

The Darryl Davis

POWER AGENT MAGAZINE™

July 2019



Featuring *Katie Lance* • Page 4



Table of Contents

Table of Contents	2
A Letter from Darryl Davis	3
Meet Katie Lance	4
Interview with Katie Lance	5-25
Schedule	26



A Letter From Darryl Davis...

Dear **Power Agent**® Members,

Welcome to this month's **Power Agent**® Magazine. We're thrilled to bring you some of the best agent-to-agent strategies in the industry from some of the most top performing real estate professionals in the country! My team and I are humbled and appreciative at the *incredible generosity of agents* who are so willing to **share the tools, mindsets, and solutions that have helped them rise to the top and stay there.**

To listen to the recording of this interview, please visit the [Podcast tab](#) in your Power Program Classroom.

We thank you for being a **Power Agent**® Member! As you know, for less than a dollar a day – you receive:

- Full access to **WEEKLY Power Agent Coaching Calls**
- Full access to our entire CLASSROOM of *tools, training, marketing collateral* and more
- Monthly webinars on the **timeliest topics** affecting agents in our market
- Monthly interviews with *top agent* professionals
- Full access to our **Members Only Facebook Group** of networking professionals
- *Dialogues, scripts, objection handlers, time management tools* and more
- **Special bonus offers**

If you have questions for me or our team, please visit www.AskDarrylDavis.com or use the email address below to reach us. If you have any ideas or suggestions or would like to contribute an article or news piece, please do not hesitate to contact my office. We always welcome the thoughts of our members.

If your organization would like to bring me in to share listing inventory-building, results-producing skills that can prepare agents for ANY market, please have them contact my Director of Opportunities, Julie Escobar at Julie at julie@darryldavisseminars.com or [visit my website here](#) to learn more.

Need assistance? Call us at 800-395-3905 or email us at info@DarrylDavisSeminars.com.

Until next time, I wish you all the best and nothing but success and of course, I'm here to **help you design a life and career worth SMILING about!**

Powerfully Yours,





www.KatieLance.com

HI, I'M KATIE LANCE!

I have been working in the marketing and branding world for more than 20 years but in the last 10 years have focused on social media because I truly believe social media is one of the best ways to engage and connect with your potential and current clients. When I started my consulting firm in 2012, I made a conscious decision to not be 'all things to all people,' and to focus on the one thing I am passionate about – social media for the real estate industry!

SO, WHAT DID I DO BEFORE ALL OF THIS?

I have always loved marketing and got my first real taste of it in college working with Vector Marketing; the marketing arm for Cutco Cutlery. I worked my way through college and into management at a young age – even opening an office for them in Honolulu! I'm happy to share more of that story over a glass of wine!

In 2005 I got my first job in real estate as the marketing director for Empire Realty – a boutique firm in the SF Bay Area. This is really where I fell in love with the real estate industry and the entrepreneurial spirit of the industry. From there I went on to work for Inman News for many years.

I was the chief strategist and social media director for Inman News. I'm proud to say that during my time with Inman, their social footprint increased from 7,000 fans and followers to more than 250,000. In 2011, I launched Inman's ambassador program, which currently includes some of the real estate industry's most socially active members. The Inman ambassador program now has a reach of well over 2M friends and followers.

I also co-founded Inman Next – the leading real estate industry blog and was the managing editor for FOREM (Future of Real Estate Marketing) – one of the oldest and most respected real estate blogs. In 2012, I got that entrepreneurial bug myself and started Katie Lance Consulting . A few years later, my husband Paul Lance quit his corporate job and made our dream a reality. He is my partner in life and business and we couldn't be happier!



~ an interview with ~
KATIE LANCE

www.KatieLance.com

Darryl: Hey gang. Darryl Davis. I'm very excited. We've got a special guest as you can tell. It's Katie. Hi Katie.

Katie: Hi. (laughter)

Darryl: Katie, before we get into these questions that we surveyed our members and asked them what is it that—which, by the way, I got to tell you something. When my wife heard that I was interviewing you, you thought I had a president or an ambassador (laughter) she was so excited. This is what she said: “How did you get her?” (laughter)

Katie: That's really sweet. (laughter)

Darryl: She follows you. She's a fan, so you're a bigger celebrity. Me she don't care about. I'm garbage [after this conversation (ph?)]. All right, a little background. For those of you who don't know Katie, if you've been under a rock, actually, (laughter) she's a social media expert in my opinion. Now Katie, you got into real estate—actually before real estate I heard that you were selling Cutco and you were in Hawaii?

