

Market Like a Pro In No Time Workshop

Part 1 - Offline Marketing

As part of the Market Like a Pro In No time Workshop we will show you how to use several online tools that can help make you create your eye catching marketing materials quick & easy.

And you will then learn how to apply these tools to create an offline marketing campaign (flyer, brochure, invite, postcard, etc.) for yourself &/or of a listing.

If you did the Optional Homework Assignment.....

You should have a folder on your computer with you today that has the following:

- Your Picture & Company Logo
- Pictures of a property
- Pre-Written Description of a property
- 5 Slides of the Best Features of the Property
- 5 Slides of Why You are a Great REALTOR

If you did NOT do the homework assignment, no worries....

You can access a folder on Google Drive by going to <https://goo.gl/AuQfZh> that I've preloaded with stock marketing images for you to choose from or you can use images in canva and not pay for them.

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Flyer

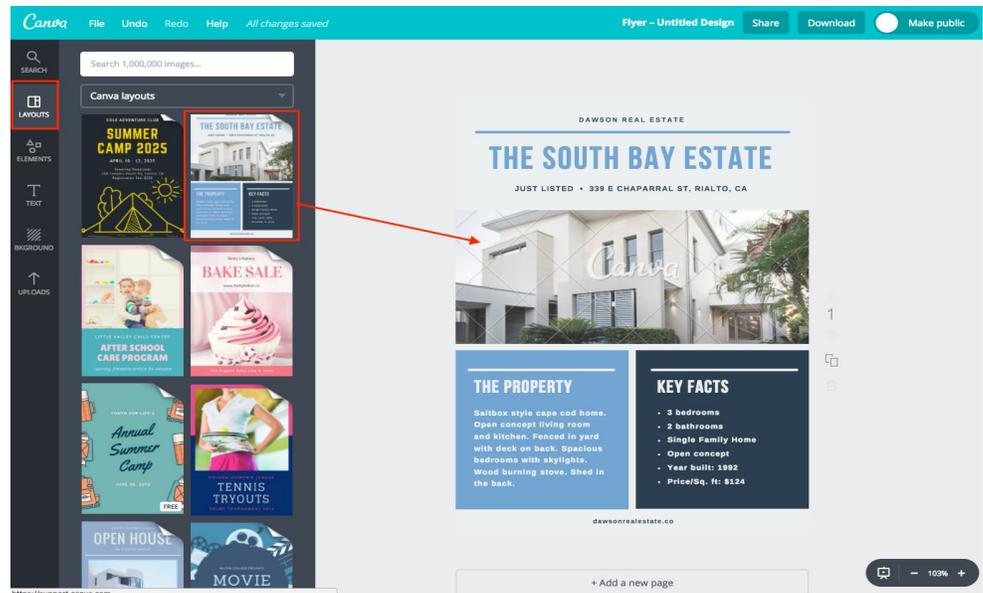
Step 1

Login Your www.Canva.com Account

Click on the More + button in the header, scroll down to Marketing Materials & click on Flyer

From the Left column, choose/click on Layout and find a Flyer design you like from the library and it will move it over to the right column where you can easily edit/modify it with your Course/Event info.

Note: You can select a premium design, it will not make you pay the \$1 unless you opt to save it without the watermarks

