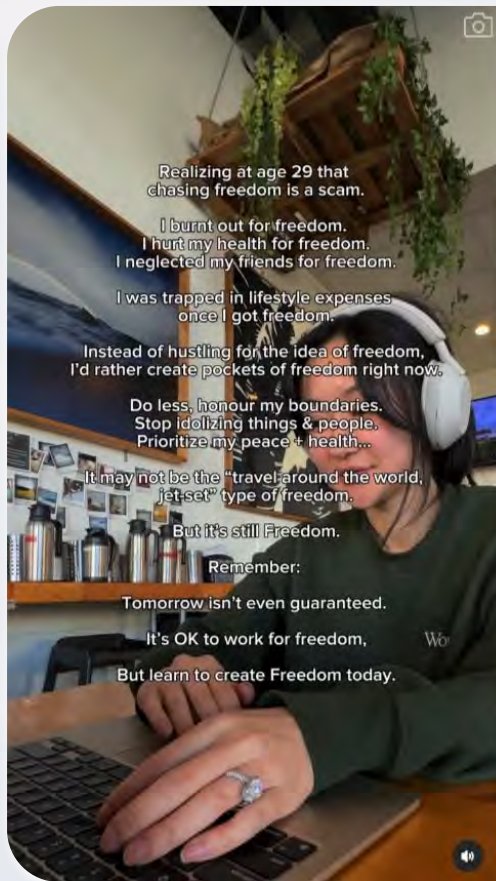


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- 121 Likes
- 4 Replies
- 75 New Followers

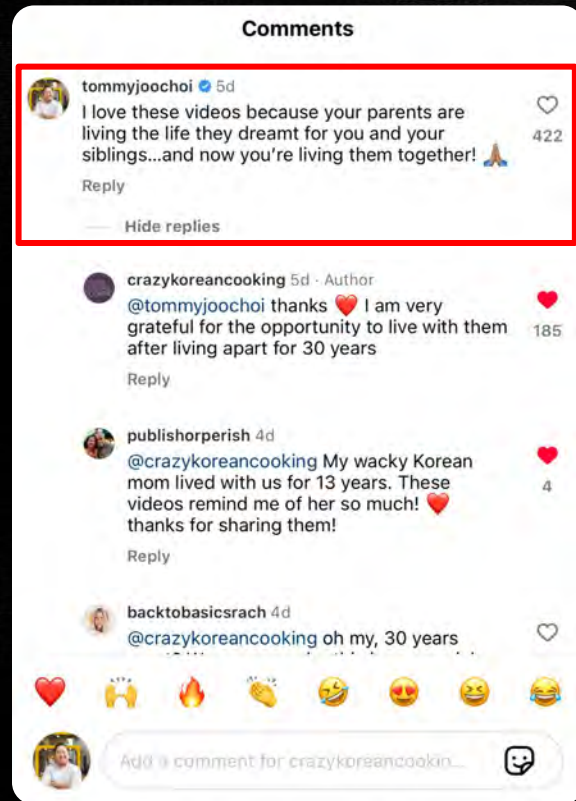


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- 422 Likes
- 10+ Replies
- 100 New Followers



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Your comments
are content.



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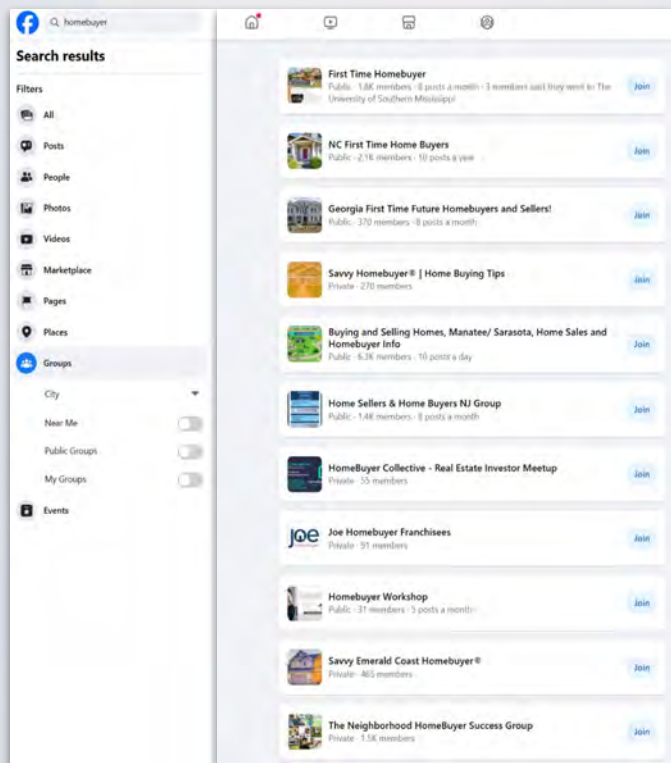


