



5

Step Framework For Creating Captivating Content That Converts

and attracts ready-to-work-with-you real estate leads

by Chelsea Peitz



Hey! I'm glad you're here

What do you think of when you hear the phrase "real estate content"? Most people would probably say things like agent bios, listings, or maybe even market reports. While all of those things are definitely important, there's a lot more to real estate content than that. In my opinion, the most valuable kind of real estate content is the kind that tells stories and starts conversations.

What if you could be a real estate agent that was also a content marketer? One who could create searchable, shareable content that tells stories and starts conversations. Wouldn't that be great? Lucky for you, you don't need to hire an additional person to do this job! You already have everything you need to get started. All you need is this guide and the willingness to start.

The Captivating Content 5-Step Framework is an easy way for any realtor to create content that will engage their audience. This guide teaches you the basics of creating your own unique voice, what types of posts are most effective, and how to tell a story through your posts. This guide teaches you how to be a superfan, make your content searchable, how to be shareable and saveable, story-focused content that starts conversations.

~ Chelsea

Your 5-Step Content Roadmap

STEP 1

Become the SUPERFAN to build mindshare & brand awareness (w/ zero content)

STEP 2

Ensure Your Content is SEARCHABLE by optimizing for getting found, to get followed & to get more leads

STEP 3

Create SHAREABLE & SAVEABLE posts that position your brand as a reliable authority & resource in your niche

STEP 4

STORY-FOCUSED content positions you as the trusted advisor & establishes the "like, know, trust"

STEP 5

STARTS-CONVERSATIONS with specific calls to action & increase your community engagement (while training your algorithm!)

Give Your Metrics (and Mindset) a Makeover...

It's time to rethink how you measure success!

As real estate agents, we are always looking for ways to improve our business. We track our leads, we measure our conversions, and we analyze our data to see where we can improve. But sometimes, we get caught up in vanity metrics that don't really matter. We focus on the wrong things, and we don't make the progress we want to make.

A large follower count on social media, views and likes can be misleading and may not reflect actual success. What really matters is how well we're doing business and serving our clients. So let's focus on the things that matter most, and forget about the vanity metrics!

Let's makeover the traditional metrics....

Here's a few non-traditional (yet valuable) metrics you may want to consider tracking:

- Did you schedule time to develop content ideas?
- Did you decrease your video editing time?
- Did you speak with confidence?
- Did you use less filler words (um, like, so)?
- Did you *still* post it even though you didn't think it was "perfect"?
- Did you commit to & execute batch creating your content this month?
- Did you remember to ask for engagement or provide a specific call to action in your video?

Are you measuring emotional engagement and reach, too? Are you feeling less stress and more joy?

Views don't equal value





INFL-**YOU**-ENCE

You can't force a genuine approach to content creation. Your personality and unique perspective are what make you stand out as an authentic brand that people want to see more of! Be yourself, create something worth sharing with the world. The only original content is your perspective and personal experience (story).

So before posting anything online make sure its in alignment with how YOU sound when sharing information rather than mimicking someone else's tone-of voice.

We all know how it feels to put on a show, and sometimes we even convince ourselves that this is who "we really are." Have you been guilty of doing that too? Are you evaluating if the content you are producing really shares your personality and unique perspective?

The only truly original content you can create is sharing your personal story, experiences & perspective



1 Become the Superfan

When you hear the word "superfan" you likely think about creating content that attracts people who then become superfans of your content and brand. That's not what I'm talking about here!

This version of superfan means that YOU are the superfan of OTHER people's content. Sharing it, engaging with it and adding value to it wherever possible. The goal: develop an **intentional** commenting strategy that helps you show up where your customers' attention already is focused: *their* social feeds and notification lists.

Crafting a thoughtful comment or furthering the conversation by asking a question in your comment allows the original content creator to have a positive, non-intrusive, non-salesy experience with YOUR brand.

Free repeat branding in a positive, no pressure "them" focused experience. You're building mindshare with that person because they not only NOTICED your profile pic and name in their notifications list but they also are likely grateful for your personal comment or message.

