



ANGEL'S PLAYBOOK

Greg Luther's Real Estate Rescue dives into the high-stakes world of real estate. It meets real estate agents around the country to learn what they're currently doing or not doing, then offers guidance and strategy that if implemented correctly, can transform their business.

Guided by Greg Luther, Real Estate Sales & Marketing Expert, and his COO Nicole Shearouse, each episode delivers hard-hitting analysis and diagnosis, identifying critical flaws or even simple fixes within the agent's business. Greg and Nicole, with a combined 38 years in the industry, each bring unique qualities and perspectives when going through the business diagnostics. The ultimate objective: to implement game-changing solutions which will allow the agent to meet or exceed their goals.

Each episode documents what Greg calls his *Blueprint Day*, a deep dive into the agent's life, business, finances and more. Often inefficiencies are exposed, practices that can be corrected are found and by the end of the day, the agent is left with a strategic playbook to follow. While no two agent's businesses are the same, any agent in America can follow the actionable strategies outlined in these playbooks and mold it to their own market area, niches and goals. All agents can build a thriving and sustainable real estate business if they put proper sales & marketing strategies to work! Put *Angel's Playbook* to work for yourself!

Angel Beck - Indiana

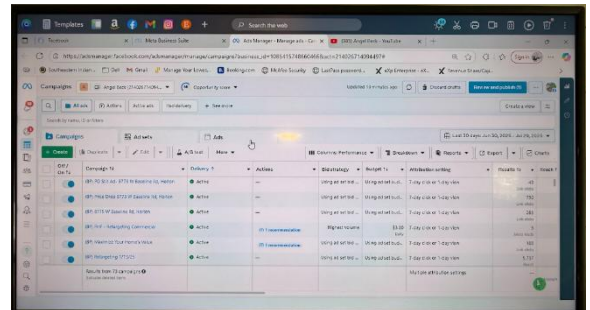


1. Expand Your Area, Get Quality Over Quantity & Protect Your Time!

- Look to increase the areas you serve and go into the surrounding states.
- Larger areas near you like Indianapolis should be focused on due to higher home values and then make moves into the states of Ohio and Kentucky. These areas will bring you a stronger quality of a deal due to their price points, so you don't need as many of the lower ones in order to meet your goals.
- All the marketing you already do, along with adding suggestions from the playbook, should be done in these areas.
- When you add agents to your team to work the new areas, ensure they are following your system...they MUST play your way, or they get fired.
- In the meantime, before you hire, set up county/map coverage areas based on a set schedule/calendar. When an appointment comes up in area X you know you handle that zone on Y day. This allows you to protect your time, set expectations with your clients and still close great deals!

2. Scale Up Your Facebook Budget & Fix Ads!

- Remember you want to turn Dimes Into Dollars and are already closing deals with your current Facebook ad budget. Increase the budget on your current well-performing ads to create more leads that will generate more deals.
- While cost per lead is cheap to get clicks, clicks will not give us data for follow up. Make sure you have some ads using Lead Forms to capture basic data for Name, Email & Phone. The slightly higher cost to acquire the info is well worth it.
- Facebook ads should have a strong path to follow for lead capture and opt-in. Sending them off site to another location causes abandonment, as does numerous needs click along the way. Make it easy and seamless; always reverse engineer what you're doing to make sure the customer journey makes sense.
- Always give a captivating offer paired with a strong Call To Action (CTA) that guides them on opting in for what you'll give them. Use a Facebook Lead Form to capture leads when offering a give and use Facebook Messenger when the offer allows for a more immediate conversation.
- Ensure that the "give" is readily accessible and that the lead goes into a long-term nurture where you stay in front of them with education, additional offers and remain top of mind presence.