GROUPS



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- 01** Search “key term”
- 02** Filter By Group
- 03** Find High Activity Group
- 04** Join Group
- 05** Engage With Content





The Profile Funnel

Reads/Watches Your Content

Visits Your Profile

Reads Your Banner Image

Reads Your Taglines
& Bio

Scrolls Your
Content

Hits
"Follow"



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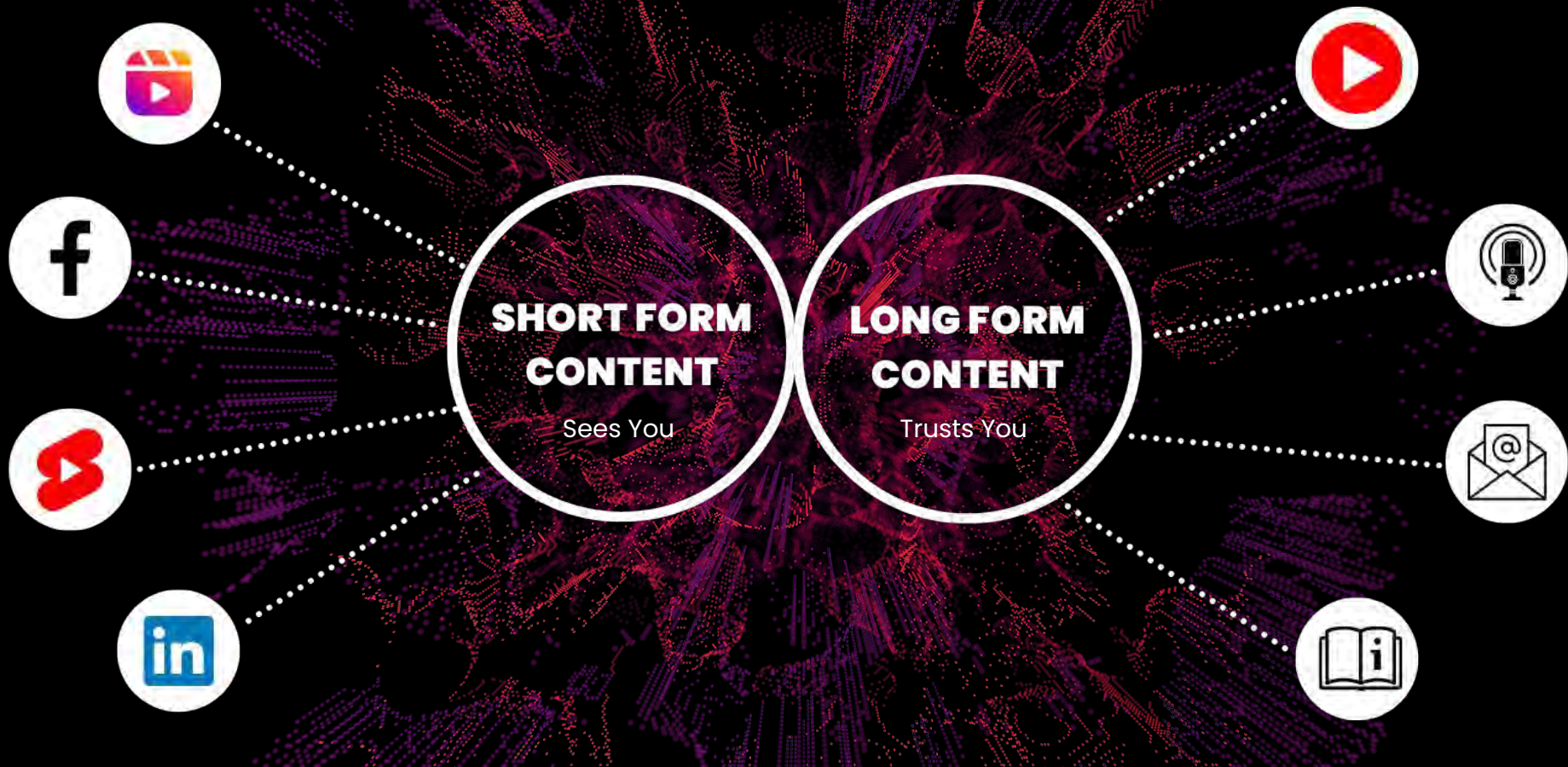
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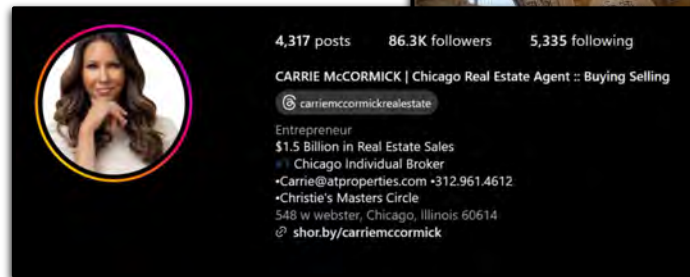


