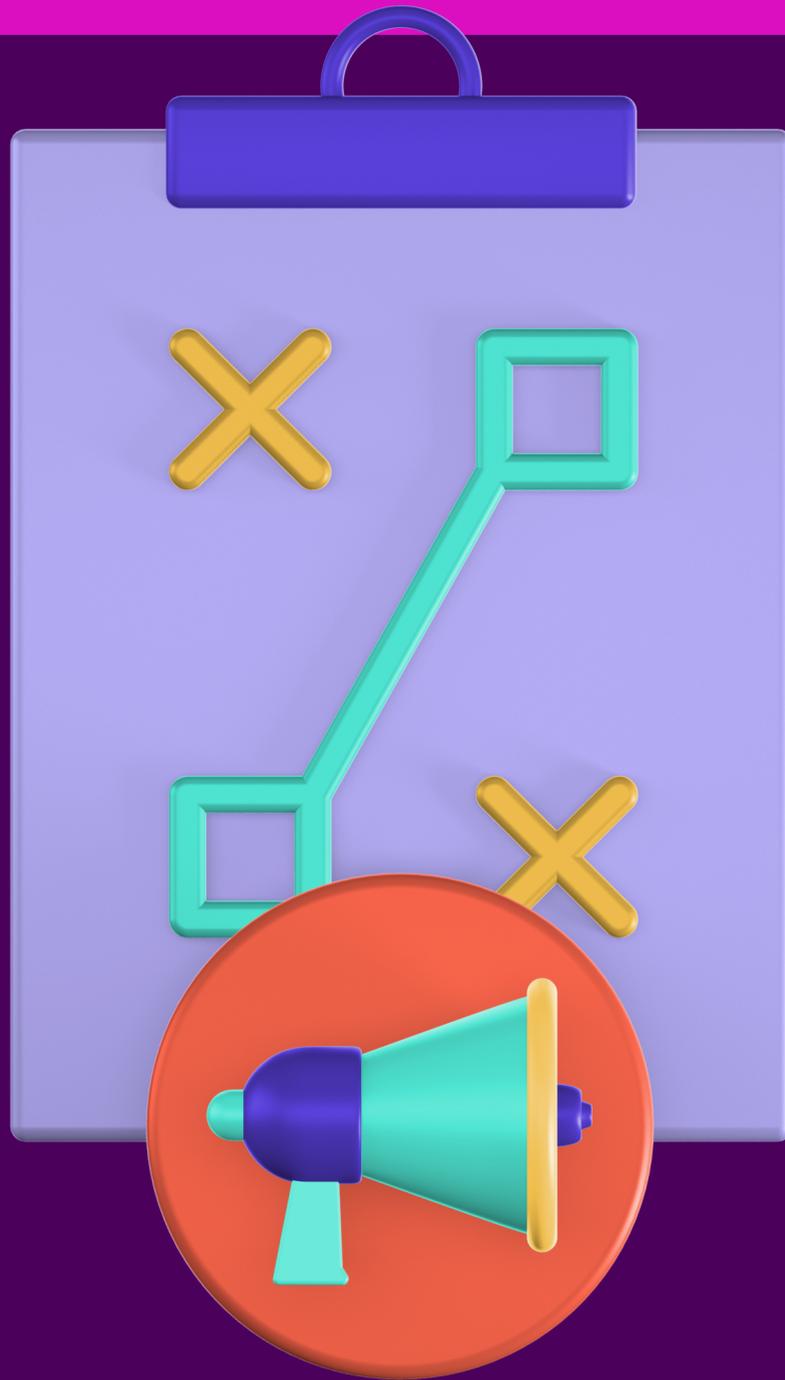


THE ULTIMATE



30 DAY

LIST BUILDING PLAYBOOK

FOR REAL ESTATE

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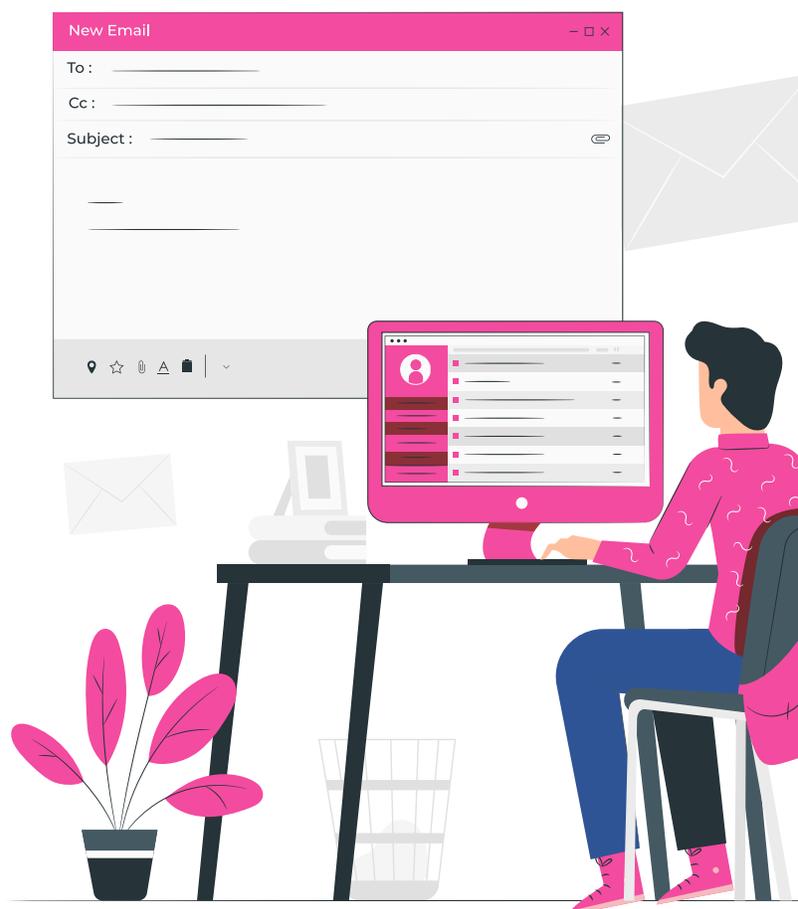
About 30 Days For Bigger Email List

For every successful real estate agent, one key factor is a good email list. This essentially entails a set of people who chose to seek more information from you via email and those who were your clients at some point in the past.

All of us are a part of some email list. Moreover, email marketing is among the most important channels of engagement for every businessperson, particularly if internet is a huge part of the business.

Although social media has changed all of this to a certain extent, email marketing continues to play a crucial role. The only thing that has truly changed is the way in which people access their emails. Even today, several major companies attribute more than 75% of their sales to this channel.

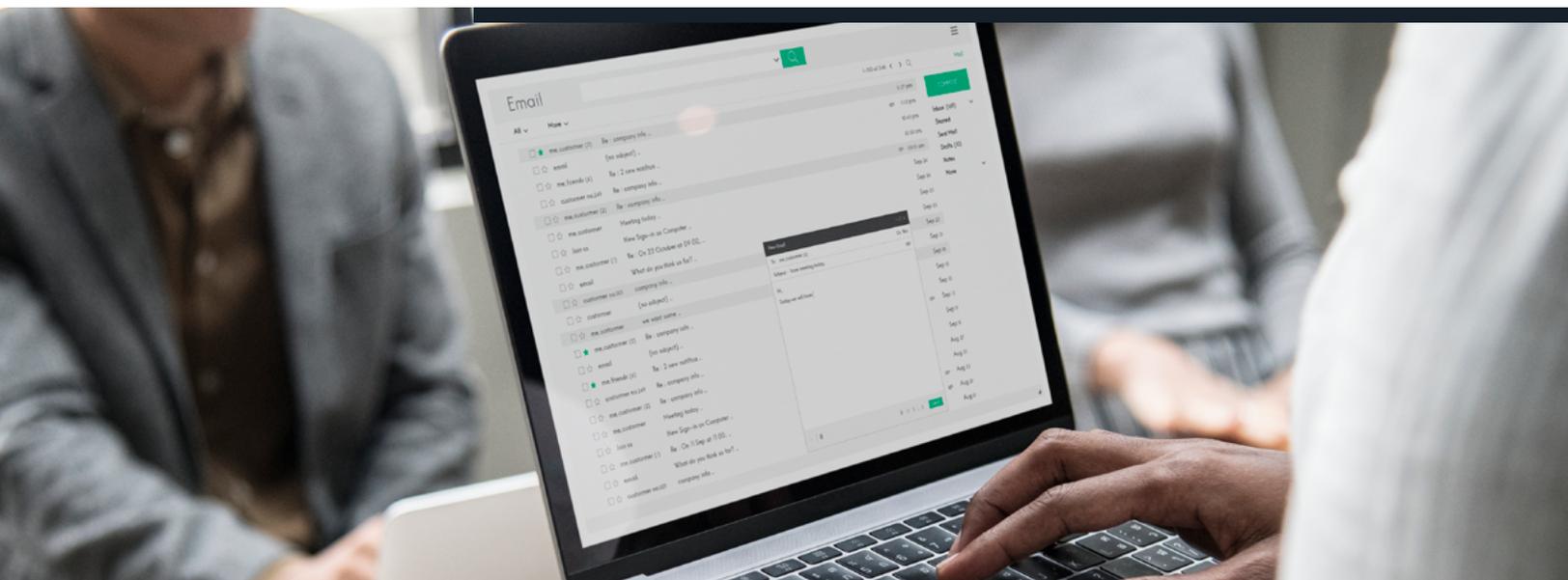
In case you already do have an email list and want to inform people about changes in your service or new houses that have come under



your radar, all you have to do is send an email to everyone on the list. Simple, right? You can skip paid ads and newspaper announcements.

Although it is undeniable that paid advertising and affiliates can really drive your traffic, nothing beats having your own email list is even better! Thus, in the next 30 days, we will focus on 30 different steps that can seamlessly leverage your email list to generate business.

The objective of 30 days to a bigger list is to ensure that you make the most of this online asset by building it up and maintaining consistency. In the world of marketing, email has been more consistent than everything else. There will be 30 different sections dealing with each day, so it is easy to follow. Although a few steps may seem repetitive, it is because only consistency can ensure optimal success.



Moreover, every step only takes a few hours a day, so you can work at your own pace, which means undertaking a few extra steps each day. While some may take a lot of work, others barely take any time. You must remain consistent.