Katie: I was. Yep.

Darryl: That's pretty awesome.

Katie: I worked for Cutco for many years.

Darryl: Wow, so I'm sure you learned some sales skills from them?

Katie: I did. If you can do direct sales, you can do anything. (laughs)

Darryl: You gotta have a good product. They have a good product.

Katie: Absolutely.

Darryl: You got into real estate 2005, right?

interview with Katie Lance (continued) ...

Katie: Yeah.

Darryl: You did that for a while and then the Chief Social Strategist—whatever the title—at Inman.

Katie: Yeah, I worked for a real estate company for a few years. I was the marketing director for a local brokerage in San Francisco Bay area. That was my first step into real estate. From there I worked for Inman News for a number of years; I ran their social media, did a lot of speaking on stage, became their chief strategist. And then in 2012 kind of got that entrepreneurial ... bug and decided to go out on my own. So, we launched our consulting company in 2012.

Darryl: And now your husband, Paul, right?

Katie: Yep.

Darryl: [I was reading about you on the website (ph?)]. He left his corporate job to work with you?

Katie: He did.

Darryl: That's pretty awesome actually.

Katie: Thank you. He left his corporate job it'll be three years this summer. Yeah, it was always kind of a dream to run a business side by side. He's my partner in life, partner in business. Most days it goes pretty well. Every once in a while, (laughs) there's some ups and downs but I think we're a great yin and yang.

Darryl: And you're still married. That's an accomplishment.

Katie: Thank you, yes. It'll be 18 years this year. And we have two kids, so life is good.

Darryl: Eighteen years, that's a long time. There should be an award. (laughter) Nowadays it's hard to stay married. Before we get into these questions and the content of the plethora (ph?), I want to try to take the years and years of knowledge and expertise you have and cram it into less than 60 minutes.

Katie: Okay.

Darryl: But before we do it—because I know we're not going to cover everything—and you have so much great stuff to give, because I was looking. You've written a book, Get Social Smart?

Katie: Yep.

Darryl: And you've got a great video blog on YouTube. You've got a podcast that you've just launched, which I love by the way, on how you're sharing your journey. So, it's a little different take but I love it. And then you've got your academy, too, which I think is one of the best things that agents, if they need help with social media, I'm going to go out of camera shot because I just dropped my questions. (laughter)

Katie: That's okay. (laughs)

Darryl: Wonderful. Oh, and you have a lot of free stuff on your website, too. So, give people a couple of places that they can find you, learn, and continue this experience that we're starting here.

Katie: Yeah, absolutely. Well, you did a great job highlighting most of them. We have lots of free resources on our website, so that's usually the best way for people to connect with me. It's just Katie Lance dot-com; K-A-T-I-E-L-A-N-C-E. There you go. We've got lots of great videos and blog posts, especially if someone is just in the early stages and trying to figure out what they're doing with social media and strategy. There's lots of great resources there. And we have a great e-mail newsletter that we put out once a week. We've got our book, as you mentioned, on Amazon.

And really for agents and brokers who are really ready to take it to that next level, we have our online academy. If someone goes on our website, you go on Katie Lance dot-com, click the little "academy button." It'll tell you more about our membership site. It's something we're really proud of. We call it our "Get Social Smart Family" because—and I'm a little biased—we have some of the best agents and brokers inside of our academy. They're just people who love this industry; they love real estate; they know that real estate's a people business and that social media doesn't replace that. It's just that, when done right, it makes it even better. So, we're excited about that. That's kind of one of the things that you and I really see eye to eye on, just the relationship part of real estate—

Darryl: Yes.

Katie: ... and its business.

Darryl: Yeah, what's great about what you teach is how to use social media to enhance the relationship. It's not to replace it. And you're so good at it. Anybody that's not a part of the academy, you've got to check it out on our website. I highly recommend it. Now, let us get into the questions. I'm going to take this over here, get some of these other questions. One of the questions when we interviewed our power agents in our membership, this is one of the questions: Is there a must-have platform that an agent should be on? There's a lot of social media. Is there one that is a must that they should be on?