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The Power Of Content



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Your Content Goals

The **intent of content**:

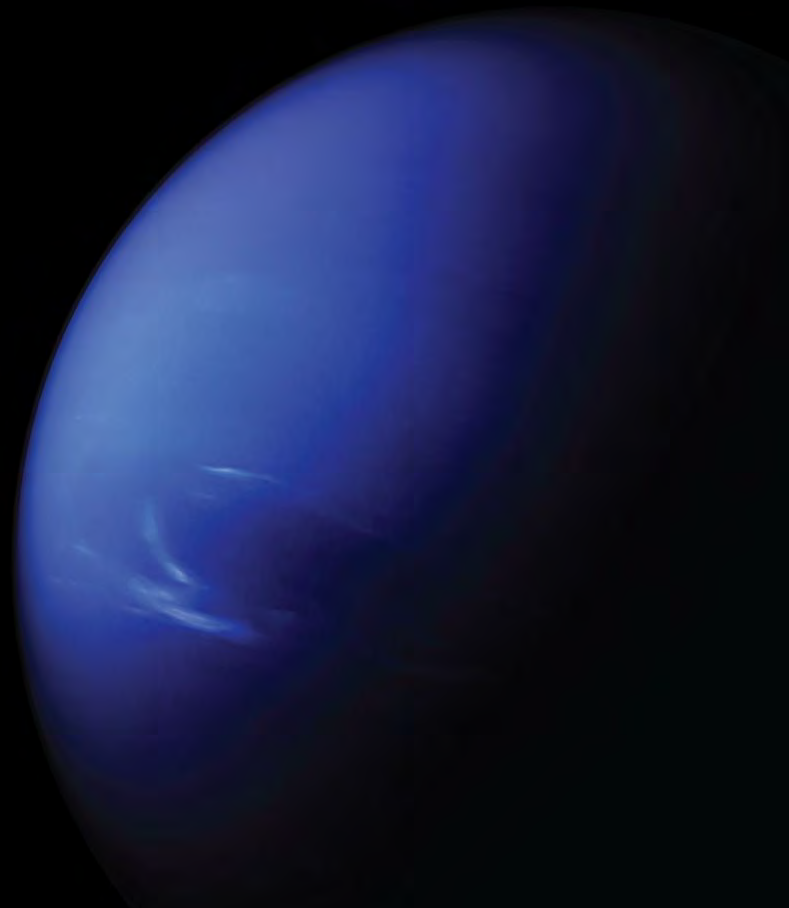
- Educate
- Empower
- Entertain





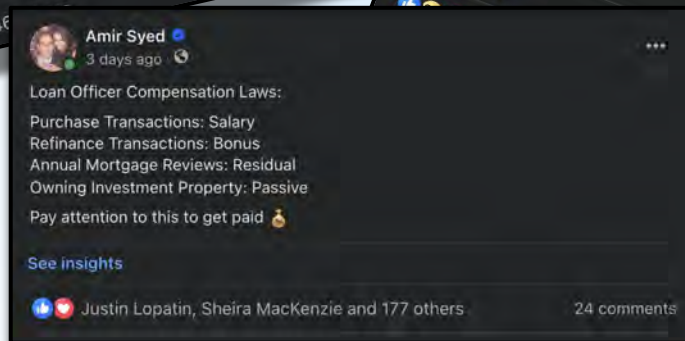
Educate:

**This person
teaches me**



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bankofamirica

3d ...

Homeownership advice I wish I knew when I bought my first condo:

1. Most condo associations have a rental cap, meaning you might be on a long waiting list before being able to rent your condo out.
2. Some condo associations will enforce a temporary, but substantial, increase to your standard monthly association dues for deferred maintenance
3. Few condo associations have strong tenant screening prerequisites for owners that are eligible to rent out their unit.



bankofamirica

3d ...

Give me 2 minutes, and I'll share with you 3 rules of homeownership:

1. Never exceed 28% your monthly pre-tax income on your total mortgage payment.
2. Never have less than 3 months of mortgage payments in savings.
3. Never have less than 3% of your home's value in savings for potential maintenance costs.



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Empower:

**This person
inspires me**



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Amir Syed
@realAmirSyed

Jobs are never secure.

Businesses can always fail.

The best way to secure your future is
to have a network of people who trust
you.

Get that, and you'll be fine.

No matter what hits you.

Your connections are currency.



Amir Syed
@realAmirSyed

Apply for that job.

Ask for that promotion.

Pitch your product or service.

No matter what you do for work,
you're the head of sales at You, Inc.