And because of the law of reciprocity, those with whom you proactively engage are likely to return the favor and support your content.

Simply put, people are obliged to give back to others the form of a behavior, gift, or service that they have received first.

How does being a superfan "train" your algorithm? The algorithm (software) uses data points to make 'decisions' about what posts to show you based on your past behaviors.

If you comment on a post, that's a data point. If you follow a new account that's another data point. By commenting on others's posts and talking via DM, it increases your chances of having your posts placed higher in their feeds more often

Over time, as the algo uses these data points to predict that we likely have a 'relationship' with the accounts we engage more often with & therefore are interested in each other's content.

The more intentional data points you can give to the system, the more you can leverage the algorithm to sort & serve your content in your favor. For example, if I want to be seen higher in the feeds of a potential customer, I would engage with their content via consumption & commenting.

we want to be authentic here, not spamming people in hopes they will support us

Perks of Superfan-ing

Benefits of Being a Superfan:

- Reduced content stress
- Removes all excuses (video fear, what to say)
- Conversations lead to conversions
- Your comments can become future content
- People check social media notifications
- Other accts see your comments & connect

If you're feeling overwhelmed and want to implement superfan time-blocks try this easy method below:

10|10|10 EXPLANATION
STRATEGIC & EFFICIENT COMMENTING OVER CONTENTING FOR FACEBOOK & INSTAGRAM

- 10 MINUTES**
at a time (goal: 10 min in am & pm)
- 10 COMMENTS**
on posts in the main News Feed
- 10 COMMENTS**
on Stories in the Stories Feed

More commenting, less stress about contenting



2 Make Your Content & Profiles Searchable

You've put a lot of time and effort into creating great social media content, but if it's not optimized for search it's not going to be seen by many people. Your content, profile or website needs to "get found" first before you can get followed and then generate leads thru relationships and communication.

Areas of Focus to Optimize

- Optimizing your Google My Business Profile
- Complete every section in your Facebook Page & LinkedIn Profile
- Tagging your locations in social posts
- Using relevant keywords in your Instagram profile & bio section
- Using relevant keywords/#s in your social posts' captions & blogs
- Using closed captioning technology on ALL video content

Tools to Help You Optimize Your Video Content:

**Instagram Stories built-in
Captions sticker**



**Paid website for fast video
transcription files**



**iPhone & Droid app to add
captions to videos**



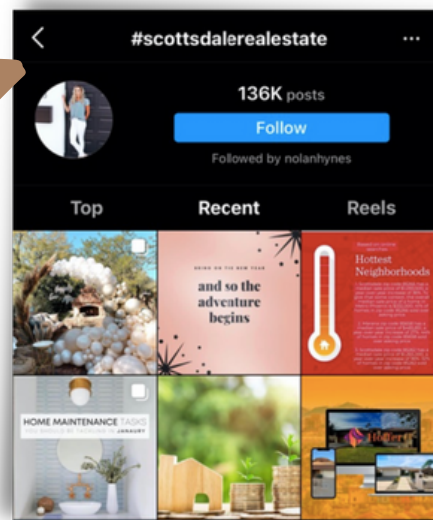
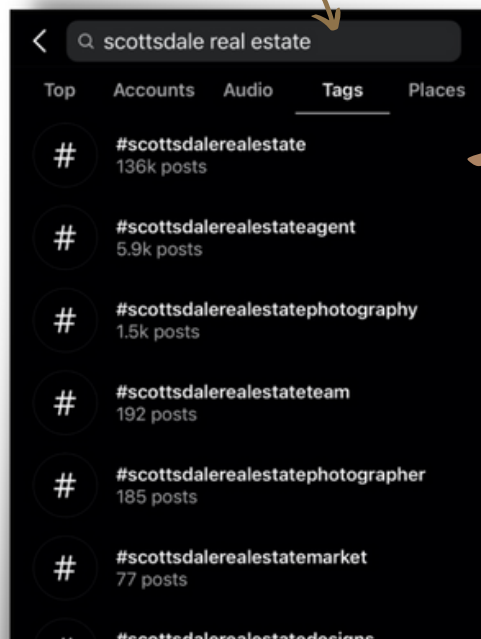
What are "Relevant" Hashtags & Keywords

Algorithms and search engines use keywords (single words or phrases) and hashtags to "understand" the content topic and how to best sort and serve that piece of content to an audience who may be interested in it based on their previous behaviors or search entries.

