



## **Wanderers Club Content Library**

**Connecting Your Real Estate Business Course**

**Connecting With Social Media & Technology Course**

**Align, Connect, Prosper Course**

**Introduction to Team Building Course**

**Marketing Material and WBNL 52 Tips Library**

**Note: Topics Highlighted below are scheduled for release in Q1 of 2018**

### **Visit our Family of Websites**

Real Estate Team Builder: <http://realestateteambuilder.com/>

WBNL Coaching: <http://wnlcoaching.com/>

WBNL Business Builder: <http://wnlbusinessbuilder.com/>

Wandering But Not Lost: <http://wanderingbutnotlost.com/>

### **Jan O'Brien**

Co-Founder, WBNL Enterprises

Real Estate, Business, Life Coaching & Training

[Jan@JanOBrien.com](mailto:Jan@JanOBrien.com) | 702-858-9191

### **Matt Emerson**

Co-Founder, WBNL Enterprises

Business Consultant & Culture Curator

[Matt@WanderingButNotLost.com](mailto:Matt@WanderingButNotLost.com) | 714-609-36761



## **Connecting Your Real Estate Business Course**

### **Module 1: Your Business Plan & Goals**

As a business owner, it's critical to have clearly defined goals and a written business plan. This module covers the three steps to a powerful real estate business plan. You will also learn how to customize the WBNL Coaching Business Plan template and all supporting documents and forms.

Unit 1: Overview & Downloads

Unit 2: Write S.M.A.R.T. GOALS

Unit 3: Why Written Goals

Unit 4: Keys to an Achievable Outcome

Unit 5: How to Complete the WBNL Business Plan Template

Unit 6: Measure & Track Your Results

Unit 7: Let's Get to Work!

### **Module 2: Your Business Purpose & Building Your Brand**

Create your business mantra and purpose statement. In this Module, we will discuss how to 1) Define Your Visual Brand 2) Manage Your Brand and 3) Build an enduring brand.

Unit 1: Define Your Business Purpose

Unit 2: Build Your Visual Brand

Unit 3: Manage Your Brand

Unit 4: Let's Get to Work!

### **Module 3: Attracting Perfect Clients**

Define your perfect client then discover how to attract those perfect customers and clients for your business in this training module.



- Unit 1: Applying the Law of Attraction
- Unit 2: Defining Your Perfect Client
- Unit 3: Strategic Attraction Planning Process
- Unit 4: Create Your Strategic Attraction Plan
- Unit 5: Let's Get to Work!

#### **Module 4: Build Your Database & Referrals**

Your database IS your business! This module covers all the key strategies to creating and maintaining your database of prospects, past clients and sphere of influence and how to generate more referrals.

- Unit 1: Overview & Downloads
- Unit 2: Initial Steps to Set Up Your Database and CRM
- Unit 3: Create & Implement Your Connection Plan
- Unit 4: How to Get More Client Testimonials and Reviews
- Unit 5: Advanced Referral Techniques
- Unit 6: Always Be Connecting Mindset & Action Plan
- Unit 7: Let's Get to Work!
- Bonus 1: The Four Key Past Client Connections
- Bonus 2: Top Producer 8i Part 1
- Bonus 3: Top Producer 8i Part 2

#### **Module 5: Personality Styles, Communication Preferences & The Sales Cycle**

In this module we review the four core personality styles and three primary communication preferences in people and how it translates to more sales and better customer service. It starts with understanding your styles and preferences first. Learn how to build rapport and communicate effectively with the different personality types.

- Unit 1: Overview & Downloads



Unit 2: The Four Personality Types

Unit 3: Three Ways People Communicate

Unit 4: The DISC Profile

Unit 5: How to Work with the Four Personality Types

Unit 6: Neuro-Linguistic Programming (NLP) Basics in Sales

Unit 7: Let's Get to Work!

### **Module 6: Marketing, Advertising & Lead Generation**

Discover how to effectively market and advertise your business. Develop your marketing & advertising budget. Integrate the most effective offline marketing strategies. Learn the six C's of lead generation. Best practices for offline lead generation. Keys to online lead generation (both free and paid).

Unit 1: Overview & Downloads

Unit 2: Six Fundamentals of Marketing

Unit 3: Four Pillars of Lead Gen & Three Types of Leads

Unit 4: Must Have Tools for Marketing & Lead Gen

Unit 5: Your CRM/Real Estate Software is Your Virtual Assistant

Unit 6: Choosing a Real Estate Website & How to Generate Leads

Unit 7: Landing Pages & Lead Generation

Unit 8: Traditional Marketing & Lead Gen Strategies

Unit 9: Farming is Not Just Geographic

Unit 10: Online Lead Generation

Unit 11: Six C's of Converting Leads to Closings

Unit 12: Let's Get to Work!

### **Module 7: Listings & Seller System**

Learn the best practices for obtaining more listings. Customize your Pre-Listing Package to send to sellers. Implement and refine your listing presentation, listing process, and follow-up system for working with sellers.