But do note that you can go through the document in your own way. In case you already have a list of subscribers and you want to build to this list, you can directly jump to day 5. However, there is valuable information provided at every step, so I recommend going through each section.

It takes time and effort to actually see results and thus, I recommend going through each step, till the very end. So let us get started in growing your email list!

DAY 1

Creating Your Leadmagnet



This is a particularly important section and thus, a very long one. This entails an important aspect, since this one thing must be present to get the list going.

To start building your list, a lead magnet is very important. If you already have a lead magnet and are merely looking to build your list, this section can still help you augment your lead magnet.



You can also move to “Day #5,” focusing on the first traffic section. However, we do recommend going through Days 2, 3, and 4, as this will ensure that a follow up sequence is in place.

In case you are working on building your list, remember that it is possible only if you manage to entice people, as they will be required to provide you their email address.

Previously, it was very easy to convince people to join your list by merely providing an option reading “Join My Newsletter.” However, people today are not as keen to share their email address with you.

Thus, there is a need to demonstrate several reasons why they would benefit from opting in.

We have 6 great ideas of lead magnets that you can create and provide. Note that more people will be willing to provide their email addresses if the offers are exciting.

Top Tips PDF Report

This essentially involves a document containing several tips that can assist people with any issues they are facing or doubts they have within the world of real estate. Thus, a document stating “Top 10 things you must know if you are selling your house.” This way, any person who owns a property will be intrigued and they will end up providing their email address.

This specific report can include a page at the beginning and even the end that directs them to your website.

You can even include a report such as “How to find the best property for you,” and you can include a few pointers recommending certain strategies.

All of these ideas will essentially rouse the interest of people and would create a small set of email subscribers at the very least.

The lead magnet will take just a few hours to create and will come with ample benefits. Be creative and more importantly, helpful.



Video Training

Similar to the report, you can also create a video that offers some useful information. You need not create an elaborate video. All you have to do is create a basic PowerPoint slide with a voiceover that delivers the required information.

Such videos can be created very easily and quickly. We recommend using a screen capture recording software program. Here are three of our favorite ones:



www.Screencast-O-Matic.com – A free screen capture software, this useful tool comes with a \$15/annual upgrade. With this upgrade, the watermark is removed from the videos.

Jing – This is another free software that enables people to record videos and comes with a low cost upgrade.

Camtasia – This is a slightly expensive option, but is a great resource for those who plan on creating several videos in the future. The editor that it provides is very simple and it can be used for different types of videos apart from screen captures.

Obviously, you can also use your mobile phone to create a good video and it will only take ten minutes. Before you begin recording, you must list down what you will be covering in the video.



E-Coaching Lessons

This is another great strategy as you would be promising e-coaching or email training and thus, your list will open your emails more often. Thus, you could essentially offer about 5 to 10 emails each week! One great advantage of this method is that you only need the first email to begin your efforts of building your list. Obviously, you can add the others later and following the series of emails, you need not do so again.

Each of these can be delivered automatically by leveraging your autoresponder.



Exclusive Interview

Another quick way to attract attention is by interviewing someone in the real estate industry, who has expertise on the subject. Thus, you can find someone successful, and interview them for about 15 to 20 minutes. You can simply use Skype or Google Hangouts! This interview can be forwarded to your audience in the form of an audio file!

Special Webinar Event

A live webinar often attracts the attention of buyers, sellers, and other relevant stakeholders and is also a great way to build a list, as it functions as a great lead magnet.

Just select a date and time and ensure that enough traffic is enjoyed by your registration page.

Webinars function as sales tool, since at the end, you can easily convert people to seek assistance from your real estate agency. Again, you must choose a topic under real estate that you know would interest your audience.

Discounts or Coupon Codes

This is, by far, the easiest lead magnet. Just create a coupon code that people can use by opting in to your email list! Obviously, real estate commissions are expensive and any discount is a respite from heavy fees. Moreover, you need not worry about what must be given away and your customers will be delighted to seek your assistance immediately.



Day 1 Assignment



Now, determine the lead magnet that you wish to work on and get started. Do not overthink it. Just get started! You can edit things out later. Businesses do not run on perfection. Thus, create your lead magnet and start attracting subscribers.

After creating your lead magnet, you can move to day number 2 where our autoresponder software will be set up to gain email subscribers!

DAY 2

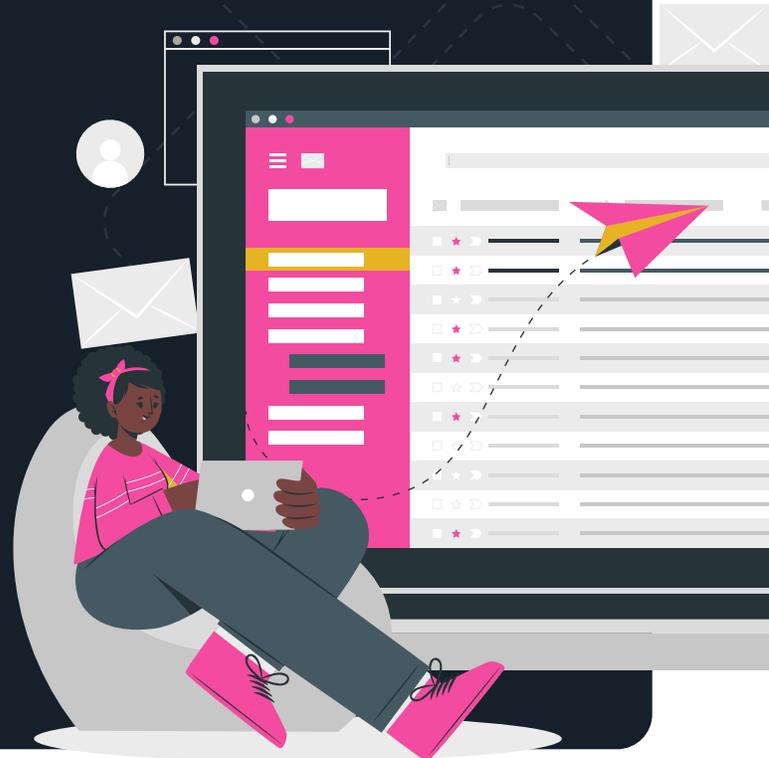
Setup Your Autoresponder Account

Starting now, the steps will be briefer and to the point, as the focus is on acting upon ideas instead of merely reading about them. This section will deal with setting up your autoresponder.

In case you have an autoresponder that works perfectly well, this step can be skipped and you can directly move to Day #3!

Note that this is a slightly technical step, although it is quite simple for anyone to follow.

An autoresponder essentially functions as a database that stores all your email addresses, assists with automating the building of your list, provides the required opt-in forms for improving your list, and enables you to convert more people.



While several autoresponders are available online, let us take a look at four popular options. Don't worry too much about picking up the best one, as it is more important to pick one as soon as possible. The four options mentioned below necessarily do the same thing and differ in terms of pricing and your level of comfort with them.

Each website can be checked out to understand the pricing. I prefer Aweber, only because it is more easy to work with and they are extremely popular. Here is the list that you can choose from:

1. Aweber
2. Getresponse
3. MailChimp
4. ActiveCampaign

In this specific step, you must select the autoresponder that you like and then, adhere to the steps listed in their website for creating your first list aligning with your lead magnet. Thus, for a lead magnet called top tips to get your property sold, you must label the list as toptipstogetyourpropertysold.

In order to finish this step, I decide to incorporate the links to each of the autoresponders mentioned above. Just create your account before you can begin the process.

Aweber Help Section

As stated before, I believe that Aweber is very easy to work with. You can go through their video library here to learn more about the process:

<https://videos.aweber.com/>

Getresponse Help Section

Getresponse is another loved option for online business owners. Here is their their tutorials section:

https://support.getresponse.com/tutorials?_ga=1.177929376.409134776.1475278516

MailChimp Help Section

MailChimp is especially popular as they offer their service first 2,000 email subscribers for free of cost. However, after the first 2,000 subscribers, you may see the price rising exponentially. Thus, we recommending comparing its pricing with the other services.

Do note that even for the first 2,000 free subscribers, you can only send 12,000 emails each month, thereby restricting your freedom.

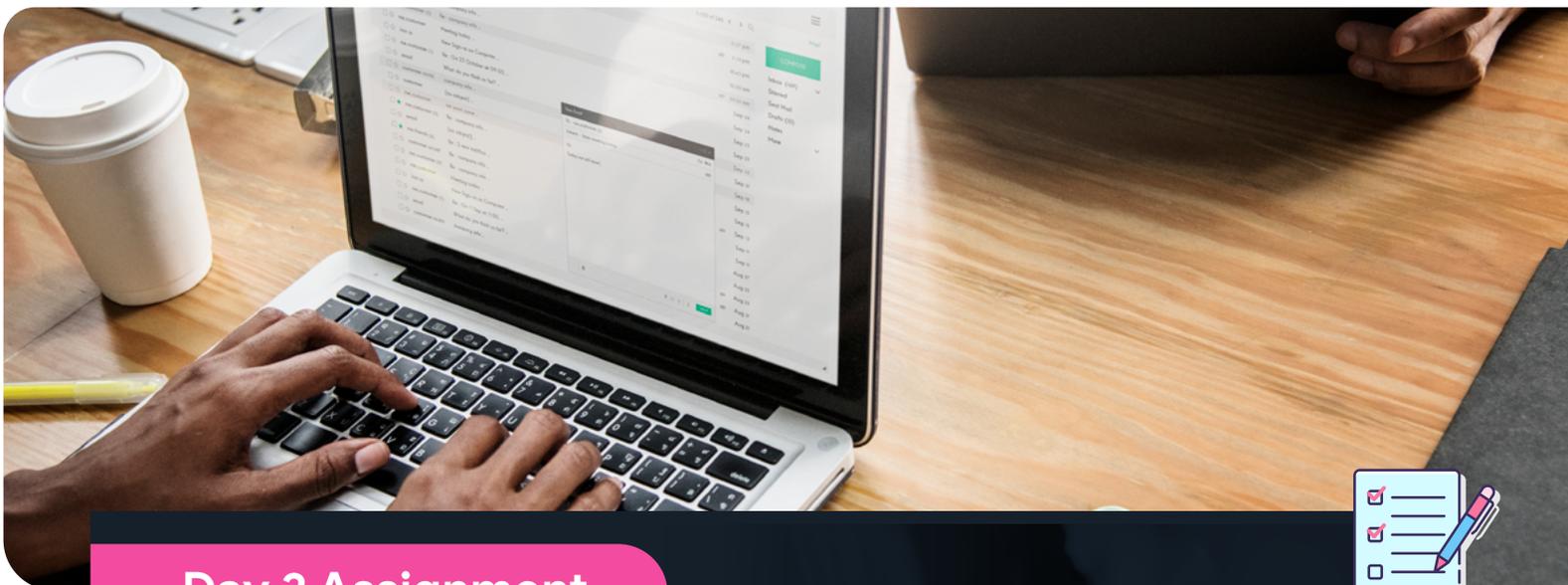
However, do go through their tutorials from here:

http://kb.mailchimp.com/?_ga=1.246286983.2066520856.1492415264

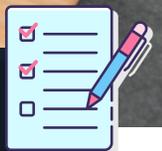
ActiveCampaign Help Section

ActiveCampaign is particularly popular for its powerful tagging. However, their automation tools are very effective, as well, so check out their video library!