Since there isn't a magic formula for hashtags, let's keep it simple! Use these four categories to brainstorm some relevant keywords:

- What do you do? **#RealEstateAgent #RealtorMom #RealtorForLife**
- Where do you do it? **#PhoenixRealEstate #PhoenixHomes #PhoenixLifestyle**
- What's in your photo/video? **#FarmhouseKitchen #NewConstructionHome**
- Who should see it (what are their interests?) **#PhoenixParents #PhoenixGolfers**

It's easy to research hashtags inside of Instagram! Tap on the 🔍 icon from the home page and type your keywords into the search bar



Tap on any of the hashtag results to view a page of all posts using this hashtag

Overwhelmed when it comes to using Instagram to build your biz? Sign up for my small group live zoom workshops! chelseapeitz.com



3 Create Shareable & Saveable Content

Your value-driven and CLIENT-focused content positions you as a competent and reliable resource for information. When you create content that's less about you and more about serving your customer through education, inspiration, motivation or entertainment, that piece of content is now potentially shareable and saveable. Every share and every save is a data point in your favor in the eyes of the algorithm.

Not EVERY piece of social content *needs to be shareable or saveable! Typically, this style of content may require more of a time investment to research, prep and execute. Make it a goal to create ONE piece per month that's highly shareable or saveable (and remember, you need to TELL people to share and save it 😊)

It's helpful to remember WHY we share, save or engage with content:

You share content because:

- It solves your problems, answers your questions or teaches you something new
- You can relate to the story or the storyteller
- It makes you feel emotions: happy, nostalgic, inspired, uplifted
- It Inspires or motivates you to take action
- It entertains you or makes you laugh
- It's a trending or a popular topic
- It makes you feel seen, heard, supported or understood
- It clarifies, summarizes or simplifies concepts that is complex or new
- It helps you see something in a new or different way
- It represents YOUR brand

Save my brain from burning too many calories by googling. Save me time by doing the research and making the mistakes so I don't have to

Client-Focused Content Categories

Use these categories to help you organize your content themes:

→ *Educational*

Establish authority, credibility, competence

"Teach before you reach" - create content that not only positions you as a credible authority (something you know a whole lot about!) and serves your ideal customer by teaching them something of value thereby earning you the opportunity to reach out to them (your commonly asked client questions)

→ *Entertaining*

People want to see your personality

Let's be honest, when you share a video or a meme with your friends group, it's likely because it made you laugh! Showcase your true personality (which doesn't mean you have to be funny) and your authentic self!

→ *Emotional*

Be relatable & build trust through empathy

Connecting with your audience means that you'll need to share 'personal' (not private) content. Personal means HUMAN - things that are relatable. We want content that makes us FEEL! Perfection isn't relatable (or realistic).

→ *Engaging*

Ask questions to start conversations

Asking your audience questions is THE easiest type of content to make! You're likely going to see responses that will inspire future content too. Remember, the more specific the question, the easier it is for my brain to engage (ex: 'Drop a comment' vs 'If you agree, drop me a "')

→ *Exclusive*

Invite me into your story (your life is NOT boring!)

Gary Vee said "document, don't create!" There's magic in the mundane which means your life isn't "too boring" - those behind the scenes moments are what connect a community

What Content is Likely to Get Shared or Saved?

Content that is helpful, has a purpose, speaks directly to the needs of a specific person or audience or gives them something they were seeking (and sometimes didn't even know it) are highly shareable/saveable content pieces.

