Using Facebook Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Go through your contact management system and identify all of your prospects and clients who are or want to be investors. Capture their email address in a separate file. You will use this later on.
3. Setup a Facebook page for your business. You should have a personal Facebook page also. This is also easy to do and there are great tutorials in this process. NOTE: You should have a personal Facebook page AND a business Facebook page. You can also watch the My Investment Services recording of how to use Facebook. Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab watch this video:

**2016-3-22**

1. Using Twitter, LinkedIn and Facebook in your marketing to and for Investors.

<https://www.youtube.com/watch?v=5jmVUpVXMVk&feature=youtu.be>

And

**2018-7-23**

Guest Speaker Monique Johnson-Discussing Facebook Marketing and Social Media- Video 134

<https://www.youtube.com/watch?v=wjKLERo7W6g&feature=youtu.be>

1. In Facebook you will want to create a “Look Alike” audience using the email address form step 2 above. This will allow you to reach more people who are like the ones you already server and who know you, like you and trust you. On the Real Estate With Gary Wilson Website, Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab select and watch 2016-03-22 for a tutorial on how to create a Look Alike audience.
2. Create a Custom audience. Do this for placing paid ads. It’ easy to do and you can use several dozen selection criteria to create the exact audience you want! On the Real Estate With Gary Wilson Website, Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab select and watch 2016-03-22 for a tutorial on how to create a custom audience.
3. Creating a Facebook ad: On the Real Estate With Gary Wilson Website, Go to the members area page and login into the Silver Level. Then in the “Weekly Q and A Webinars” tab select and watch 2016-03-22 for a tutorial on how to create an ad.
4. Use Facebook Live at least once a week. Talk about current events. Showcase hot properties. Provide instruction. Have guests. Make use of Manychat when doing this.
5. Tutorial for using manychat:

<https://www.loom.com/share/34e4873a2f6a4f9bac7d82aea15d4df1?mcp_token=eyJwaWQiOjM5ODgxNjkzNzI1OTQ1Mywic2lkIjoxODMzNDk2MDQwMDQzNDc2LCJheCI6ImQ3ZGZjNDM0ZjM1YzM2NDg4Y2UwYThjNDFjMGRmYmI5IiwidHMiOjE1ODI0MzMzODksImV4cCI6MTU4NDg1MjU4OX0.Zcf-dXwxbhTsFZdMWknpNullNpBbbWdg6rqcboouqYU>

1. Make your FB home page pic a video!
2. Posts should include pictures, graphics, video. At a minimum post at least a picture of you or another especially a face shot.
3. This is the order of importance: Live video, Pre-recorded video, photos, written content.
4. Make it fun, upbeat, positive! Nothing negative!
5. Posting content 6 out of every 7 posts
6. Post ad 1 out of every 7 posts
7. You can do most of this on your phone
8. On face book you will repost your video to your own followers and your custom audience that you created in steps 4 and 5 above.
9. You will ask your followers, clients and prospects in your contact management system (CMS) to subscribe to your Facebook page.
10. For all those who viewed your posts and engage by clicking on a video, ad, picture, etc. follow up directly to them with the following wording:

“I am working with Gary Wilson and My Investment Services and am a Certified Investor Agent. I thought of you during the course work and believe you may find this interesting. Have you ever wanted to (pick which is most appropriate for your prospect):

Flip a house and earn a big paycheck!

Own rentals earning you passive income for life!

Make money in Real Estate without needing money or even owning property!”

And either of the following links so they can download the mini e-book(s) that are appropriate for what they want to invest in:

* 1. Flipping For Profits Without The Risk
     1. Link: <https://www.myinvestmentservices.com/free-ebook-flipping/>
  2. Rental Profits Without The pain
     1. Link: <https://www.myinvestmentservices.com/free-ebook-rental-profits/>
  3. Wholesaling So Everybody Wins
     1. Link: <https://www.myinvestmentservices.com/free-ebook-wholesaling/>

1. Subscribe to the My Investment Services Youtube channel. Then choose the subject that is best for your nurturing prospect – Flipping, buying rentals, wholesaling. There is a Playlist for each of these. Do not send the entire playlist at once. Rather send one video from the playlist per day. The playlists are provided below in “a.”, “b.” and “c.” After you have sent them nurturing prospect all the videos in the playlist, one per day, then send them the corresponding follow up video identified in the “i.” tab after each of “a.”, “b.” and “c.”

a. For Flipping use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Flipping-Webinar-5-20-2020.docx>

i. Then send this video to them: <https://www.youtube.com/watch?v=h3rrHZ0ZGjY&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=4&t=0s>

b. For Rentals use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Rental-Profits-Webinar-5-20-2020.docx>

i. Then send this video to them: <https://www.youtube.com/watch?v=06RsrZyYY7Y&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=5>

c. For Wholesaling use this playlist. Send one video per day from the following playlist:

<https://www.myinvestmentservices.com/materials/Wholsaling-Webinar-5-20-2020.docx>

i. Then send them this video: <https://www.youtube.com/watch?v=SH4odRWdi4U&list=PLbWuZnXj4OHkm8XTp5wNeEjOygzLZd3Mg&index=2>

1. After you have built rapport and established the relationship ALWAYS make an offer (CTA) like a free search of properties.
2. Interview everyone who asks you to help them invest.
3. Qualify everyone you have interviewed. You want to make sure they have cash and credit. See modules 5 (Flipping) and 6 (Rentals) of your “Investor Agent” training program for instructions on how to work with them.
4. Ask them to email you with a recap of your conversation.
5. Work with the ones who email you. Use the Letter campaign to find properties for your new clients! The letter campaign. This may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
6. If they are not ready, willing and able yet you can set them up on the booklet campaign so that you can nurture the relationship further until they are ready.
7. Now you have a client and you and they can begin to profit.
8. In addition to the suggestions in # 7 above as the content for your postings there are many posting ideas that you can use like simply giving your professional opinion of a recent topic of interest. You can create a case study of one of your or a client’s recent investments and post that. You can showcase video testimonials from your clients. You can interview a lender, attorney, contractor, Insurance rep, appraiser, or inspector and post that. You can showcase a recent book you’ve read or training course you’ve taken!
9. TAKE ACTION NOW!