<http://www.activecampaign.com/learn/>



Day 2 Assignment



Obviously, today's assignment is to choose an autoresponder for your business. Select any option, as long as you are comfortable with it.

DAY 3

Follow Up Emails

While day 3's lesson is very easy, it is also quite important and can really impact your bottom-line! While we understand that you are really eager to start getting email subscribers, these steps must be completed to optimize our revenue from the email list.

This step essentially establishes follow up emails, and this is incorporated within our autoresponder. Ideally, create about 5 brief emails explaining what you do and what types of emails you will be sending.

These emails are important as they will provide your email subscribers with a reason to think of you and it will build the habit of opening your emails. Moreover, they will also get to know you and thus, you can sell your services more easily.

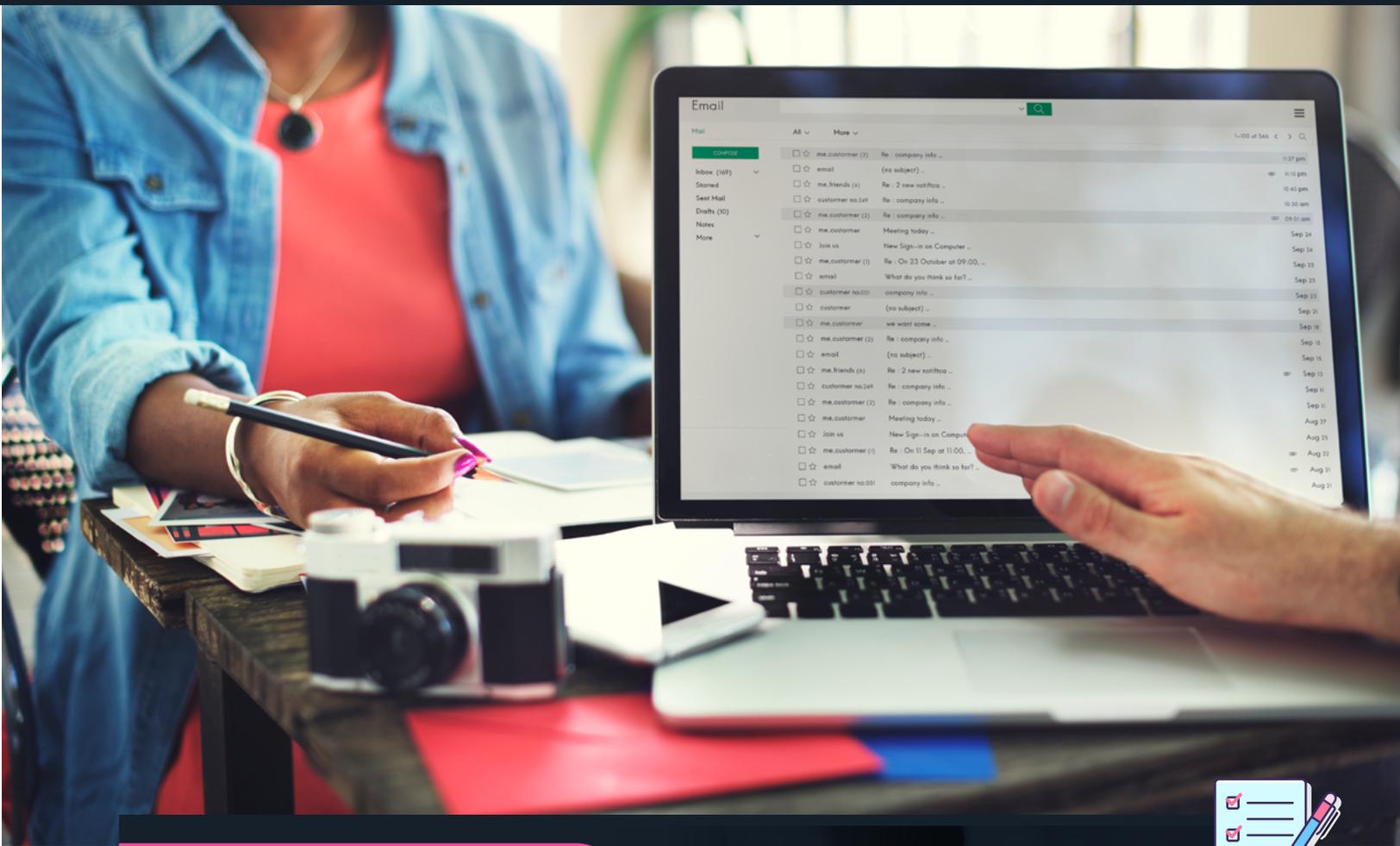
Moreover, as soon as you setup your follow up sequence, it can assist you with generating revenue for many years. Remember that every email subscriber will begin at the first part of the follow up sequence. Your autoresponder can include as many emails as you wish. Just remember that it will make you money without any future efforts.



What should the emails entail? The first part must explain who you are and what you will be communicating via your emails, and how frequently do you plan on sending these mails.

Rest of the emails can deliver value by including links to articles or blog posts that you created. You can even blatantly promote your services and advertise a few properties in the last two emails.

Once the emails have been written, you must begin adding them into the autoresponder sequence of the autoresponder software.



Day 3 Assignment

Write about 3 to 5 follow up emails and add them to your autoresponder sequence. This assignment is very simple. You can look at your inbox to see what these follow up emails look like for other companies.

DAY 4

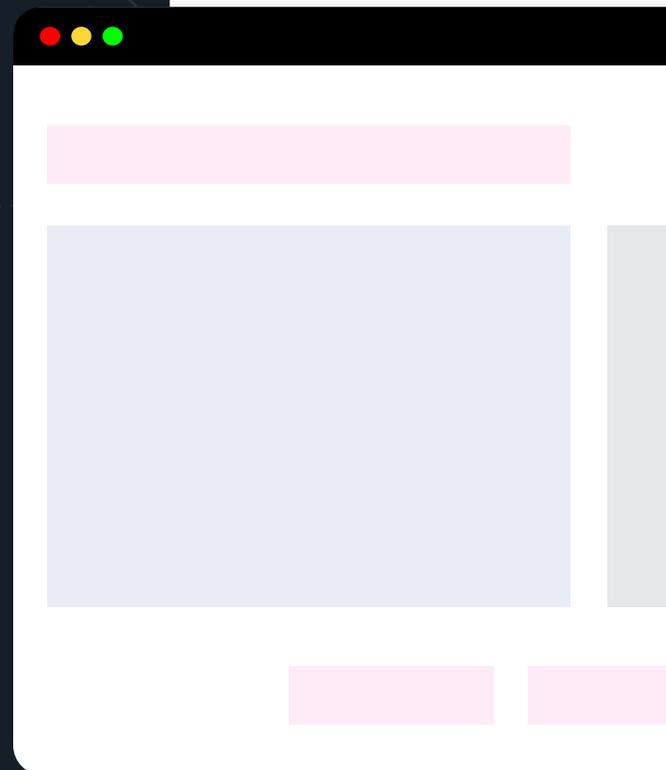
Setup Squeeze page (Landing Page)

This step involves the setting up of the squeeze page or the landing page. The objective behind this is that the people are provided with two primary options. First, they can provide their email address so you can send them your lead magnet, or second, they can leave your page. To convert people, you must ensure that the page is very simple. As the name suggests, you must squeeze the information from people visiting your page.

Personally, I used a free HTML editor called Kompozer to create my best squeeze page! This particular page has been the best converting one for me, with a rate of 50% or more.

A squeeze page must first include a headline that attracts people's attention. It must inform people as to what they can gain from your lead magnet.

For instance, if your lead magnet is "How to turn your property around to make it attractive for buyers," the headline must read: "Learn how you can transform your property to attract more buyers!"



Obviously, this would attract them instantly and intrigue them. This can be applied for any lead magnet!

Thus, pay attention to the headline, and create a simple sub-headline. For instance, you can add; “These simple tips can make your property a hot cake in the market.”

So go ahead and download the Kompozer template at www.kompozer.net.

Then, merely substitute the text with your words and the images must be replaced with relevant pictures. Check out which has 920,000 free royalty free images. You can hire someone to create an ecover or even leverage PixelStudioFx.

The instructions for incorporating your web form can be seen on the help section of your autoresponder.

After the squeeze page is set up, we have more things to do!

You must include a link to the squeeze page on various platforms that you use, which includes your blog, website, email signature, YouTube Channel, Twitter Profile, Instagram Profile, Pinterest Profile, LinkedIn Profile, Facebook Profile, Facebook Page, WeChat profile, and everything else you can think of!

Essentially, you want the link to your squeeze page everywhere, to ensure that people return to this page. In fact, a simple squeeze page can help run a six figure per year online business. So create a squeeze page immediately and do it well.

In the next many days, we will be focusing on driving traffic towards this opt-in form. You must aim to acquire as many subscribers as possible! Today, spend some extra time to lay down the foundation and make sure that the link to your squeeze page is visible on your social media profiles!

Day 4 Assignment



Create your squeeze page and your autoresponder web form. Incorporate the link to your squeeze page and opt-in page across the social media channels that you are on!

DAY 5

Write a killer blog Post or article

This is an exciting day, since we will be initiating the work to drive traffic to our opt-in form or squeeze page! Essentially, we are beginning the work required to acquire email subscribers!

Good job on reaching this step. As stated several times before, traffic is only observed when you are consistent! Thus, remain very consistent from now on. Follow the steps discussed each day to witness a rise in your list.