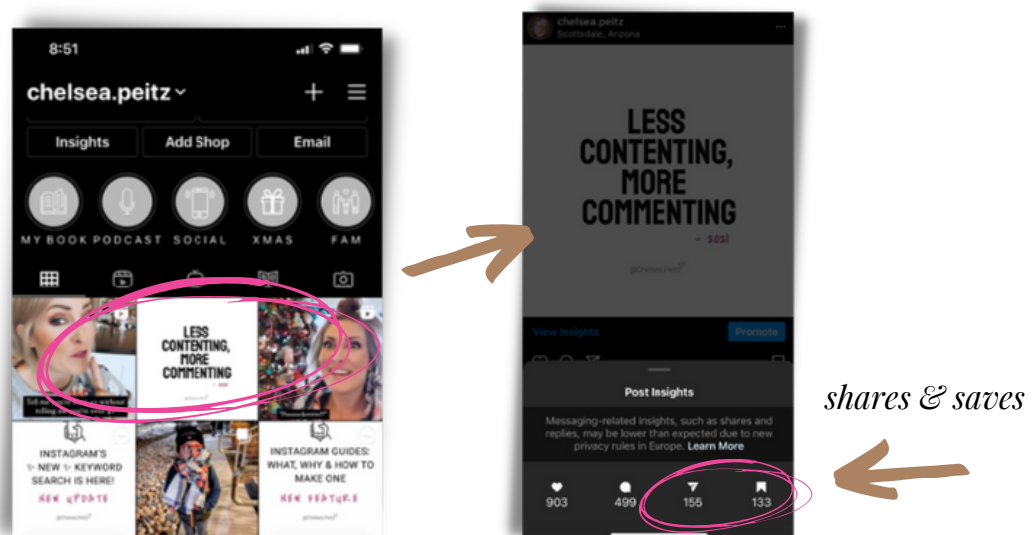
You don't have to **only** create original content - you can curate it! You pay to participate in an Instagram Workshop not because you couldn't google your face off to find all of the answers; you pay to work with an expert guide who already has done all of the research and can tell you EXACTLY what you need to know effectively and efficiently

Relevant guides, downloads, checklists such as:

- Everything you need to know to sign up for school/summer camps in 90210
- Complete list of pediatric specialists in your neighborhood
- A complete list of your favorite gluten free pizza joints (that you actually have tried!)
- Secret menu items or hidden gems in your area
- Commuting times and process from city to city

Do these topics have anything to do with your listings? No. Do they have everything to do with positioning you as a resource for all things in your local community? These are pieces of content that would be shared and saved with friends and family.

Here's an example (I also included a call to action to share/save!)





4 Story-Focused

People love stories. They're engaging, they make us think, and sometimes they even inspire us to take action. If you want your real estate content to be effective, it needs to be storytelling gold. But what does that mean, exactly? And how do you go about creating it?

At its core, good storytelling is all about making a connection with your audience. When you can create a rapport with your community, they'll be more likely to stick around for the long haul – and even share your content with their friends and family. A lot of posts are statements that, if turned into Stories, would engage their ideal customer and create a sense of relatability also known as the "like, know, trust"

*Context (**Value**) comes in all shapes and sizes including:*

VALUE

- Communicating warmth and competence through your voice, eye contact, voice tone and non verbal communication (posture, hand gestures, smiles, leaning in towards the camera)
- Understanding the different "languages" of each platform
- Sharing failures not only wins
- Showing up as your authentic self (without apologizing)
- Sharing a story AND teaching, helping or providing a lesson
- Thoughtfully adding to the conversation
- Sharing someone's content & letting them know why it's meaningful
- Asking for advice, help or recommendations
- Providing your unique perspective on a trending topic
- Helping someone see something in a different way
- Inspiring an "aha" moment
- Aligning with THEIR brand (we share because it says something about us)
- Leaving a review, sharing someone's business
- Making someone FEEL an emotion
- Validating someone and making them feel seen/heard