- Turn your TOP video into a retargeting ad, in this case it was *The Top 5 Things You Need To Know When Buying A Home*. Have the Lead Form thank you page have a "click to message" option to engage in quicker conversations.
- Tool to explore for getting your Facebook leads into your CRM is: www.Zapier.com. There are other tools out there as there are many CRMS, so it is not a one size fits all. If you cannot auto-port them over, be sure to check your Business Manager and click on the leads for each ad to export and load to your CRM so you can get them going with long-term nurture sequences.
- Real Estate transactions are all based on the timing and motivation of the prospect, so while the lead is captured today, the deal may happen later. BUT if you never follow up or continue to work with them, a deal will never happen. Ke

3. Annual Client Appreciation Event At Your Home!

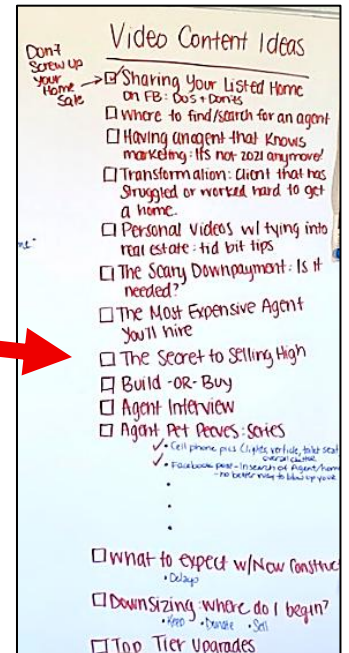
- Given your unique home layout, land and surroundings, host an annual Fall Harvest type festival in October before the holiday month's chaos begins.
- For those who can't host at home, find an event space or start off with a smaller client appreciation dinner at a restaurant, then scale this up!
- Make the festival a "come and go" event with a time range vs. a hard-set time. This allows more flexibility for your attendees and becomes kid friendly, removing the need for a babysitter.
- Have your affiliates host tables with information and sponsor your event to help offset your costs. Remember, they are now having in-person meetings on site with all attendees and will pick up business from this, they should pay for it.
- Offer face painting, pictures with the cows, games/prizes, tours of your property and other fun activities for families.
- Cater in food or bring in a food truck where all expenses are already covered for guests.
- Set up your office like a showroom, where you have current listings and recently sold homes showcased, your various programs & offers outlined and materials they can take home with them.
- All of this leads to the long-term growth of your business which will ultimately lead to more home sales.



- For concerns about injury or unforeseen circumstances, get a low-cost event insurance plan. Companies like www.TheEventHelper.com offer affordable options to give you peace of mind. For this type of event, look at their *Harvest Festival – No Farm Implements or Equipment* option. There are many others to choose from depending on the type of event you're hosting.

4. Add More YouTube Content & Use Tools To Grow Your Channel!

- Increase your YouTube education content posts to 2 per week. Once you hit this, add another weekly and so on.
- Regular posts on your channel allow the YouTube algorithm to learn what you do, helps identify key words that if users search them, will lead them back to your videos and ultimately gives you larger exposure.
- Strong content that educates is key! You have a great whiteboard of ideas, add to them on an ongoing basis and check them off as you complete them. Staying organized and consistent with this will pay off in the long run.
- Video ideas discussed to add:
 - About Me & Discuss Your Program Offers* (as your channel trailer spotlight video on home page)
 - Get RWA Certified!* (ready willing and able)
 - Tour This Listed Home With Me!*
 - Getting Accurate Home Values vs. What 5 Different Sites Will Show?*
- Make sure you "like" comments or add your own replies to comments you receive on your videos, as this shows YouTube you're engaging with viewers!
- In the YouTube Creators studio, visit the Settings to ensure you have your keywords set, upload defaults with the write up you want to appear in ALL videos automatically. Then go to the Customization section to spruce up your Profile and Home tab, where you can set your channel trailer/spotlight video to the top and organize the layout of your home page to add more sections like Videos, Shorts and Playlists. This allows viewers to see more right away when they land on your page.
- Tools to grow your YouTube channel: www.Sprizzy.com and www.Flintzy.com. This allows you to set up key words, competitors and more for the tools to target and drive viewers back to your channel. You can showcase certain videos, the channel itself and in some cases set it up on autopilot so it automatically creates an ad once it sees a new video has been loaded.