Since we have reached tips for traffic, reading period will become extremely short, as we focus on doing.

Today, the task involves writing a good blog post or article that will definitely interest your target audience and take them to your website and gradually draw them onto your email list.

Just one great article can truly help in driving your traffic for several years. This is why you must put in adequate effort to create some great content. So this step only deals with writing the article.

I will provide a few ideas below. However, if you do not really enjoy writing, just outsource it on websites such as www.iwriter.com or www.fiverr.com. On www.iwriter.com, you will merely have to spend about \$10 to \$40 for some amazing content.

The articles that perform particularly well are known as “Listicles”. This includes an article that has a list. For instance, top 10 lists do exceptionally well. Look at a few examples:

“Top 10 Areas Where You Can Find That Perfect Villa”

“5 Ways In Which You Can Get Your Property Ready for an Open House”

“Ten things to do before listing your house”

Thus, here, the idea is to construct content that is attractive to people. For ideas, you can just go through a few forums that are popular in your industry, including Facebook groups. You can even check out a few magazine covers to get creative ideas.

You can even go to Google Images at www.google.com/images and look for real estate magazine covers to come up with good ideas. Then, merely go through the various article topics to understand what others are talking about.

Magazines are always targeted at readers and focus on sales. So, they choose the most exciting topics to attract attention.

Then, you would also need some proper image that goes with your content. You can look for free royalty free images at www.pixabay.com or www.pexels.com.

You can also use www.canva.com or www.youzign.com to make some really cool images, as you must merely point-and-click web based software.

An image is very important, since it will help your article get shared more often on social media and ensure that you enjoy more traffic from other relevant traffic sources online.

Day 5 Assignment

Conduct some research to write (or have written) one good article that you can post online. Create or download one good picture that aligns with your article.



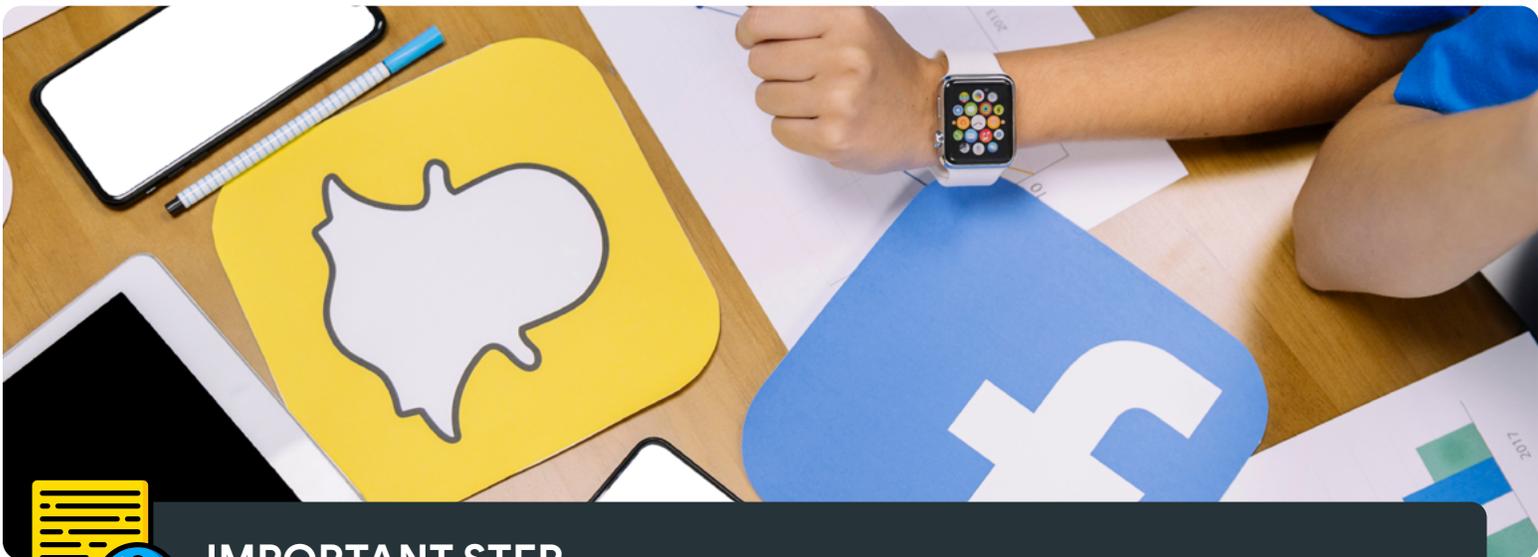
DAY 6

Promote Articles On Social Media

Today, we have a very short task, although it is very important. But if you are just starting out and do not have social media accounts ready, it may take you some time to set everything up! However, it is totally worth the effort and it will definitely pay off!

As you just made an amazing piece of content, the next step involves ensuring that it reaches your target audience, and is searchable using the search engines. Thus, you must post this article on your social media channels.

First, publish this article on your Wordpress blog or onto your website.



IMPORTANT STEP

After posting this article on the social media sites, you must share it first to see how it will look. You can use the free Facebook tool called “The Facebook Debugger” tool.

<https://developers.facebook.com/tools/debug/>

Paste the link to your content in this tool to see what image is shown and text they use.

In case you do not like how it looks and you use Wordpress, merely use the [NextScripts](#) plugin that can help you rectify the settings for when your content is posted. NextScripts automatically posts this content to important social media sites for you and thus, automates this process to some extent.

One more useful Wordpress Plugin that can be used for tracking the clicks of my links and ensures that I can easily change the social media images and text, is called [Simple Click Tracker](#).

Obviously, you would want to share it on all the important social media channels, and remember that if you are just starting out if you may not enjoy a lot of social media following. However, this does not really matter as everyone started with minimal social media followers!

So quickly create your amazing article and paste the link on these channels:

Facebook

Facebook is a great place to build your brand's following and it is widely used by several companies. In case people already follow your business, you can post this to your personal Facebook page. Moreover, you must create a Facebook page for your niche and for your company. So get to work.

Twitter

Twitter is another way to gain traffic. After creating the account, you can begin by following people who are interested in topics associated with your brand.

So check out popular accounts in real estate and see their follower list. You can begin by following them and about 25% of them will slowly follow you back. This way, your following will slowly rise on Twitter. When your article is posted, ensure that the headline is posted and use tags associated with your niche.

LinkedIn

Too many people overlook LinkedIn. However, this is a good channel to post your content. Moreover, Twitter and LinkedIn can be linked up in a way that each time you post on Twitter, it also ends up at LinkedIn.

Pinterest

Never underestimate Pinterest's power as it can truly drive traffic towards your business. Look for a board to publish in your niche, and create your own boards resembling your market. This is also why your content must have pictures.

Check out a few tutorials on Pinterest here: <https://help.pinterest.com/en>

This will teach you how you can optimally use them for your blog. A few online niche blogs depend completely on Pinterest for their traffic, and actually enjoy it!

Day 6 Assignment

Publish your content from the previous day to Facebook, Twitter, LinkedIn, and Pinterest. You may have to create accounts with these websites if you do not have them already. You can also begin conducting research for one more blog post or article.



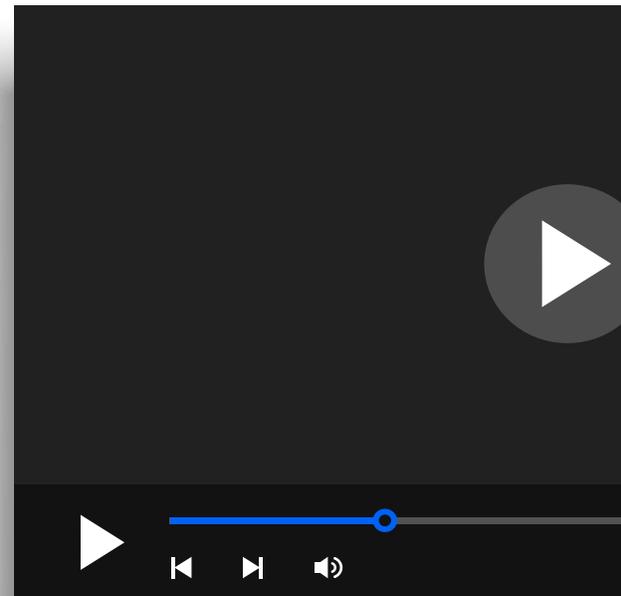
DAY 7

Create A video from Your article

The task for today involves creating a video for the article that you wrote on day #5. Although the idea of creating a video may seem overwhelming, it is a lot simpler than expected. Videos come with immense potential for marketing the business online. You can just take the article and the main points can be copied and pasted into PowerPoint slides. In case you do not have PowerPoint, you can always use OpenOffice or Google Slides, both of which are entirely free.

Firstly, open the software. Then, every important point from the article can be made into individual slides.

Then, you must record the presentation using a screen capture software. I have already provided three options that you can choose from. After selecting one, begin recording your PowerPoint presentation. The majority of laptop computers are equipped with a microphone. So just sit near the computer screen to record properly.



You can also use a USB headset microphone for better quality sound. The Logitech H390 is a great model you can purchase on Amazon or at major big box retail stores.

Eventually, you will find it very easy to create videos from articles.

You can use a cell phone to record a video where you directly provide content.

Start making your video immediately.



Day 7 Assignment



Today's assignment is to create a video from the article written on Day #5.