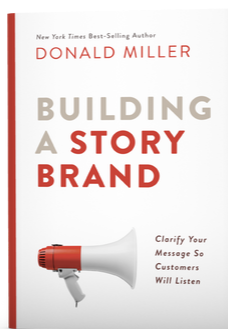
Turn Statements Into Stories to Captivate & Convert

Donald Miller's "Building a Storybrand" provides an excellent framework for clarifying your message and improving your content. In his best-selling book, he describes the main character of any story as the "HERO" who is in need of a "GUIDE"

Typically we think of heroes as the strong capable ones in the story at the center of the plot. Miller points out that if you think about most movies, the hero is often ill equipped and filled with self doubt or limiting beliefs. They don't know if they have what it takes and are often reluctant and being thrown into the story.

The Guide has been there and done that and conquered the heroes challenge in their own backstory - the guide not the hero is the one with the most authority.

According to Miller, you should NEVER make yourself the HERO. If you play the hero, you are removing yourself from your customer's story because they see themselves as the hero of their own story. If both of you are heroes, then you're both in different stories.



HERO

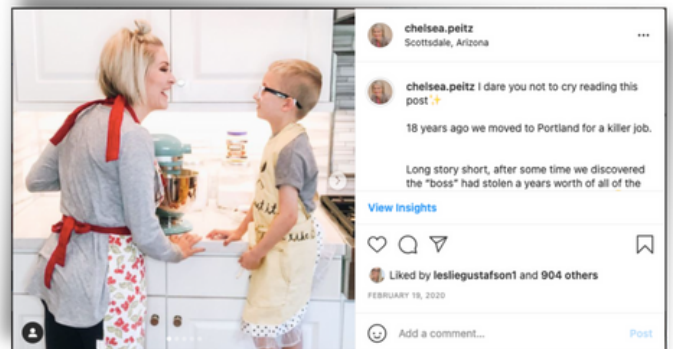
This is a "Hero" statement

- Yes, it shows my face
- Yes, it has a call to action
- Yes, it shows social proof
- HOW am I the guide?
- What did I learn over 20 yrs?
- Can I share insights/advice?



GUIDE

This is a "Guide" story. I share HOW I became a real estate agent over 20 yrs ago and WHAT lessons I learned along the way. It was personal, human, relatable & vulnerable.



Customers ask two questions:

1) Can I trust you (EMPATHY)

2) Can I respect you (COMPETENCE)

- Donald Miller



How to Find Your Story

Answer these questions to connect with your personal brand story:



Who were you before real estate? Where did you work? How can you bring the skills you learned in those positions into this role? Why do you do what you do?



Are you NEW to the industry or are you learning something new like how to use Instagram for real estate? Share your journey



What are the parts of your brand that have nothing to do with what you do? Ex: Part of my human brand is: Chihuahua Rescuer, Mom to Mason and Collector of Smiley Faced slippers



What are you REALLY good at? What brings you joy? What frustrates you? Unpopular opinions: Candy Corn is the best or ranch with pizza



Who are your co-stars in life & biz? Who are your helpers or mentors? What did you learn from them?



What topic could you stand on a stage and talk about for an hour without any preparation?



What do people say, "Oh this made me think of you" about? Hidden talents? Fun Facts?



What have been the biggest AHA moments in your life or transitions that you thought were negative at the time but turned out positive



What stage of life are you in now? How is it different than others? What would you tell your younger self? What would you tell yourself a year ago?

A vertical photograph of a desk setup. In the foreground, a gold-colored desk lamp with a curved base and a circular shade is partially visible. Below it, a pair of black-rimmed glasses lies on a white surface. Next to the glasses is a gold-colored pen. In the background, a white notebook with the word 'NOTES' printed on its cover is visible. The overall aesthetic is clean and modern.

Are You Using the "Stories" Format?

Another excellent way to create more story-focused content is using the Stories format. Stories are a way to share photos and videos that disappear after 24 hours (this drives more attention when your community knows they have to tune in or they'll miss it.) They are typically unedited, more "real" and one of the fastest ways to share the story of your day.