Unit 1: Overview & Downloads

Unit 2: Attracting Sellers



Unit 3: Increase Your Listing Inventory with Consistent Farming

Unit 4: Seller Lead Action Plan for Your CRM

Unit 5: The Pre-Listing Presentation & Package

Unit 6: Conducting the Listing Presentation

Unit 7: Marketing & Servicing the Listing

Unit 8: Special Neighborhood Open House Preview

Unit 9: Home Staging Tips and Resources

Unit 10: Customize the Complete Listing System Procedures Guide

Unit 11: Let's Get to Work!

### **Module 8: Buyer & Sales System**

Implement an effective system for working with buyers including how to find and qualify buyers, conducting the buyer's consultation and the art of showing homes. Learn tips and tools for managing the transaction from sale to close of escrow.

Unit 1: Overview & Downloads

Unit 2: Attracting Buyers & The Buyer Consultation

Unit 3: Know the Inventory and Your Market

Unit 4: Make Your Open Houses Fun & Profitable

Unit 5: Convert More Open House Visitors

Unit 6: How to Convert Online Buyer Leads

Unit 7: Create Buyer Lead Action Plans (Top Producer)

Unit 8: The Art of Showing Homes

Unit 9: Customize the Complete Buyer System Procedures Guide

Unit 10: Let's Get to Work!

### **Module 9: Real Estate Social Media Basics & Online Presence**

The focus and goal of this module is to help you set realistic goals for social media, decide which social sites you will use for business and guide you through critical steps to managing your online presence. Learn how get more client reviews & recommendations on the key online sites. Practical application and tutorials for the primary social media platforms and how to leverage specific



technology for business are located in our Connecting With Social Media & Technology Course.

Unit 1: Overview & Downloads

Unit 2: Your Social Media Marketing Plan

Unit 3: Online Reputation Management (You Are Being Googled!)

Unit 4: Tips on Writing a Great Bio

Unit 5: How to Get More Reviews, Ratings and Testimonials

Unit 6: Optimize Your Zillow Profile & Request Reviews

Unit 7: Your Realtor.com Profile & .Realtor Website

Unit 8: Claiming Your Yelp Business Profile

Unit 9: Get Your Business on Google Search and Maps

Unit 10: Visual Content Marketing & Canva Tutorial

Unit 11: How to Use Buffer & Hootsuite to Manage Your Social Media

Unit 12: Let's Get to Work!

### **Module 10: Business & Financial Essentials**

This module will show you how to structure and run your business as a true business. Learn the essential business and financial systems and practices you need in place that will allow you to create an exit strategy.

Unit 1: Overview & Downloads

Unit 2: Fundamentals for Your Real Estate Business

Unit 3: Your Business Plan and Key Business Metrics

Unit 4: Essential Business Systems to Implement

Unit 5: Are You Ready to Hire an Assistant?

Unit 6: Reduce Your Risk & Liability with these 12 Best Practices

Unit 7: Exit Strategy Guide and Checklist

Unit 8: Let's Get to Work!



## **Connecting With Social Media & Technology Course**

### **Module 1: Introduction to Social Media Marketing**

- Unit 1: Your Social Media Marketing Plan
- Unit 2: Branded Cover Images for Social Media
- Unit 3: The Social Media 30-30-5
- Unit 4: You Are Being Googled! (Online Reputation Management)
- Unit 5: Develop Your Hashtag Strategy for Business
- Unit 6: Our List of Top Social Media Marketing Resources
- Unit 7: Post at Least Once Daily on Social Media

### **Module 2: Facebook for Business**

- Unit 1: Creating & Optimizing Your Facebook Business Page
- Unit 2: How to Boost a Post
- Unit 3: Create a Seller Ad Campaign
- Unit 4: Target Buyers Using the Power Editor
- Unit 5: Facebook Live

### **Module 3: Leveraging LinkedIn**

- Unit 1: How to Create an All-Star LinkedIn Profile
- Unit 2: LinkedIn Changes & The New Profile
- Unit 3: Build Your Network with Strategic Connecting
- Unit 4: LinkedIn Suite of Mobile Apps
- Unit 5: LinkedIn Publisher Tutorial
- Unit 6: Slideshare for Social Sharing

### **Module 4: Other Social Media Sites**

- Unit 1: Instagram For Real Estate
- Unit 2: Instagram Live
- Unit 3: Twitter for Real Estate
- Unit 4: Snapchat for Business
- Unit 5: Pinterest for Real Estate



