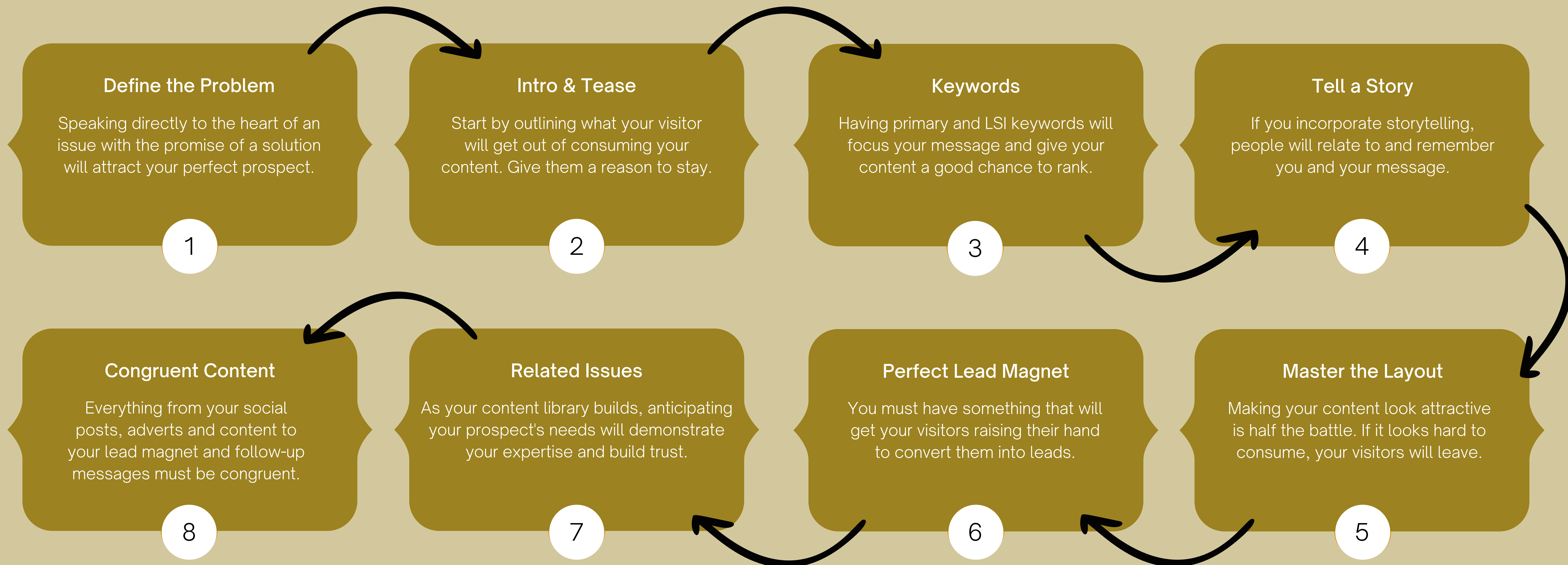




# PROPERTY **LEADS** ACCELERATOR™

## *Build* **YOUR PERFECT MESSAGE**

This is a quick start to crafting your perfect message. Knowing your perfect avatar, whom your competitors are and knowing how to promote effectively are the starting point. This will get you going until you have everything you need.



Having a plan for your content is not an option, it's a necessity.