Instagram CEO, Adam Mosseri, reported that IG Stories is the #1 format used to communicate with the people you care about! (500k+ Story users per day)

They are perfect for sharing behind-the-scenes content in the most human way possible - talking directly to camera without a bunch of editing. There's no need to write copy or research hashtags when making Stories - open the camera and talk to your friends.



Why Using the Stories Format Helps You Create Human, Relatable Content:

- Full-screen vertical video (no distractions)
- No public "vanity" metrics (reduced stress)
- Purposeful placement (top of feed = attention)
- Engagement focused (private messaging & stickers)
- Most human format for content (your face/voice)
- Easier to create (faster) than feed posts
- The only content that shows you who's watching
- You can't outsource your face/voice (a good thing)
- Behavior training (consumer expectations)

5 Starts-Conversations

We already know that proactive engagement is critical to building relationships & 'training' the algorithm. Is your content also inviting your audience into a conversation?

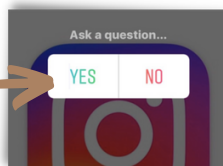
An easy way to accomplish this is by using "YOU" versus "I" language in your content and by asking questions.

EX: *"I'm so excited to plan my vision board tonight "*
or
"Do you create a vision board? Do you recommend a paper board or digital?"

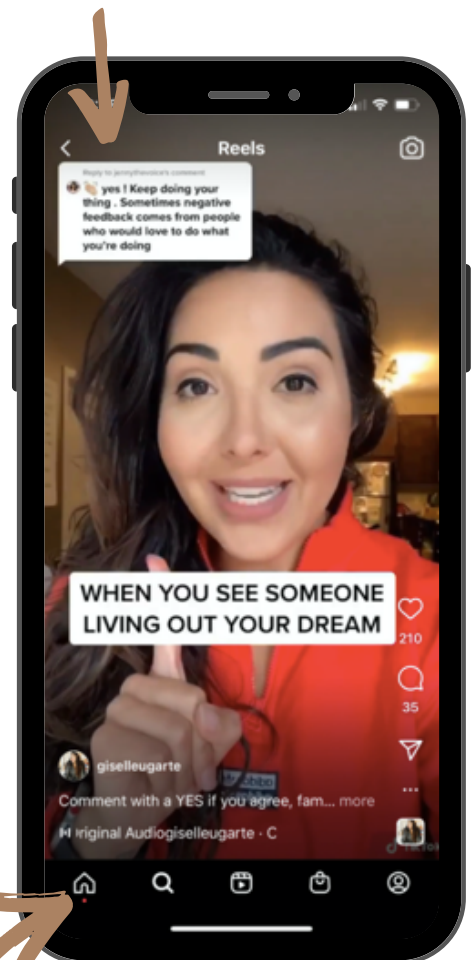
Welcome your community INTO a conversation with caption starters like:

"Have you ever felt like..."
"Do you struggle with"
"Don't you get frustrated when.."
"Who can relate to...."
"Are you a (procrastinator) too?"
"Tell me a time when you...."
"Do you want"

Pro Tip: Use Poll & Question Stickers in your Stories to offer quick & easy ways for your audience to engage! EVERY single tap is a data point in the eyes of the algorithm!!



Pro Tip: continue the conversation by turning comments into future content! Grab a screenshot or use Instagram Reels or TikTok to create a reply video that will include the comment on screen as seen in the below example:



Follow **@GiselleUgarte** for tips to building unshakable confidence on video

Format Your Posts to Start More Convo

Optimizing your FORMAT is an important part of creating context and starting convos. If your posts are overly-logged or super small font it's likely to get scrolled past. While you don't need to stress about being a professional copywriter, adding some simple formatting can help!

RIGHT CONTENT, WRONG FORMAT?