## **Module 5: Content Marketing**

Unit 1: Why Content Marketing is Critical

Unit 2: How to Create Custom Images for Social Media and Your Marketing

Unit 3: Most Effective Types of Content

Unit 4: Outsourcing Your Graphics & Marketing

Unit 5: Repurposing Your Content to Drive More Traffic

Unit 6: Content Marketing Calendar & Planning

Unit 7: How to Use Buffer & Hootsuite to Schedule Your Posts

Unit 8: Keys and Tools for eMail marketing

## **Module 6: Leveraging Video in Your Marketing**

Unit 1: The Power of Video Marketing

Unit 2: Content Ideas for Video

Unit 3: Tools to Edit Your Videos

Unit 4: Create a YouTube Channel

Unit 5: Live Streaming with Instagram, Periscope and Facebook

Unit 6: Repurpose Your Videos to Create Content

## **Module 7: Tech & Productivity Tools**

Unit 1: Time-Blocking and Getting Things Done

Unit 2: Google Tools for Business

Unit 3: Google Drive for Business & Collaboration

Unit 4: Dropbox for Real Estate

Unit 5: Using Evernote for Business

Unit 6: 30 Ways to Use Evernote to Increase Your Productivity

Unit 7: How to Use Slack & Trello for Productivity

Unit 8: Must Have Apps for Real Estate

## **Module 8: Blogging for Business**

Unit 1: Six Reasons to Become a Blogger

Unit 2: The Anatomy of a Blog

Unit 3: Finding Your Blog Voice

Unit 4: Types of Posts and Content Ideas

Unit 5: SEO Tips for Blog Posts

Unit 6: 16 Tips to Better Blogging





## **Align, Connect and Prosper Course**

### **Module 1: Alignment and Focus**

Unit 1: Living from Be-Do-Have

Unit 2: Taking Personal Responsibility for Your Life and Business

Unit 3: Three Prerequisites for Change

Unit 4: Create Change with Focused Intention, Persistence and Small Steps

Unit 5: Six Guideposts for Life & Business Success

Unit 6: Affirmations for a Successful Real Estate Business

### **Module 2: Connecting to Your Mind, Body & Soul**

Unit 1: Are You Living a Life of Intention and Purpose?

Unit 2: Practices and Tools for Well-Being (video)

Unit 3: Review of the Miracle Morning and Embracing Your Morning Ritual

Unit 4: Meditation for Busy People

Unit 5: Cultivating and Practicing Gratitude

### **Module 3: Personal Productivity & Success Strategies**

Unit 1: Productivity Tips for Today's Chaotic World

Unit 2: Four Questions for Maximum Productivity

Unit 3: Getting Things Done: A Guide to Stress-Free Productivity

Unit 4: Do You Have These Three Traits for Business Success?

Unit 5: Master These Skills for Real Estate Success

Unit 6: Nine Strategies to Thrive in Real Estate

Unit 7: Positive Impact of a Personal Call

Unit 8: The Power of Hand-Written Personal Notes

### **Module 4: Resources for Business & Personal Growth**

Unit 1: Top 10 Books for Business & Personal Development

Unit 2: E-Myth Principles- Run Your Business as a Business

Unit 3: Five Agreements to Transform Your Life

Unit 4: Five Reasons to Listen to Podcasts

Unit 5: Get Up and Get Out More Often

Unit 6: Mastermind Groups and Asking for Help



## **Module 5: Creating Your Path to Success**

Unit 1: Reflection & Celebration of Your Year

Unit 2: How to Set Your Intentions & Focus for the Year

Unit 3: My Path – A Guidebook to Success

## **Introduction to Team Building – 12 Power Tips**

RETB Tip #1 Two Critical Keys to Building a Profitable Team and

RETB Tip #2 Four Real Estate Archetypes

RETB Tip #3 Agent Team Models – Which One is Right for You?

RETB Tip #4 Your Team Operations Manual is the Cornerstone

RETB Tip #5 Three Phases of Hiring and Retaining Talent

RETB Tip #6 Create Your Real Estate Team Business Plan & Goals

RETB Tip #7 Know Your Agent Attraction Value Proposition

RETB Tip #8 Develop Your Affiliation Proposal

RETB Tip #9 5 Creative Ways to Attract Team Agents

RETB Tip #10 Implement a 90 Day Training Plan for Team Agents

RETB Tip #11 Your Culture is the Best Attraction Magnet

RETB Tip #12 Build an Asset to Create Your Exit Strategy



## Monthly Marketing Kits

### 2017 Archives

1. WBNL 365 Setup
2. Home Anniversary
3. Client Birthday
4. Facebook Ads for Sellers
5. Facebook Ads for Buyers
6. Buyer Lead Follow-Up Action Plan
7. Seller Lead Follow-Up Action Plan
8. Client Review Requests - Updated
9. Annual Home Valuation
10. Fall Home Maintenance Guide

### 2016 Archives

1. Settlement Statement
2. Testimonials & Reviews
3. Online Client Surveys & Polls
4. Spring Maintenance Check-up
5. Celebrating the National Parks
6. 93 Ways to Celebrate 93 Days of Summer
7. Fascinating Fireworks Facts
8. Open House Neighborhood Preview
9. Buyer Consultation Template
10. Pre-Listing Package
11. Client Appreciation – Practicing Gratitude
12. New Year Celebration