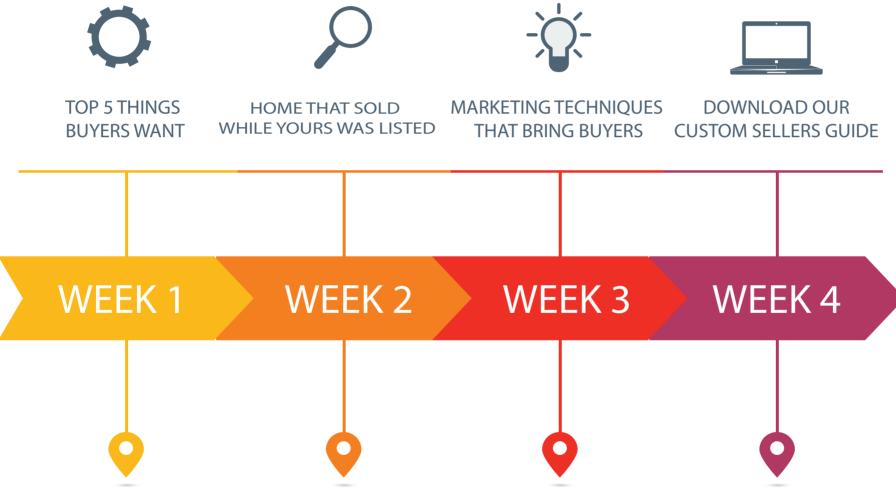
EXPIRED LISTINGS: MIX SOCIAL MEDIA and DIRECT MAIL FOR MAX RESULTS





In between the 2nd and 3rd blog posts, mail a postcard to the same homes that introduce yourself as the local expert who specializes in selling expired properties. (Geographic Farming has incredible "intro" post cards.)

After cards are delivered, have ISA (or yourself) call the expired personally introduce yourself, person. It's a slightly different, less pressure filled approach and builds trust.

After the 4th blog, which is the custom sellers guide, send a post card that directs homeowners that you're targeting to them back to the same sellers guide. Have a custom URL with a tracking code. or door knock and intro yourself in LeadPages.net has great landing pages that you can use for this. Repeat this campaign for another month but replace the 1st mailer with proof of production or something similar.





SCHEDULE 4 WEEKS OF CONTENT/VIDEO AT A TIME, **OFFERING "JABS". CONTENT THAT OFFERS** VALUE AND INFORMATION