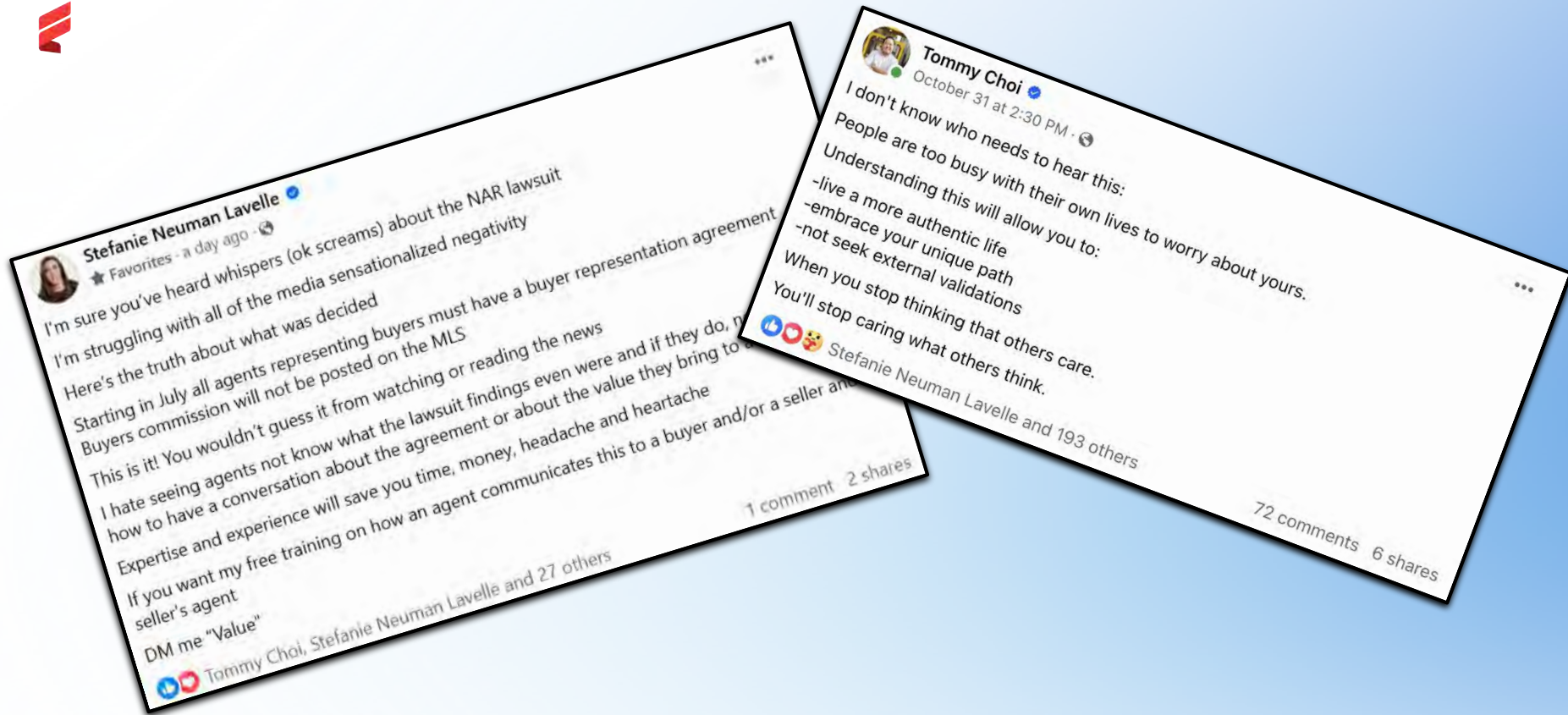
Courage pays well.

Being shy doesn't.



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Entertain:

**This person
intrigues me**



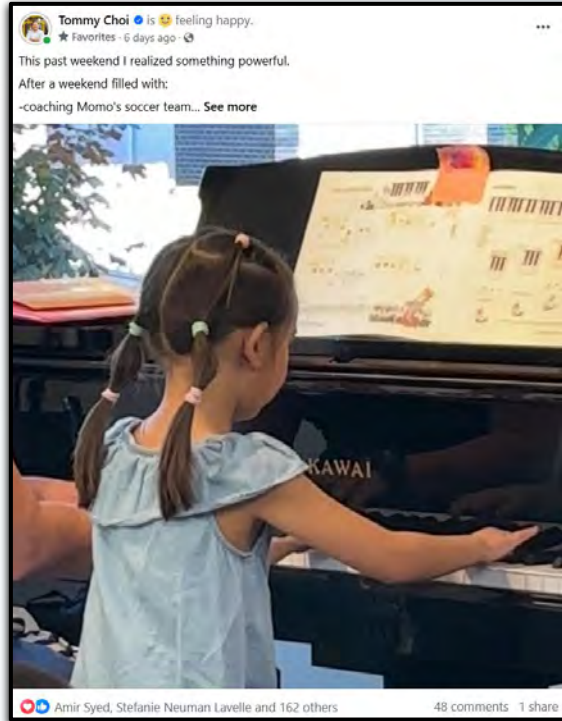
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Your Content Themes

The **type of information**
that has the most viral
appeal for an audience.

What you should talk about.



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Mistakes



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Resources



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Knowledge Gaps



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FAQs



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Industry News



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Your Content Types

The **best formats**
that have the most viral
appeal for an audience.



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Longform Video




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B-Roll Video

 stefibeth • The #1 step before house hunting! 🏠

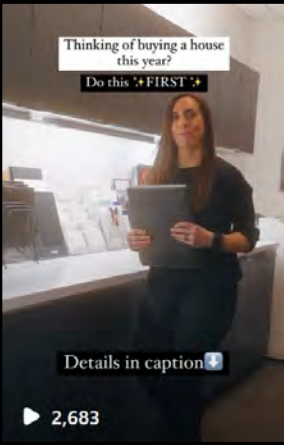
With mortgage rates up and down and home prices fluctuating, purchasing a home in 2024 is daunting for buyers.