DAY 8

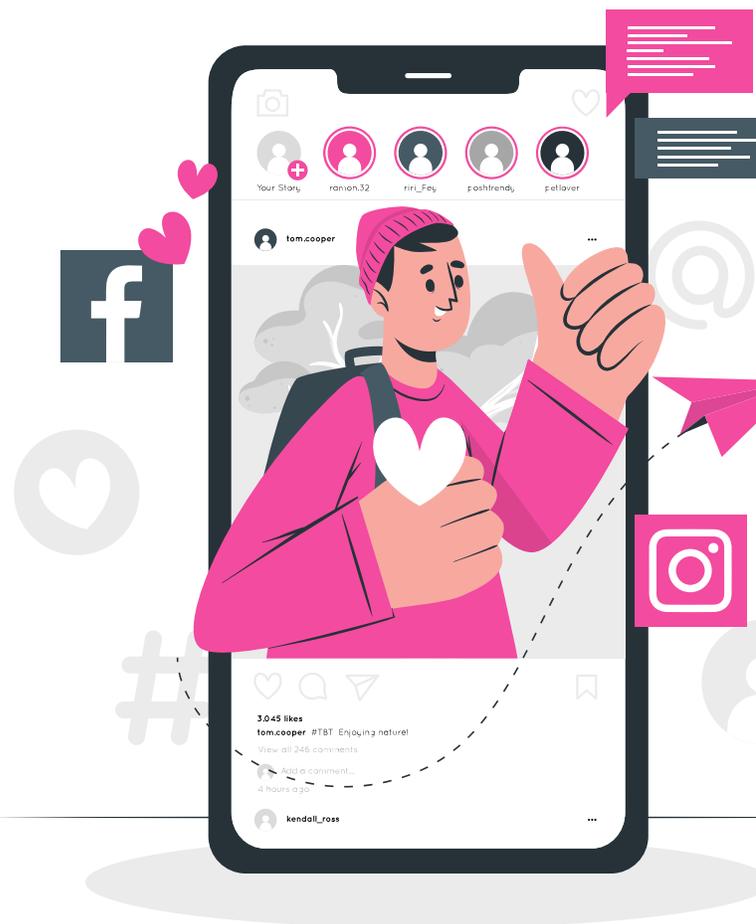
Promote Video To Social Media Channels

Today's task is very easy in case you already have social media accounts. Merely take the video from yesterday and publish in on social media channels, such as Facebook, Twitter, and LinkedIn once it is uploaded to YouTube.

Ensure that this goes up on your Facebook pages or associated groups.

One more way to make the most of the video is by embedding it onto your website or blog it is uploaded to YouTube.

First, open www.youtube.com, and create your account, which should be easy if you already have a Gmail or Google account. Then, follow the instructions for uploading the video to YouTube.



This link must be used for uploading the video:

<https://www.youtube.com/upload>.

Remember that when posting a video on YouTube, the title must include your primary keywords in it. Moreover, in the description box, you must include your website link. The number of clicks can be increased by positioning your link at the start in this format:

<http://www.yourlink.com>.



Make use of both keywords and an elaborate description, and remember to use appropriate keywords to tag your video. Please look at other real estate videos to see the keywords they are using. Check out your competition's YouTube handle.

After sharing the video on social media channels, check out a tool like HootSuite which is helpful in bolstering your social media marketing efforts.

You can go through their free training regarding using their platform.

Day 8 Assignment



The video must be uploaded to YouTube and promoted on your primary social media channels including Facebook, Twitter, and LinkedIn.

DAY 9

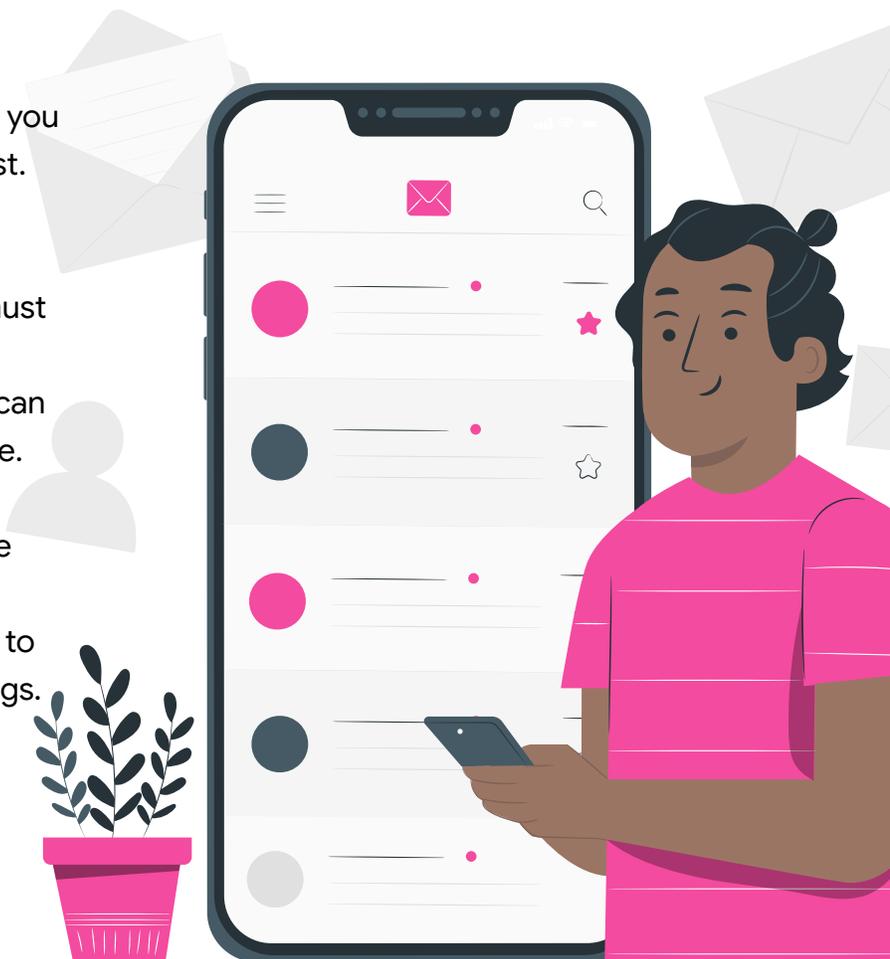
Setup A Paid Facebook Ad To Grow Your List

Great job! You have created an amazing content piece for marketing, shared it on social media, and developed a video! Now, you must create a Facebook ad to grow your list.

It is a known fact that Facebook runs advertisements to make money and you must have seen these ads all over the place. The Facebook platform is a great channel that can help you connect with your target audience.

Using Facebook ads, it is easy to streamline aspects like age, gender, and interests. So, you can construct ads that are showcased to those who will be interested in your offerings.

Here, you will obviously be sending all these individuals to your squeeze page or landing page in order to create more email subscribers.



As Facebook ads' best practices change constantly, please go through the attached Facebook ads support link, which will help with creating the first Facebook Ad.

https://www.facebook.com/business/help?ref=fbb_resource

All you have to do is start creating your ads. Go through some of the amazing tutorials that they provide and ensure that your first ad is live, therefore helping you gain more subscribers.

Here are some practices that can assist you in your new quest of advertising with Facebook

Create several variations of an ad.

It is recommended to create multiple versions of your ads when setting up your Facebook ad. This could involve using an image that is different or an entirely different copy. In a few cases, a specific image can be twice as better than the others. This is why, you must try running 4 or 5 versions of the same ad, and the ads that pulls well is displayed by Facebook.

Track your results.

You must consistently check your results. Particularly with paid advertising, it is important to monitor your results, including the amount being spent and the clicks you are enjoying. In case you notice low impressions and clicks, you might have to alter your ad's wordings or the image.

Change your budget a few times.

Facebook ads are amazing since it can begin with a low number and you can eventually scale it up. Essentially, you can play with the numbers and see what helps run your campaign well. You can initiate your ad with a budget of \$20/day.

You need not spend \$600 each month, since it is possible to pause the ad after a few hours or even change the rate altogether. Essentially, changing these numbers can provide new insights

Remain creative.

The interest of your audience can make or break your ad. You must step into their shoes to understand how to target your ads well, so they connect with your ideal customer.

Some of the things that can be taken into account are their favorite books, their list of followed accounts, their favorite movies and TV shows, and so on.



Now, the best advertising practices of Facebook have been discussed and you can also go through the tutorials from Facebook. So start creating your ad. In case you have any doubts, go through the tutorials again.

Track your results throughout to determine the number of subscribers you are earning and what you are spending.

Day 9 Assignment

Create an ad for Facebook that drives traffic towards your landing page.



DAY 10

Setup a Solo Ad

By now, you must be noticing some traffic on your landing page, and a few extra subscribers too. However, it will take time for your content and Facebook add to actually start showing impact. Once you make use of today's lesson, you will witness a substantial growth.

To build an email list, solo ads are very important. This is a type of paid advertising where you pay someone who already has a targeted email list to send them out for you.

However, if you are not willing to spend about \$100 to \$300 on paid ads right now, one of the prior lessons can be repeated and you can work on some new content, which can be marketed to social media channels. With this book, the key is to do something each day for attaining your objectives.

For solo ads, it is a very simple process. However, similar to everything else, you must just do it. Do not procrastinate. Just act on it.

You merely need your squeeze page and a solo ad email, which is the email you wish to send to the list. Merely write a few lines explaining what they gain by opting into your list.



Look at this amazing example of a solo ad email.

—Swipe Copy—

Subject: Easy Ways to Sell Property Hello,
Check out this free document that helps your property become more marketable.

[Link](#)

The methods are all tried and tested and will instantly transform your property into a hot one in your area. You have nothing to lose. Download the copy for free.

Sincerely, (Your Name)
—End Swipe Copy—

After writing your email, make use of any of the links mentioned below for finding solo ad providers.

Solo ads are not merely for those engaged in the Internet marketing and online business niches. Thus, anyone can optimize this step. Merely look for a place where you can purchase your solo ad, and go for it!

www.TrafficForMe.com

This is a popular source for solo ads and reliable traffic. You can purchase for different markets too.

www.DedicatedEmails.com

They also work with different markets. However, your initial pricing could be higher, you might wish to begin with another provider that is less expensive.

www.SoloAdsX.com

This is another great resource with several top solo ad providers!

www.EmailAbilities.com

one more amazing place for purchasing solo ad traffic even for other niche markets online.

www.DirectoryofEzines.com

It is among the oldest running directory meant for solo ads. You must pay a small fee for the Directory of Ezines. However, it has a wealth of data, particularly if you are in other niche markets.

Solo Ad Facebook Groups

Facebook groups are another great resource to look for solo ad providers. There are many such groups with useful reviews and more.

When purchasing solo ad traffic, you may across terms such as “Tier 1 Traffic” or “Tier 2 Traffic”. Essentially, “Tier 1” traffic includes those coming from English speaking countries, such as the USA, Canada, Australia, and United Kingdom.

Day 10 Assignment

Select a solo ad provider, type out your solo ad swipe email, and begin to enjoy traffic on your squeeze page! You might even see a few new subscribers!



DAY 11

Get Traffic From Online Forums & Communications

This method is simple and can be done every day to ensure consistent traffic. It is a conventional method that is still effective. There are online forums literally in every niche market, where your target audience hangs out.

This traffic method involves looking for popular forums for your market. To do this, navigate to Google and search for “your niche forums” or “your niche and online forums”. In other words, look for “real estate online forums”.

