

# LEIGH BROWN'S SOCIAL CONTENT LIST



## FIRST, WHAT NOT TO DO.

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- Lay off the virtual tours.
- Your friends don't care about 'historic lows' whether it's inventory or interest rates.
- Quit bitching about other REALTORS® – or your clients – or your prospects.
- No typing in ALL CAPS.

## IDENTIFY YOUR AUDIENCE.

### 1. REAL ESTATE STUFF THAT ISN'T ICKY.

#### NON-ICKY IDEAS.

- New home tips (how to do a walk-through).
- Resale home tips (how to clean the dishwasher).
- How to be a good tenant (don't break the rules and pay on time).
- How to be a good landlord (don't be a stalker and fix stuff).
- Anything you say over and over and over.

### 2. COMMUNITY INFO.

- Festivals (come find me!)
- Public school calendars (aka teacher workdays).
- Traffic updates.
- Anything eccentric (aka Blue Laws).

### 3. EMERGENCY PLANNING.

#### BEING HELPFUL IS, WELL, HELPFUL.

- Emergency planning tips.
- ready.gov plan.
- Survival planners.
- Insurance checklists and considerations.

### 4. POLITICAL STUFF.

#### DON'T BE SCARED.

- \*\*\*This is NOT permission for you to rant and foam at the mouth about candidates!\*\*\*
- What's happening with the school board?
- Town council meetings.
- Planning and zoning meetings.
- BE A RESOURCE.

## You Don't have to do Real Estate Alone!

Take the most important step you can take for yourself and your business.  
Choose from Standard or Advanced course! Your future is looking very bright!

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## LEIGH BROWN'S SOCIAL CONTENT LIST, CONTINUED

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### 5. ACTIVE LIVING.

(WHAT DOES ACTIVE LIVING MEAN?)

- Parks and recreation opportunities.
- Little league-related stuff.
- Are there meetups?
- Different age group options.

### 6. HEALTHCARE.

EVEN IF YOU'RE NOT SICK.

- Hospital options.
- Specialists (esp children's hospitals).
- Urgent care fun.
- Sports physicals.
- Pharmacies.

### 7. GROCERY STORES.

YOU \*THINK\* THIS IS BASIC, BUT...

- Grocery stores are regional.
- Break down the options for price and location and reputation.
- Don't forget the couponers!

### 8. SPORTS.

THINK OLYMPICS.

- Professional sports, obviously.
- Minor league.
- Ethnic/cultural niche options (aka cricket).
- Club sports, community leagues.
- Oddball options (aka curling).

### 9. EMPLOYMENT.

GET YOUR FUTURE CLIENTS A JOB.

- Who are your top area employers?
- Chamber of Commerce.
- Business Journal.
- Incoming companies.
- Offer to advertise on behalf of small business friends/clients.

### 10. REVIEWS.

WHAT DO YOU LIKE? (YOUR FAVORITES)

- Coffee shop (what do you drink?).
- Restaurant (what do you eat?).
- Bookstore (what are you reading now?).
- Anything locally owned!
- Offer to advertise on behalf of small business friends/clients.