Before starting your search, there's one crucial step too many skip.

Get pre-approved for your mortgage BEFORE looking at homes.

What?

Thinking of buying a house this year?
Do this "FIRST" 📌



Details in caption 📖

▶ 2,683

ers you're a qualified, serious buyer which gives the competition.

om a lender allows us to make legitimate offers right home pops up.

ir true price range and budget to avoid wasting ide your means.

I ensure you're pre-approved so we can hit the nd strike quickly when we find your dream weekends!

proved" if you want a lender recommendation ss! 🌟



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Listicle Videos

TOP 50

WEALTHIEST CITIES TO LIVE IN

1. ATHERTON, CA	26. HIGHLAND PARK, TX
2. SCARSDALE, NY	27. SANDS POINT, NY
3. HILLSBOROUGH, CA	28. WESTPORT, CT
4. CHERRY HILLS VILLAGE, CO	29. JUPITER INLET COLONY, FL
5. LOS ALTOS HILLS, CA	30. HILLSBORO BEACH, FL
6. SHORT HILLS, NJ	31. OYSTER BAY COVE, NY
7. WESTON, MA	32. PELICAN BAY, FL
8. GREAT FALLS, VA	33. PARADISE VALLEY, AZ
9. MEDINA, WA	34. LONGBOAT KEY, FL
10. UPPER SADDLE RIVER, NJ	35. RYE BROOK, NY
11. DARIEN, CT	36. PORTOLA VALLEY, CA
12. WINNETKA, IL	37. ROLLING HILLS, CA
13. NEW VERNON, NJ	38. JUPITER HILLS, FL
14. RYE, NY	39. AMAGANSETT, NY
15. PALM BEACH, FL	40. GREENACRES, FL
16. BRONXVILLE, NY	41. WARTON CREEK, TX
17. LOS ALTOS, CA	42. INDIAN RIVER SHORES, FL
18. KENTFIELD, CA	43. BELLEAIR SHORE, FL
19. OLD GREENWICH, CT	44. EAST GRAND RAPIDS, MI
20. WOLFEBORO, NH	45. CLYDE HILL, WA
21. WEST UNIVERSITY PLACE, TX	46. BEVERLY HILLS, CA
22. PALO ALTO, CA	47. WINNETKA, IL
23. JUPITER ISLAND, FL	48. LAQUE, MO
24. MCLEAN, VA	49. CHERRY HILLS VILLAGE, CO
25. HIDDEN HILLS, CA	50. WEST LAKE HILLS, TX


862K www.kaplan.com



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Property Tours



1,768 posts 57.5K followers 1,337 following

Chicago Real Estate Agent | Vik Wadhwa

 modernchicagohomes

Top Chicago Realtor
Founder - Urban Living Properties (600+ homes sold)
Buying / Selling? 📞 DM 📱
Past: Goldman Sachs, Prairie Capital, Northwestern
campsite.bio/modernchicagohomes





Green Screen Video

President Biden wants to give homebuyers a \$10,000 tax credit. Here's who would qualify.

**MONEY
WATCH**

By Aimee Picchl
Edited By Alain Sherter
Updated on: March 8, 2024 / 3:09 PM EST / CBS News