Not humanized or unique to your personal brand

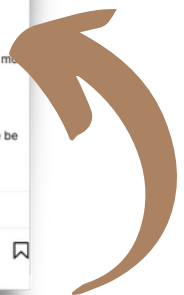
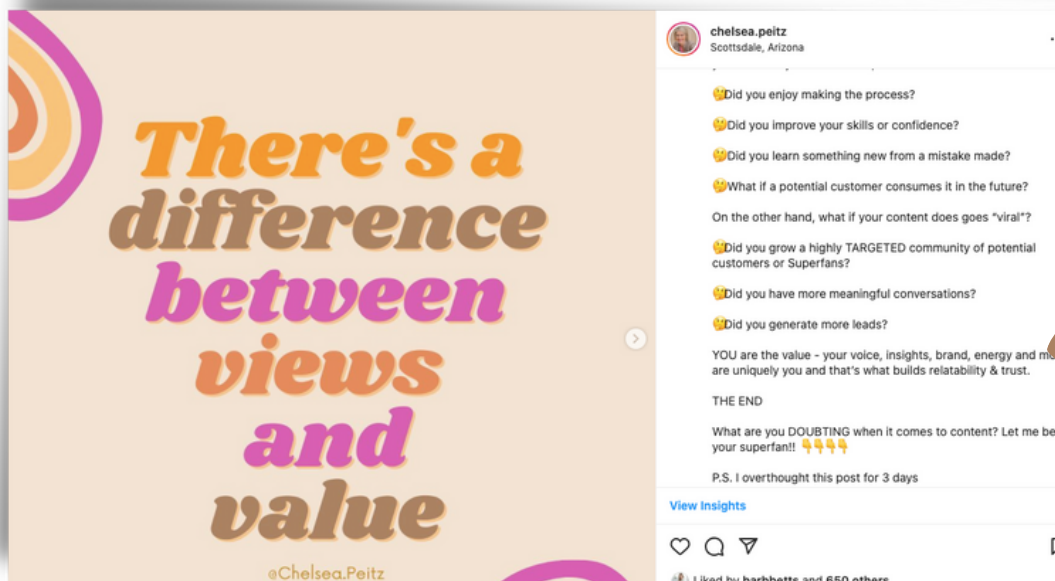
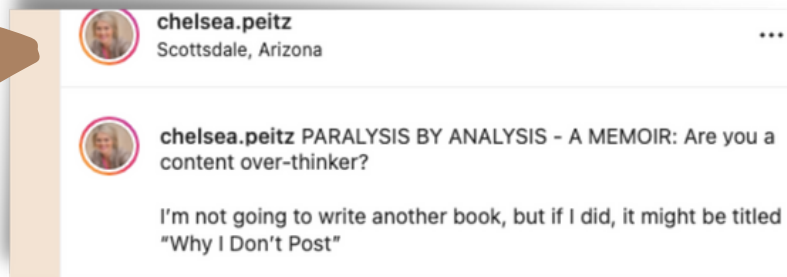


Too hard to consume text heavy, small-font format

Looks like an ad & feels impersonal or generic

HOOK their attention with the first few words by:

- Use "YOU" language not "I"
- Ask a question
- Give Advice
- Share a shocking statistic
- Unpopular opinion



- Avoid big chunky paragraphs; instead short bullet-point style sentences
- Use Emoji as visual bullets and white space for "skimmable" reading
- Always include a SPECIFIC call to action (a question, command or request)

Before You Post, Ask Yourself...

- ☒ Am I making a statement or am I inviting the reader into a conversation by sharing a story?
- ☒ Did I include a relatable lesson, tip or message in this post's caption?
- ☒ Does this story build relatability, communicate empathy, establish competency in niche?
- ☒ Did I ask a specific question and include a call to action?
- ☒ Did I humanize the content by including my face/voice & add my unique opinion or perspective?
- ☒ Does this fall into educational, engaging, emotional, entertaining or exclusive category?
- ☒ Would this post make me engage with it? Share it? Save it? Comment?

***People come for the plot
but stay for the
characters***

~Unknown



Thank You!

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