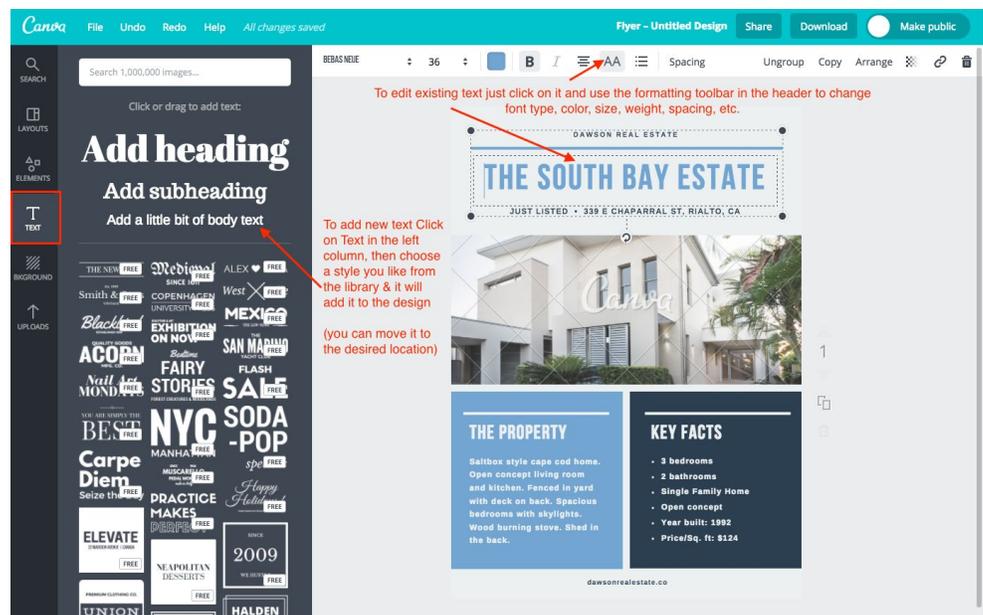


Step 2

- To edit existing text just click on it & use the formatting toolbar to change the font type, size, color, weight, spacing, etc.

- To add new text, click on the Text option in the left rail and you will see a library of fonts to choose from, click on the one you like & it will add it to the design

(you can move it)



For online technology training go to www.RETI.us

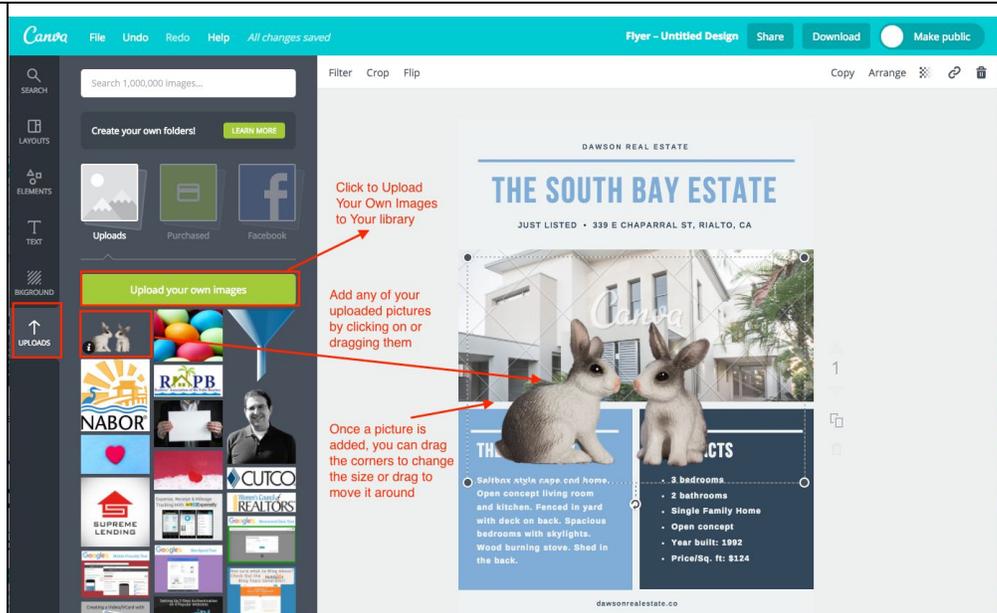
To Download this courses go to www.RETI.us/craig-grant/ & then click on Student Downloads