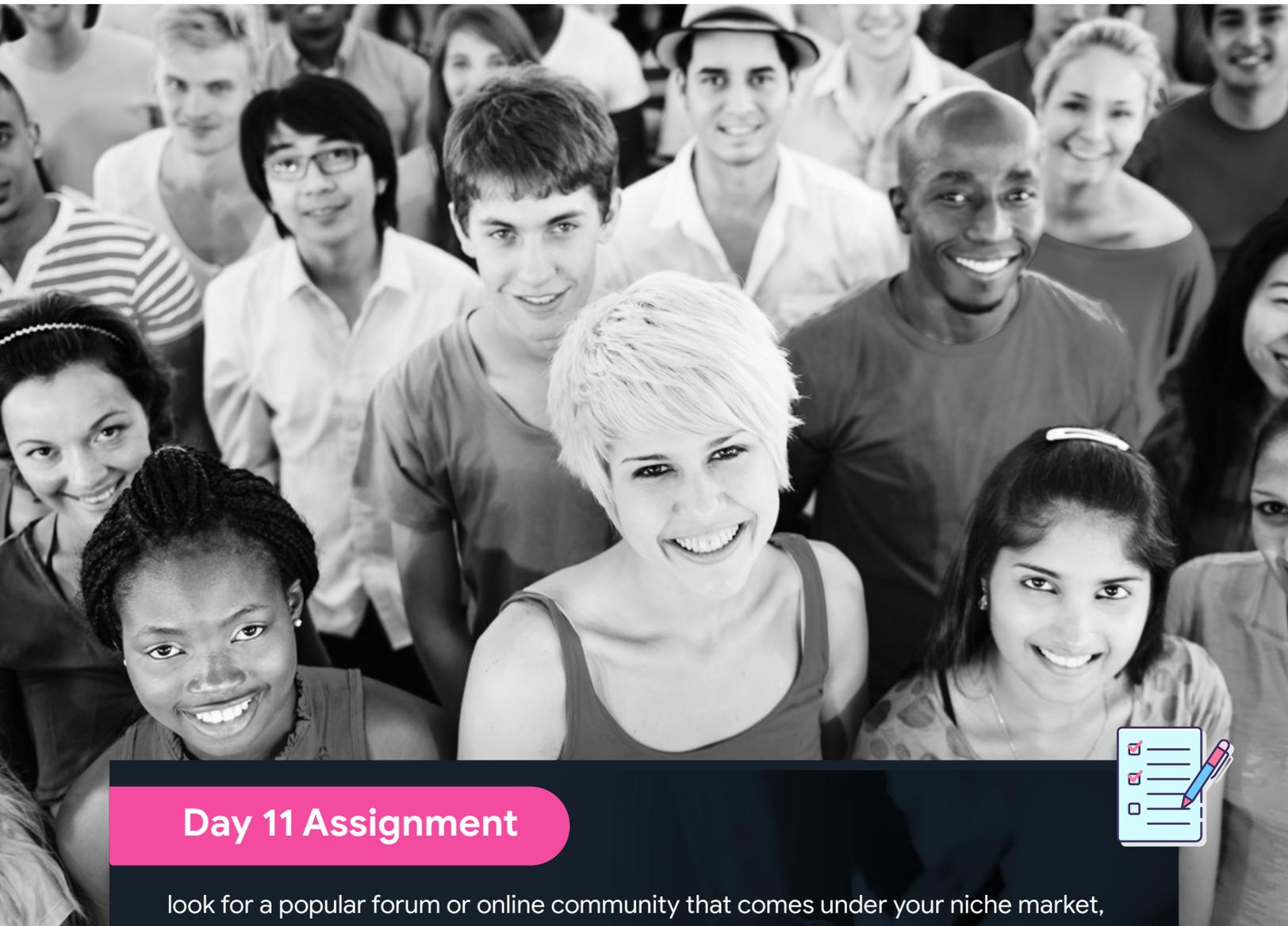
To ensure that this method works, you must seek an active online forum community. This can be easily noticed by going through recent posts in that forum.

Moreover, see if the posts come with a signature option. This is essentially a section that comes under each post where people are allowed to post their website link. You can also look at the profile page of the users in the forum, since they come with a website feature.

As opposed to placing the link of your main website here, put your squeeze page link here. As you come across a forum or active online community that your brand caters to, create 10 posts in this forum. Please look at some popular posts here that have most views. Provide your feedback and input and engage with the group to build authority. Once they consider you a knowledgeable figure, they would click on your signature link.

You must not include your content's links in your posts. Ensure that you set it up in your signature or profile.

You can attain success by doing this on one famous forum. To build authority, you can do that with one or two forums in the marketplace. Don't waste too much time there, but ensure that you provide important advice.



Day 11 Assignment

look for a popular forum or online community that comes under your niche market, and create your account. Create 10 posts there by responding to famous threads. You can do this about 5 to 10 times each day. You can look for multiple forums. By just posting ten times a day, there would be 300 posts online linking to your landing page.

DAY 12

Write And Submite A Press Release Online

To establish your authority online, and you must ensure people respect your offerings and the brand. This can be done using an online press release. This is one great method that is often overlooked. However, it can help in generating good long term traffic.



You must create a press release informing people about your lead magnet. A good press release addresses “Who, What, When, Where, and Why.”

1. Who is the press release related to? This involves you and your credentials, and your business name.
2. What is the press release related to? It involves your lead magnet.
3. When did it occur? When was this lead magnet released to the market?
4. Where can this be accessed? This is a great way to incorporate a link to your squeeze page.
5. Why must they access it? Provide them with a reason why they must check out your lead magnet.

In case you have trouble writing your press release and need assistance with it, you can seek services on www.fiverr.com .

Then, you must submit your press release. Try to use relevant keywords in the title when you are posting it.

You can find several places where you can submit to by searching the following on Google:

“submit press release free” or “submit press release online”.

If you want some exposure and do not mind spending, you can find press release distribution related services on www.fiverr.com.

You can check these out as well: www.kamenpressreleases.com.

<http://www.prunderground.com>.

Check out www.prweb.com to go through examples of press releases.

Day 12 Assignment



Write and submit a press release online for creating exposure for your squeeze page. This task can be outsourced too.

DAY 13

Guest Blogging

One more method to generate long term traffic for your business is by opting for guest blogging. It enables you to reach a huge audience instantly. Here, you write content for another person with a blog with a following. Your content must be completely unique, and must contribute to their website.

On Google, look for “guest blogging” or “guest blogging sites”
For finding websites you can contribute in.

To enjoy a good guest blogging guide, this article is recommended:

<http://backlinko.com/the-definitive-guide-to-guest-blogging#>

This article highlights a few additional keyword phrases that can be used finding blogs that would enjoy your content. Here are some such keywords:

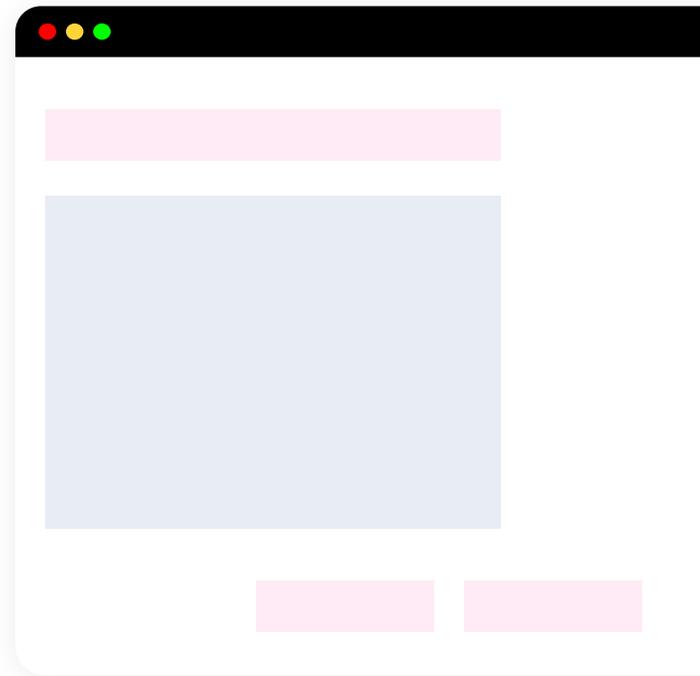
Your Keyword “guest post opportunities”

Your Keyword “this is a guest post by”

Your Keyword “contributing writer”

Your Keyword “want to write for”

Your Keyword “submit blog post”



