

CLOSING DAY SOCIAL MEDIA CHECKLIST



ACTION FORWARD. ACTION FORWARD. ACTION FORWARD.

Hey you!

I'm Giselle. I'm an Online Performance Coach.

What the heck is that? I coach real estate professionals like you how to get comfortable on social media and especially in front of the camera.

To me, it's not about posting as much as possible or being on every platform, all of the time. *Instead*, it's about posting with intention, so that you can post the right content for the right people.

(Notice how I didn't say "pretty" or "perfect" in that statement.)

Hence, why I created this closing day checklist just for you.

From one day, you'll be able to curate more than FIVE different posts that you can *recycle, repurpose and repost, over and again*.

And guess what... each time, it'll get easier and easier, as you become more confident with the process and (most importantly) *with yourself*.

Don't trick yourself into thinking you need to hire a mega production team, wait until you have a bajillion followers or to lose ten pounds...

You already have everything you need.

XXX,

giselle

PS - If you use this checklist, be sure to tag me in your uploads @giselleugarte

PPS - If you liked this quickie guide, we wanna hear about it. Send us a message to let us know how It helped you and how we can make it better at coaching@giselleugarte.com

LET'S GROW. LET'S GROW.
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CLOSING DAY

SOCIAL MEDIA CHECKLIST

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SCHEDULE A DATE FOR CONTENT CAPTURE WITH YOUR CLIENT AND CONFIRM THEY'RE PREPARED TO BE ON CAMERA AND THAT THEY'RE COOL WITH SOCIAL SHARING

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BY THE WAY, YOU'RE FOLLOWING YOUR CLIENT ON SOCIAL MEDIA, RIGHT? (AS WELL AS YOUR LOCAL AND NATIONAL BROKERAGE?) IF NOT, YOU SHOULD DEFINITELY DO THAT.

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IF YOU'VE BOOKED A PROFESSIONAL PHOTOGRAPHER, SET UP A TIME TO CHAT TO DISCUSS THIS SHOT LIST. IF YOU DIDN'T, BE SURE TO BRING A HELPER OR PACK A TRIPOD/REMOTE.

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FILM A STORY ON YOUR WAY TO OR AS YOU'RE LEAVING YOUR CLIENT, SHARING WHAT YOU'RE DOING, HOW YOU'RE FEELING AND WHY. (EXAMPLE: IT'S MOVING DAY! I'M ON MY WAY TO DROP OFF A GIFT TO MY CLIENT, AND I'M SO EXCITED BECAUSE I HELPED HER FIND HER FIRST-EVER HOME!)

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CAPTURE PHOTOS/VIDEOS OF (IDEALLY YOU AND, BUT AT THE VERY LEAST JUST) YOUR CLIENT IN FRONT OF THE HOME, WITH THEIR KEYS, IN THEIR FAVORITE SPACE AND/OR MAKING THE SPACE THEIRS

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RECORD A TESTIMONIAL FROM YOUR CLIENT, MAKING SURE TO ALSO CAPTURE THEIR INITIAL EXPECTATIONS VERSUS WHAT ACTUALLY HAPPENED AND IF THEY WOULD RECOMMEND YOU TO OTHERS AND WHY? (TURN ON OTTER.AI TO CAPTURE TEXT)

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THREE POST IDEAS: THANK YOUR CLIENT FOR TRUSTING YOU WITH THEIR BUSINESS (AND ANY OBSTACLES YOU OVERCAME), LIST THE THREE BIGGEST LESSONS YOU LEARNED FROM THIS TRANSACTION, POST THE TESTIMONIAL AND YOUR REACTION

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IN EACH POST, BE SURE TO USE "YOU" IN THE FIRST SENTENCE, TAG YOUR CLIENT, TAG YOUR LOCAL AND NATIONAL BROKERAGES, SHOW YOUR FACE AT LEAST ONCE, USE CITY AND INDUSTRY HASHTAGS IN THE FIRST COMMENT

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TAG ME TOO! I WANT TO SEE YOU IN ACTION.

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