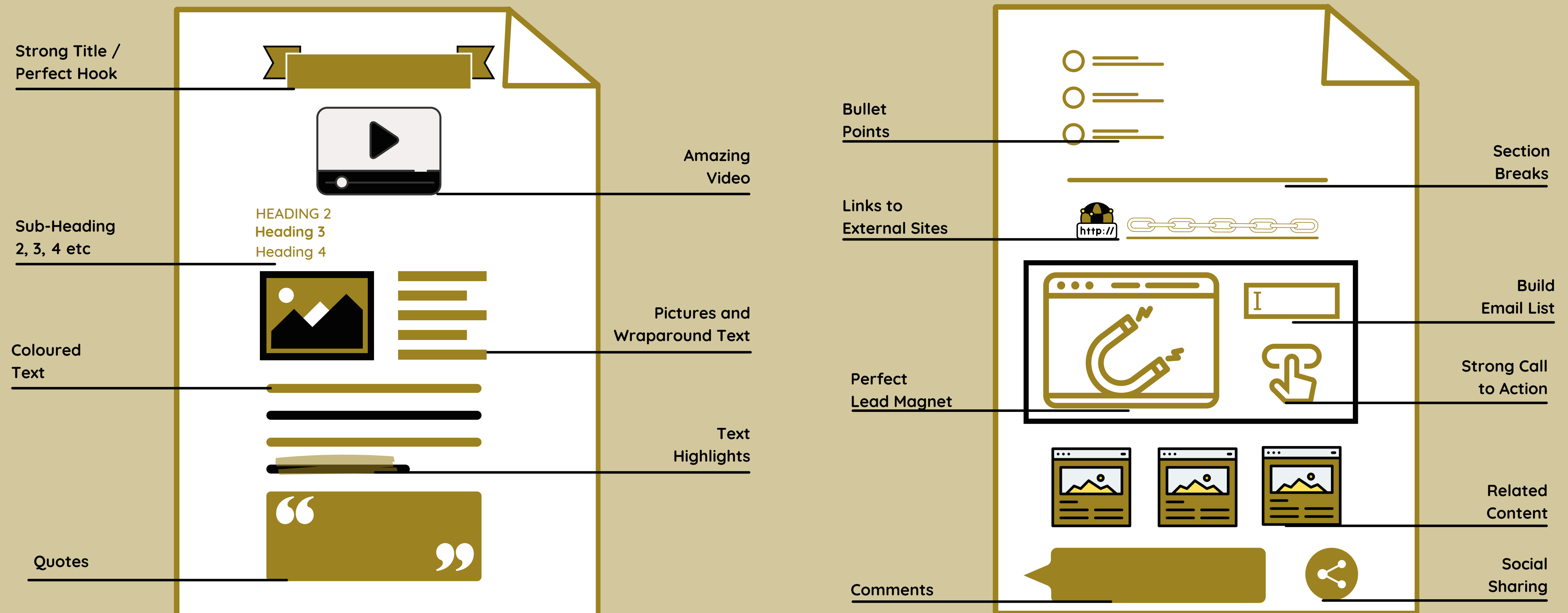
Be an evergreen content creation machine.

# YOUR PERFECT MESSAGE

Making your content more interesting is just a matter of looking at the big picture and breaking your content up.

PROPERTY **LEADS**  
**ACCELERATOR™**

## MASTERING YOUR CONTENT LAYOUT



“ You don’t need to cram every formatting element into every piece of content. Just allow your content to flow and use formatting where needed. ”

“ The longer your content, the more formatting you can use to break up large sections of text. ”

“ Allowing comments, social sharing and referring to external sites are all good for SEO and increase engagement with prospects. ”





# YOUR PERFECT MESSAGE

It's not JUST about Your Content.

PROPERTY LEADS  
ACCELERATOR™

## KEYWORDS

Before you start writing, research what has already been written about the subject/problem you're about to address.

If you want your content to get found on search engines, know your competition.

Seeing what is already ranking and how much engagement it has will set the level for your content.

## COMPETITORS

When it comes to content creation, your competitors are more than just the agents next door.

Know who you're competing with.

For keywords, you're competing with indirect, national, ombudsmen and gov bodies as well as any related businesses.

When you know who you're up against, you can figure out if you're able to get your content ranking on the search engines.

## LEAD MAGNET

Your lead magnet should solve a single problem, and be easy to understand as well as reasonably quick to consume.

There are many formats to choose from for your lead magnets. Short and simple is often a winning formula.

For your first lead magnet, keep it simple and try a cheat sheet or a checklist.

## PROMOTE

Creating content and publishing with no fanfare or promotion is unlikely to generate any interest unless you have a large and engaged fan base.

You have to be omnipresent on social media and push your content with mini launches and post promotions.

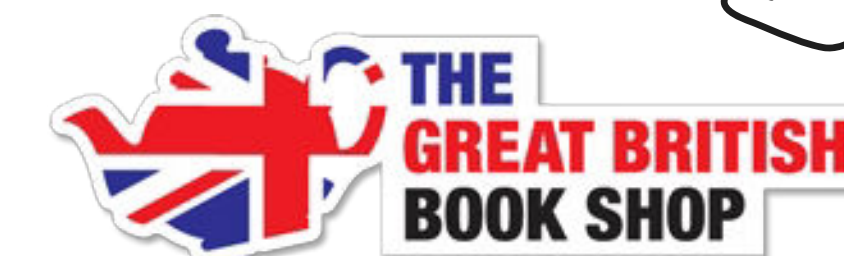
Once you have a big social following and mail list, getting engagement will become easier.

For More Tips, Training and  
Intelligent Marketing Suggestions



For more on creating expert content, grab a copy of  
Automated Property Leads Forever

[My Website](#)



[Buy at Amazon](#)