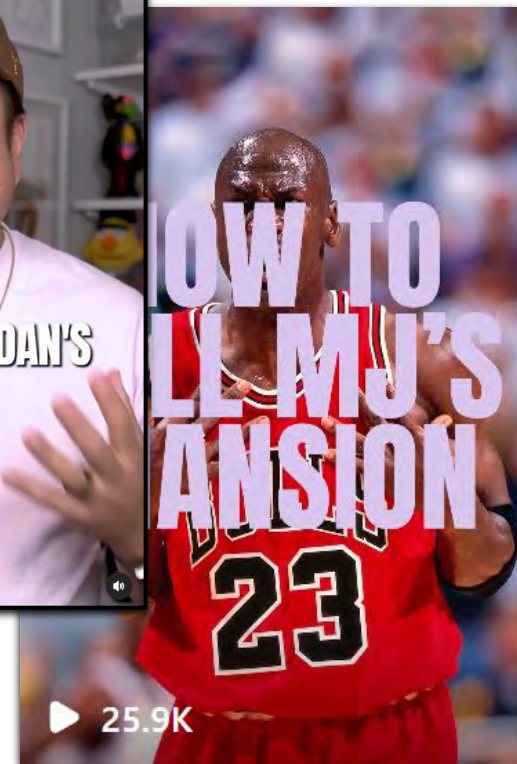


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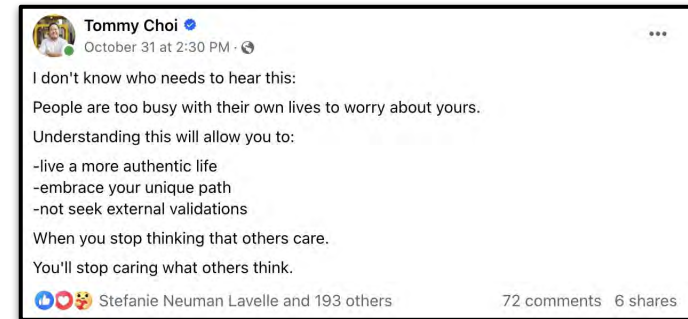
Shortform Videos



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Shortform Written



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SLIDE INTO YOUR DMS LIKE





7 ways to connect with people wisely in DMs:

1. Drop a helpful resource
2. Highlight them in your newsletter
3. Connect them to someone meaningful
4. Compliment them on something specific
5. Invite them to be a guest on your podcast
6. Congratulate them on a personal achievement
7. Send a quick Loom video with valuable content

Send 3x DMs every weekday morning with a value first approach, always.



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[Compliment] [Specify] [Double down] [Anchor]

- (Insert their name), your content is really good. Nice work!
- I especially appreciated (X piece of content) and (specific takeaway).
- Wanted to say hello as a fellow (list industry) pro. Keep going!
- Excited to stay connected.



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[Propose] [Specify] [Ask]

□ We should jump on a zoom call together to further connect.

□ I'd love to share with you some of the tactics I am deploying that are helping me (specific outcome) and would potentially help you.

□ I can send you over my scheduler so you can choose a time at your convenience.

Would a short 30-min call be crazy?



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tommyjoochoi 





Follow Message ...


3,366 posts 7,789 followers 1,150 following


Tommy Choi

 tommyjoochoi

Real Estate

-  I make buying & selling real estate simple + easy + profitable
-  Over \$1 billion sold + 2,000 families served
-  Chicago over everything
-  weinbergchoi.com



modernchicagohomes 

Active now

FEB 18 AT 10:37 PM

You replied to their story
Story unavailable

I love your light fixture!

Replied to you

I love your light fixture!

Thanks Tommy 🙏 It's an old one from Restoration Hardware, don't think they make it anymore

❤️

FEB 19 AT 9:16 PM

If you're open to it, I'd love to break bread with you or grab a coffee. I've been admiring the online presence you've built and would love to learn more about you!

Edited





Let's do it, I'm fairly flexible next week. Always looking to connect with others in the Chicago real estate scene.

❤️

FEB 20 AT 5:32 AM

I'll send some dates!

Message...



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YOUR OPPORTUNITY IS NOW

BE SEEN BEFORE YOU ARE KNOWN, LIKED & TRUSTED
BE SEEN AFTER YOU ARE KNOWN, LIKED & TRUSTED
BE EVERYWHERE



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Amir Syed



@amirsyed



AMIR SYED



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Scan QR Code to Book a
Strategy Call



LET'S GO!

hello@growthonly.com

gocoaching.io

f   @gocoaching.io

