

# Market Like a Pro In No Time Workshop Preparation Homework

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 entire marketing campaign (flyer, video, social media post & email marketing piece) for yourself & of a listing.

## REQUIRED HOMEWORK To Be Done Before the Day of the Workshop:

1	<b>For BOTH the Part 1 (Offline) &amp; Part 2 (Online) Workshops:</b> For flyers, invites, social media posts, social media account headers, etc. Create a FREE account at <a href="http://www.Canva.com">www.Canva.com</a> . Then click Upload & add all of the image files detailed above in Steps 2-4 into Canva.
2	<b>For ONLY the Part 2 (Online) Workshop:</b> For video commercial, create a FREE account at <a href="http://www.animoto.com">www.animoto.com</a> . Click Create to start your video, then click the + button, choose the images icon and then browse to the folder on your computer to upload all of the image files detailed above in Steps 2 & 3 and video clips in step 5 into Animoto.  - Note: Free trial period is 14-days, after it is \$8/mo. So you may want to set this up within a few days of going to the event to take advantage of the free time.

## OPTIONAL HOMEWORK: STEPS 1-7 Below

If you want to be able to create actual personalized marketing materials that have your picture, logo, contact info, etc., that you can use after the class to promote yourself and/or some of your listings, it is recommended that you do the following homework assignment.

*Note:* If you **DO NOT** do the Optional Homework Assignment, no worries....on the day of the workshop, you can access a folder on Google Drive by going to <https://goo.gl/RuK5on> 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.

You can either download everything in the zip file or choose individual files you want to download by going through the REALTOR, Property, REALTOR Value Slides and Video Clip folders.

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Here is a **Step-By-Step Breakdown of the Optional Homework Assignment**

## Needed for BOTH Part 1 (Offline) & Part 2 (Online) Workshops

<b>Step 1</b>	Choose a listing you would like to build a marketing campaign for while at the Workshop.
<b>Step 2</b>	Create a <b>folder on the computer you will be bringing to the Workshop</b> that you will copy or save all of the files detailed in the following steps into.
<b>Step 3</b>	Add a <b>headshot &amp; your company logo</b> to the folder.
<b>Step 4</b>	Add a description of the property to the folder.

## Needed for ONLY the Part 2 (Online) Workshops

<b>Step 5</b>	Using a program like Powerpoint, <b>create 5 slides</b> highlighting the major features and benefits of that property. Repeat the same task with 5 slides of why someone should hire you as their REALTOR. Try to make each slide very visual with a dominant background image and a maximum of 10 words. If you need copyright safe images check out <a href="http://www.pixabay.com">www.pixabay.com</a> . Then <b>save or download each slides as image (ex. jpg or png) files</b> to the folder.
<b>Step 6</b>	Using your phone or stand alone camera, shoot a <b>video</b> of you introducing yourself and another inviting people to the property (both video clips should be under 10 seconds each) and add video clip files to the folder.
<b>Step 7</b>	YouTube - as a bonus (not required) you can create a YouTube account & channel. <a href="#">Click here for instructions</a> . Then from your Animoto account, click on the Account button, then Settings & add YouTube as a connected service (this will allow you to upload videos from Animoto to YouTube if desired)