- Use the Special Link we provided that adds on to the back end of your YouTube channel link which pops up a box for people to immediately subscribe. Hyperlink that to all call outs in your marketing emails, QR codes, email signature and more! (Inner Circle members can request this Special Link from our support team!)

5. Insert More Operating Systems (OS) Into Your Business!

- Ongoing long-tail nurture is key when it comes to lead conversion. Keeping multiple touches and offers in front of all prospects allows them time to get to know you, understand what you do and further build trust, authority and credibility with them.
- You mentioned using our *100K Challenge* nurture sequence in your CRM for conversion...take a look at the other Operating Systems we provided on the member's site.
- There is an OS for Baby Boomers, Expireds, FSBOs, Long-Term Nurture and New Construction. Each OS provides pieces for marketing strategy, lead generation and lead conversion.
- Get the email sequences we've provided loaded into your CRM so you have multiple offers going out to your list.



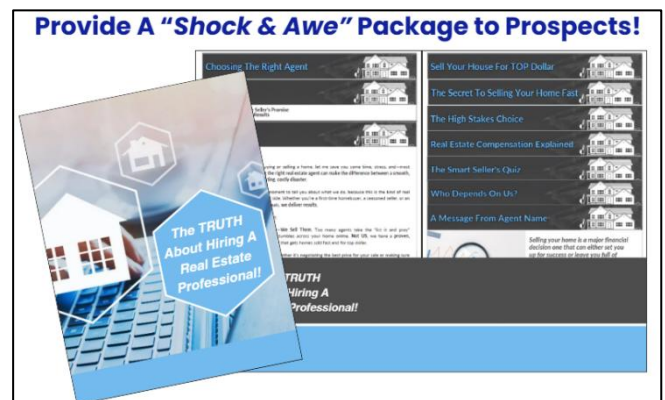
6. Send MORE Mailers!

- Increase the number of mailers that go out each month. These can consist of postcards, sales letters, newsletters and more. Rotate your offers!
- Look at first-class mail to send to the addresses you have in your database and use EDDM (Every Door Direct Mail) to go to full neighborhoods and postal routes. Especially when expanding into other markets, you can search the routes online to see who exactly would be best to mail to. Avoid routes with apartment complexes.
- Make sure you're getting the Greg Luther Letter out for buyers looking for their perfect home. This is our TOP converting sales letter that gets you multiple sides of a deal and more sellers to find even more buyers for!

- The Newsletter we provide should be mailed monthly. 2 articles are already done and you can showcase listings, events, program offers and more in the 3rd article spot. This gives great information to your Sphere of Influence and keeps them engaging with you each month.
- The Newsletter also provides a spot to showcase your Dream Team, where you can have your affiliates' information provided. This is another spot where your affiliates should pay you a marketing fee since you're promoting them.

7. Start Using The Shock & Awe Package!

- The Shock & Awe Package gives you a HUGE leg up on any of your competitors. It presells your prospect on you BEFORE you even meet with them.
- The package includes 10 professionally written marketing pieces that handle objections, answers questions and positions you as THE agent to use.
- Only minor edits and personal information are needed to add to these pieces.
- You can start off with the folders we provide with the kit, get your own custom folders and then graduate to using boxes.
- With all the extra lead generation and ramp up you'll be doing, this package can go out to your more qualified prospects before meeting with them.



8. Grow Your Sphere of Influence (SOI) & Track All You Do!

- As an agent you're not just selling houses, you're growing a business.
- Everything you do should have focused intention to grow your audience and SOI to gain a massive following from those who will come to know, like and trust you.
- Everything outlined in this playbook above is meant to assist with the overall growth of the business and conversion to close more deals.
- Create a cadence for how often you'll post online to grow your list.
- Keep a running tally of your total follower count on all socials every Friday.
- Use the tracking sheets for marketing, leads and your money in/out that we gave at the Ohio event to help you get all this organized. Get excited about tracking!

→ www.SpecialOfferFromGreg.com ←