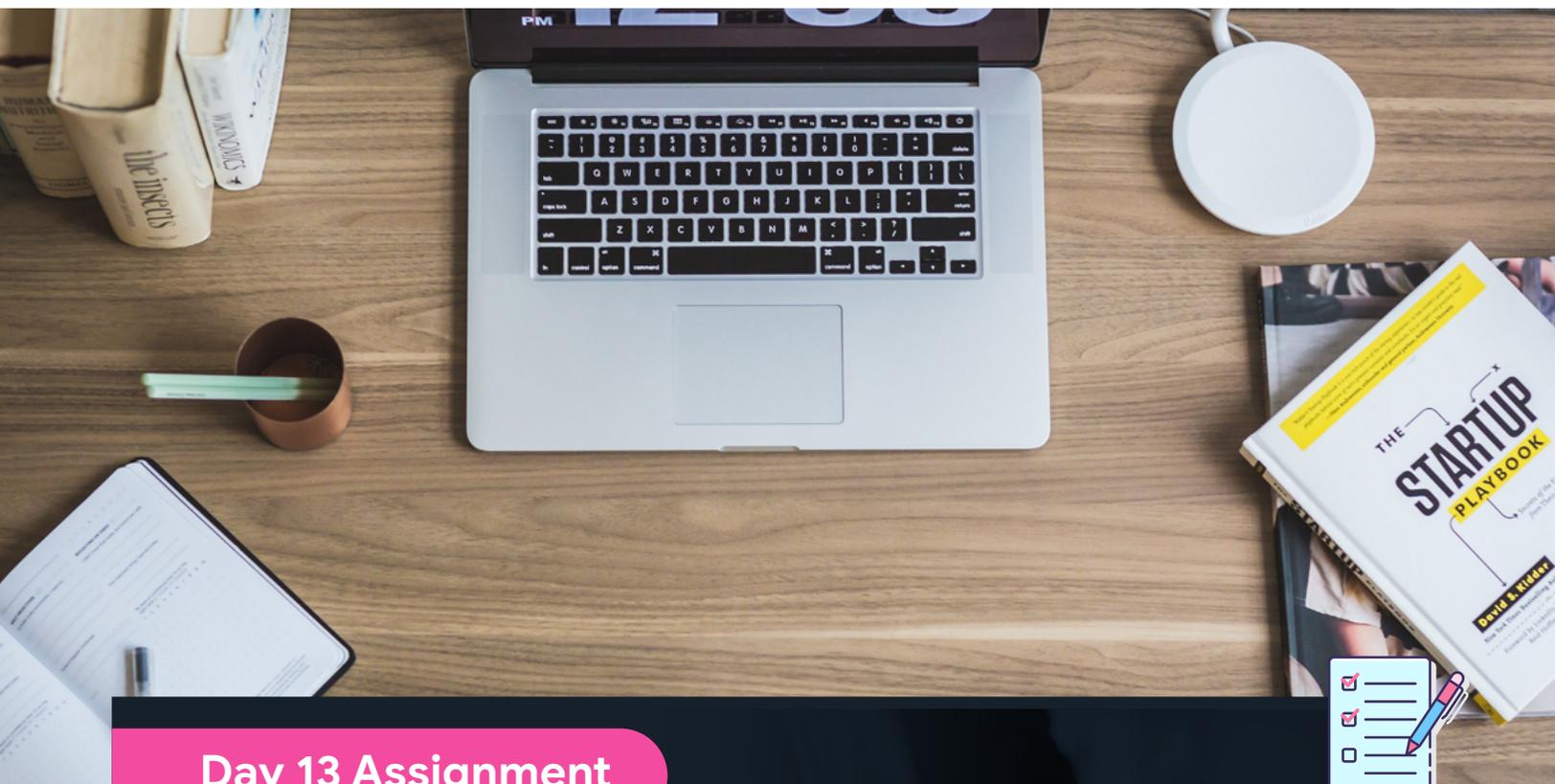
This article includes 140 guest blogging websites. <http://www.petersandeen.com/list-of-guest-blogging-sites/>

Since you understand how blogs can be found, which are looking to publish your content, you must develop good content piece related to your niche. You can then spend some time to connect with these websites.

Today, you must write a unique piece of content, and look for 5 places where this content can be offered.

It takes a few days for them to respond. However, as long as you write content for the guest post, and you can send it to a few blogs, you will hear back from them.

Essentially, in your author bio, you can include a link to your free lead magnet on your landing page.



Day 13 Assignment

Create your high-quality guest post and send it to 5 blogs you found via research. Then, you must just wait.

DAY 14

Start A Contest

One easy way to create an email list is by initiating a contest. For a while now, they have proven to be effective lead generator for businesses of various sizes. Various contests can be used for engaging your Facebook fan pages too.

One great website that permits you to do so is www.RaffleCopter.com. This has a good system to start a contest and build lists using that. You can start for free with everything you need.

It is up to you what you give away. It could be a discount or some free goodies, or lesser fees. Your giveaway need not even be associated to your niche market.

A lot of people can be enticed by providing a gift card!

You can also start a contest using your autoresponder, such as Aweber or Getresposne. Merely create a new list for the contest, and once the contest period ends, take out all the leads. You can then place the number of subscribers into a Random Number generator.

More online services can be found on www.RaffleCopter.com by searching “run a contest online”.

Day 14 Assignment

Develop your contest and promote it on social media and your current email list.



DAY 15

Check Your Stats

Today, is a sort of a break, although it is a very important day too! This can also be used to catch up on any missed assignments. Today, merely go through your website stats.

You can do this by logging in to your web hosting control panel and checking out the number of views enjoyed by your squeeze page. Stats can also be checked within Aweber, which will reveal your opt-in rate, which must ideally be about 35% to 45% or higher. If your rate lies in the range, you can go on with the activities. You must be able to triple check the numbers through your solo ad too, as well as the paid traffic from Facebook. This ensures that you witness results there as well.

After checking your stats, you can alter a few aspects, such as the heading on your lead page, in case the number is not satisfactory. Similarly, you can alter your Facebook ad if the results there are below par.



Day 15 Assignment

Go through your website stats to check the number of visitors received, and the number of subscribers you have at this point. Since, we are halfway there, you must be able to find a few new email subscribers now! You can work on more content or create a new ad too.

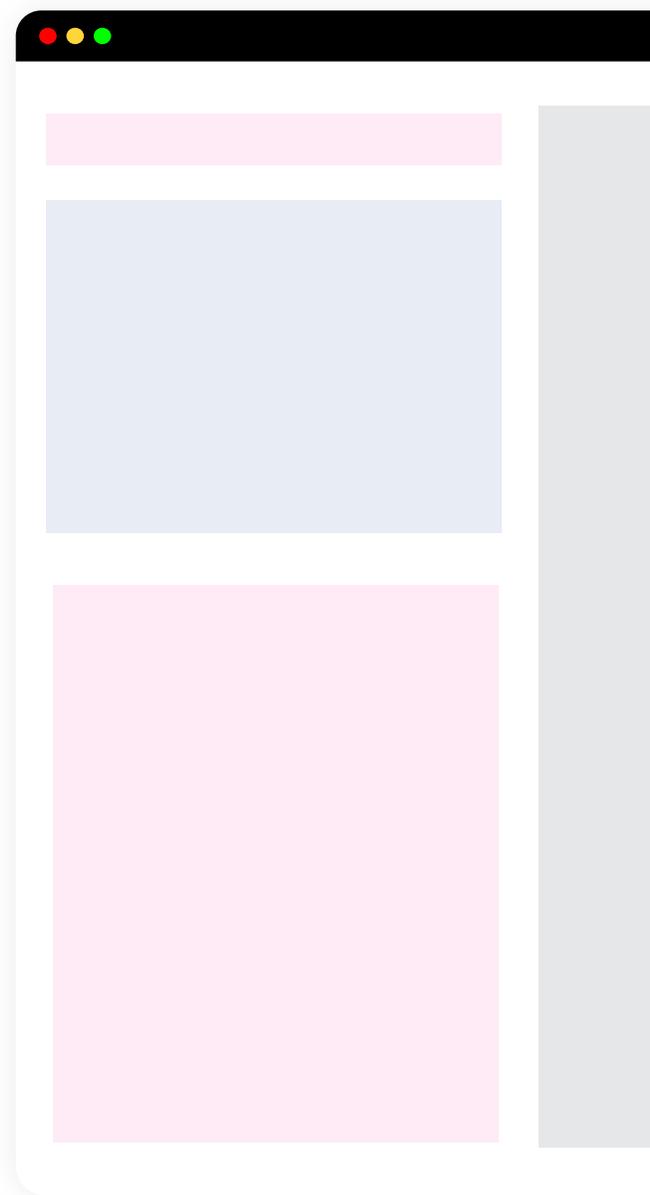
Seo For Your Websites

Today, our traffic topic will help you ensure that your primary website is optimized properly for the search engines to assist you with generating new leads for your business. A blog that is properly optimized can direct several thousands of visitor every month. This will not occur in a day, but eventually, you will notice the difference.

Your blog or central website must be set up by now. I will discuss a few fundamentals of search engine optimization. The truth is, SEO is very simple and many things that you do align well with ideal SEO strategy, such as content creation, making videos, sharing on social media, and more.

SEO, in simple terms, involves the method for creating changes to your website in order to help it rank better.

Primarily, you must focus on using keywords in your title tags. The title tag is the content field found at the top of your browser. Moreover, if you see a website in Google, the title tag is the text that is blue and underlined in the search results.



This must include your keywords. To find good keywords, look at the Google [Keyword Planner](#). Good keywords can also be identified by going through Google's suggest search phrases. Open Google and begin to type your keyword phrase. Whatever results emerge are results Google demonstrates as relevant keywords people are seeking information on. You can see the suggested searches on the bottom of the page.

Another crucial aspect of SEO is creating great content, enjoying social shares, and combining various kinds of media within your content, such as videos and pictures.

Thus, apart from the other tasks, attempt to post about twice or thrice on your blog or website to spruce up the content. Ensure that you remain dedicated to the guest blog posts and contests, since they will assist in gaining more backlinks.

[Moz.com](#) article explains the topic of SEO very clearly.

In case you have a Wordpress blog, you could use the Yoast SEO Plugin or the All-In-One SEO Plugin to optimize your blog.

Day 16 Assignment



Try to optimize the title tags of your website, install an SEO plugin on your Wordpress site, and learn more about SEO from Moz.com. SEO is an extremely long-standing resource of traffic for you, and results in ongoing leads.

DAY 17

Blog Commenting

Although this seems like a traditional method, it is still very effective. You must do it appropriately to generate some better exposure on your squeeze page. This way, more email subscribers can be gained.

This is a method that will work if you publish on targeted blogs, recent posts, and by maintaining consistency. It is very simple to find blogs that you can comment on. Merely run a Google News search in relation to your targeted keyword phrases.

You can then navigate to several recent blog posts and determine whether to drop a comment with the name, email, and website field. By commenting on the blog, you can demonstrate actual value. It is very important to provide constructive feedback and your special inputs.

Merely repeat this step. Once you do it daily, there will be about 100 to 200 places online that will direct people to your content. In case you see your content on Google News, it is definitely attracting attention and your target market is going through the material.

Day 17 Assignment

Find 10 blogs you can comment on, attaching a link to your landing page. Drop a comment on the blogs and incorporate your link. Try to do it each day on 3 to 5 new blogs.



DAY 18

Create 20-30 Blog Posts Or Article Ideas

Today, we must aim to create a list containing future articles you wish to publish and distribute online using your blog or website. For any marketing strategy, content is very important. Every article or blog post can be created into a video and eventually, you will see how it will function as a traffic machine.

Eventually, you will notice that these pieces are being shared online. With this, your website will begin to enjoy serious traffic and you will also notice that the growth is quite consistent. Thus, you must incorporate links or opt-in boxes at the end of your blog posts, as well as your website, thereby directing people to your opt-in page.

You must write articles people will read to optimize the impact you enjoy due to them. Today, try out the free tool called Portent's Content Idea Generator.

Merely type in your main keyword or subject matter, and allow the resource to develop a few amazing content ideas. While all of them won't be the best, even ten good ideas are amazing and you can use other sources to get more ideas!



Another option is to enter popular Facebook pages or groups related to real estate, and look at the posts boasting of most engagement.