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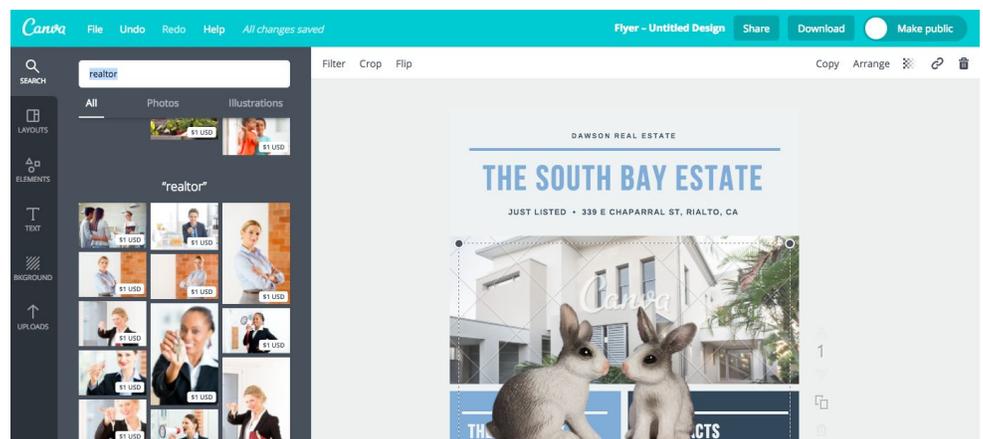
To add any pictures you added, click on Uploads & click on any image (or drag it) in your library to add it to the design

Note: If you didn't upload the pictures beforehand, click on Uploads & then the green Upload Your Own Images button, browse to find the folder on your computer & upload all the images in that folder (you can select multiple at once)



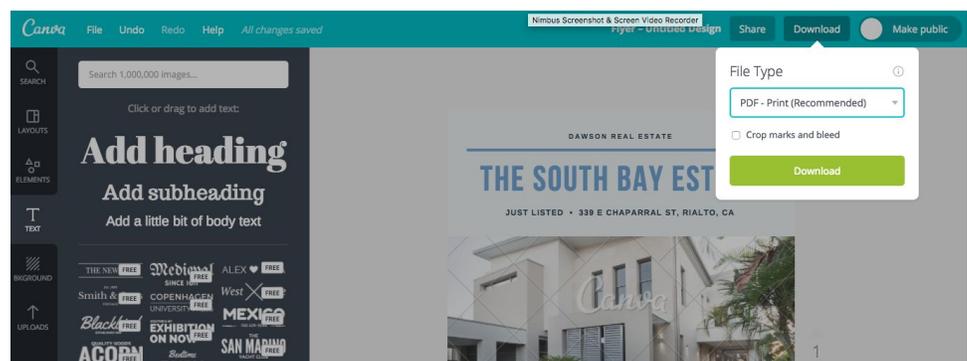
At anytime you can use the search box to find a picture or font out of their library which are free or \$1

(if you save it without the crosshairs)



Step 3

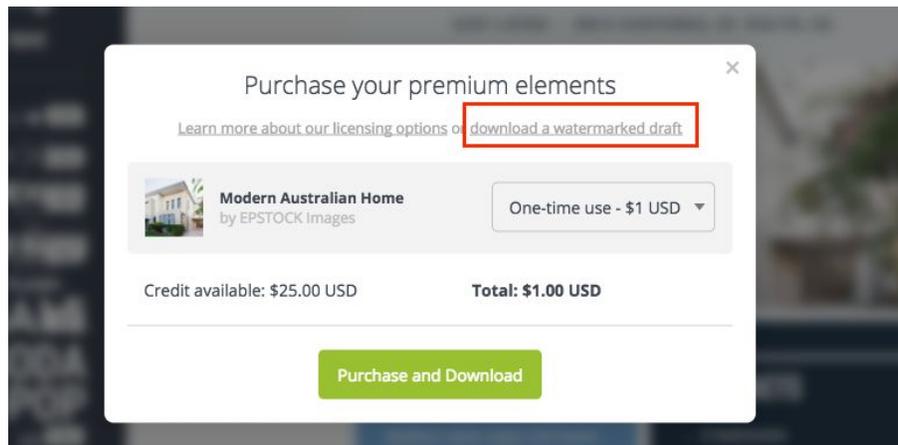
When you are done, click on Download & choose the File Type (jpg, png, pdf standard or pdf printable) & then click the green download button.



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If you do not wish to pay for it, click on the Download a Watermarked Draft link.



Brochure, Invite or Post Card

Repeat the exact process from Flyer except choose **Brochure, Invite or Post Card** in Step 1