After these content ideas are ready, you can work on creating 2 posts per week. Just 10 weeks in, you will have 20 new content pieces ready, to drive your traffic.

Day 18 Assignment



Come up with 20 to 30 new ideas for blog post or content with the [Portent Content Idea Generator tool](#) and Facebook pages. Make use of these ideas to make a list of future articles for consistent traffic.

Facebook Live

Let us use today to do something fun and simple. Let us host the first Facebook Live! You must put yourself out there to truly succeed!

Just make use of your smart phone and the Facebook app, and go to the section that allows you to make a post. Select live! After you are live with Facebook, start talking about an important topic in real estate. You can select one from the list of topics you generated.

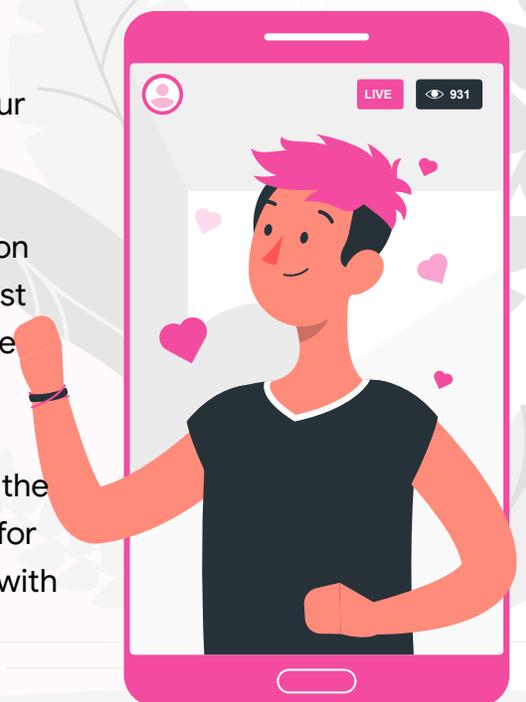
Before going live, formulate your notes to ensure you do not feel stressed with time. Merely talk from the heart, and stumbling is not an issue. Everyone cares about what you have to say and very few attendees during the first Facebook Live is a win. Eventually, the numbers will grow.

A short description of your Facebook Live session can be written to ensure people understand what can be expected. Describe your points and incorporate a link to your lead page.

After your Facebook live video is over, it will remain permanently on your personal Facebook page or on a Facebook fan page. This post can be shared on the social media channels. The video can also be downloaded and uploaded to YouTube as well.

For better traction and advantages from a Facebook live session, the link can be sent to www.rev.com and they can be paid \$1/minute for content transcription. Thus, a 10 minute Facebook Live will come with \$10 expenditure for a complete transcription.

This can be converted into a blog post!



DAY 20

Write A New Blog Post

At this point, the rhythm must be set to gain traffic to your squeeze page. This course aims to assist you with developing consistent patterns, thereby ensuring the success of your real estate business.

Today, merely write a new blog post and publish it and share it on your primary social media channels.

If required, use www.iwriter.com or create a quick Facebook Live session and the transcription can be outsourced.

Day 20 Assignment

Create a new blog post and post it on social media channels.



DAY 21

Launch A New Solo Ad Or Facebook Ad

Today, determined if you want to create a new Facebook Ad and run it, or if you want to develop a new solo ad.

If you choose to go with a Facebook ad, think of going with a video ad, as you are now used to creating videos.

On the other hand, a straightforward solo ad will do. Try some other provider, or go with the same one if the results were satisfactory.

Day 21 Assignment

Run a new Facebook Ad or solo ad.



DAY 22

Create A New Video

As you are now used to creating videos, select a topic and make a video from one of the blog posts. That is, choose a blog post written on the 20th Day and create a video out of it.

You can opt for a video recording over a PowerPoint, if you are more comfortable with it.

Once the video is created, upload it to YouTube, and share on your social media channels. At this point, you must notice an increase in the traffic. This video can also be embedded from YouTube in the blog post, which helps your content stand out.

Day 22 Assignment



Make a video and adhere to the steps stated during day #7.

DAY 23

Publish A New Blogpost Or Article

Today, take one article idea developed on Day #18 and write a good piece that can be posted on your blog for driving better traffic. At this point, you must be able to note type of content that your audience enjoys.

This results in better engagement, improved website traffic, and new email subscribers. Moreover, your credibility also rises.

Either write the piece yourself or outsource to www.iwriter.com or www.fiverr.com.

After publishing this piece on your website, share it on social media. You could create a video too, provided you have time.

Day 23 Assignment

Create new article to publish on your blog or website.



DAY 24

Run A Facebook Live

Again, we are repeating an assignment as it is a very effective method to communicate your message. Look for an idea from the list created on day #18 and do a Facebook Live!

Again, the video can be sent to www.rev.com. Remember to include the landing page's link in the description.

Day 24 Assignment

Host a Facebook Live and share it on social media.



DAY 25

Setup A Bing Ads Campaign

Today, we will set up a paid ad using Bing Ads, directing people to the landing page for seeking email opt-ins. Bing is a good idea as they do not mind people using paid ads for lead generating, as opposed to Google Adwords.

Bing is amazing for running paid ads as each click is less expensive.

Please see if you can find a coupon code, which is possible if you are just starting out on Bing Ads. Typically, you can find anywhere between \$50 and \$100 as free advertising credits.

SEOBook.com has a list of coupon codes for different PPC (pay-per-click search engines).

You can also search on Google for “Bing Ads coupon code” and locate a few useful options. It takes few minutes and can save you \$50 to \$100 in free ad credits. Moreover, you can start your paid campaign to optimize your return on investment.



When your campaign is set up, adhere to the steps and create a campaign. Stick to long tail keywords, which are more specific.

If a person is searching for “real estate agent,” it is a targeted keyword. However, “sell real estate,” is searched by those who are more likely to seek your lead magnet.

Stick to the steps suggested on Bing Ads and develop your first ever ad. After your ad goes live, log in periodically within the first 24 hours to determine its performance.

Day 25 Assignment

Seek coupon codes and start setting up paid advertisement on Bing Ads to the lead page.



DAY 26

Choose Your Preferred Traffic Method

This is the time to select a preferred traffic method that is already completed. You can go for any of the methods discussed before- solo ad, Facebook Live, new video, new blog post, press release, new Facebook ad, new Bing ad, or more.

Essentially, do what works best for you. We want you to do something that will drive people to your landing page and thus, add to the list of email subscribers.

Even here, the focus must be on remaining consistent!

Day 26 Assignment

implement any of the traffic generation methods.



DAY 27

Create An Infographic

Right now, we have a new traffic strategy we want you to pick up. This helps create an infographic to enhance your credibility and it will drive people to your landing page.

An infographic is a web graphic demonstrating information. Thus, you can creatively illustrate content to your audience. They are extremely popular on Pinterest, Facebook, Twitter, and even Instagram.

This can really drive traffic to your landing page and convert new email subscribers, so do not overlook it.

You can consider outsourcing it at www.fiverr.com. Merely search for “info graphics” on the website and choose a gig you like.

You can also use the free graphic tool called Canva at www.canva.com. This website can assist you in creating various effective web graphics for free of cost.

When it comes to content, you can go through your blog and identify a good listicle. Merely convert a previous blog post into an infographic!

This process is fun, but if you do not enjoy it, outsource it! Remember to post the infographic on Pinterest on relevant marketing boards, along with your Facebook and Twitter following, as well as Instagram!

Day 27 Assignment



Develop your infographic and publish it on important social media channels. Incorporate it within your blog for better exposure. Remember to add a link to your landing page.

DAY 28

Email Ad Swap

If you are new to building a list, this strategy is great for you. You can skip this step if you already have an established list. You can go for a solo ad.

In this strategy, an email ad swap is executed! Thus, you essentially send one email to the entire list that has a link to the ad swap partner's landing page, and they do the same for you.

This is a great tactic for cross promotion and functions well for those looking to build an email list. You can find people who do ad swaps here: www.safe-swaps.com.

You can also find ad swap partners by identifying people from real estate who send out emails, by checking out if they have an email opt-in form on their blog or landing page. In case they do, get in touch with them to check if they are interested in doing a swap.

So, it is nothing but a joint venture, similar to guest blogging. So quickly find someone you can do an ad swap with.

Day 28 Assignment

implement an ad swap to your email list. Look for a swap partner and decide when you want to engage in an email list swap.



DAY 29

Write And Publish A New Blogpost Or Article

We have another repeat strategy today. Develop one more piece of content as an article or a blog post. Go through the list created on day #18 for content ideas.

You can then create a post in relation to it. You can even host a Facebook Live on this topic and forward it to www.rev.com to receive a transcription. This can be converted into a blog post.

Basically, consistently work on creating more content that your audience would enjoy and are willing to share online using social media channels.

But at this point, you must be used to all this. Consistent creation of content is a good habit, since your audience will remain engaged. With time, your traffic will rise dramatically.

Day 29 Assignment

Write a brand new blog post or article, and publish it on social media!



DAY 30

See What Methods Work Best For You

Each business functions differently and what works perfectly for you to gain subscribers may fail for someone else. Today, take some time out to go through the stats from the Facebook ads, Bing Ads, solo ads, views on the video, the blog or website traffic. And obviously, your email list!

Since this is day 30, you must have noticed a significant growth in your email list size! Remember that this can be further achieved by creating new content including videos, articles, and infographics.

Remember to consistently monitor your Facebook ads and Bing ads, which will help you understand if they are actually bringing in revenue, or you are better off canceling them or pausing them. In case you have been noticing consistent subscribers and revenue, stick to these strategies.

Now, good job for working consistently on marketing your squeeze page for 30 days. It wasn't that daunting, was it? Continue doing all this for unprecedented growth.

Day 30 Assignment

Go through the stats to figure out what methods are working for and alter your campaign based on that.





Important Steps

Since the 30 days have been completed and you began creating your email list, remember that you must focus on adding new email subscribers. Consistently work on driving traffic towards your squeeze page.

Your email list will bring in more properties under your radar, resulting in an increase in prospective buyers too. Thus, you must keep adding to the list and remember to send emails to your new list. Do not forget them or get anxious about sending them mails.

As long as you send relevant and diverse content that is useful to buyers and sellers, they will continue opening those mails and your business will scale up.

So, I will put this out for one last time: stay consistent and you will watch your email list grow at a quick pace, which comes with many benefits, such as growth in revenue.