Katie: That's kind of the million-dollar question.

Darryl: That's why I started with it first.

interview with Katie Lance (continued) ...

Katie: (laughing) That's good. Well, part of it depends. It depends on where your clients are at and also where you enjoy being. I think that's important as well. But especially where your clients are at. I would say for most agents and brokers; I would say right now most of their clients are typically on Facebook. So, I do think Facebook is still the number one social media platform for a lot of agents and brokers. But Instagram is right behind it as well. In fact, Instagram is closely behind it. Who knows if it'll eclipse it? Ironically, it is owned by Facebook. But there are a lot of folks that are shying away from Facebook because of all the political posts and noise that's on Facebook. Especially if you're trying to target a younger demographic, Instagram is a really important platform.

So, I always encourage agents and brokers to look at who's their ideal client? Where are they hanging out? And if you're not sure, a great tip I can give you is send an e-mail to your database and just ask. You can say something as simple as, "Hey, we're working on improving our social media strategy and we're just curious where are you hanging out? Facebook? Instagram? None of the above? That's okay." It's kind of getting a sense of where people are at, I think it's important.

Darryl: You also have LinkedIn, you've got Twitter, you've got Instagram (ph?). But probably the top two is the Facebook and the Instagram.

Katie: I think so, but I would just mention that LinkedIn is important. It's not as fun as Facebook or as new as Instagram but LinkedIn I think is one of the only really professional networks. As an agent or broker, you're probably not hanging out as much on LinkedIn as Facebook or Instagram but it's important to have your professional profile set up on LinkedIn; with an updated photo, with some information about your background and your designations, and your contact information. You may not go on LinkedIn a whole lot but if someone googles you, LinkedIn is typically one of the first things that comes up. So, make sure you update that LinkedIn profile, keep it up to date. But in terms of day to day, it's probably going to be you're spending most of your time on Facebook or Instagram or sometimes both.

Darryl: What do I do (laughs)—I'm laughing—if I don't really want to be on camera? Because some people have a face for radio. (laughter) But I know I really should be doing some type of video, which by the way is actually a two-part question. Some people don't feel comfortable in front of the camera period. They're trying to avoid it at all costs. What do you say to those people if they don't really want to be on the camera, but they feel like they need to do something?

Katie: That's a really good question. So, I think for a lot of people there are certainly a lot of anxieties when it comes to video, right? We don't like how we look; we don't like how we sound; we think to ourselves, "Who cares what I have to say? Is it really that valuable?" We want it to look good so then we don't do it. One thing I would say is video just like anything else, it's a muscle. So, the more you do it the easier it gets. It's a lot like in real estate. When

you first get your license; you're licensed, you went through the courses, but you don't really know what you're doing until you're working with the client. And probably, let's be realistic, (laughing) you probably didn't know what you were doing for maybe a good six months or a year or maybe even longer than that.

So, I always like to say, "Done is better than perfect." Sometimes you've just gotta dive in and start. At first, it'll feel awkward and uncomfortable and usually your first videos are usually always terrible (laughter) ... to be honest. If you look back at my videos, when I first started—they're somewhere on YouTube—we all start somewhere. I would say that's one thing.

I would also say, too, I had a very good friend of mine very lovingly tell me a few years ago, because I was feeling kind of the same way, she said, "Katie, that's how you look. And that's how you sound. So, you need to get over it." So, I would lovingly tell anybody that as well. That's what you look like, that's what you sound like. In this day in age, in 2019, 2019, depending on people watching this, one of the best ways to connect with people is through video.

There's just something about hearing you and seeing you. And to be honest, if you want to stand out there's lots of agents doing video. But here's the secret: A lot of them are just doing it here and there. They only do it when they have a fancy listing. Very few of them are doing it consistently or putting out valuable information. And that's really where the magic lies.

Darryl: You know what? I so agree with you. I'm not an expert at all but one of the things I've learned through the video that we do that key word that you said and that's consistent. You must be consistent. You've got something I highly recommend that people get on your Katie Lance dot-com, your free stuff, you've got the Facebook Live topics.

Katie: Yes.

Darryl: I think it's 35. I can't remember. Is that right?

Katie: It's either 30 or 35. It's a cheat sheet of 30 or so ideas for Facebook Live.

Darryl: The reason why I bring that up is that whole consistent thing. If I'm not mistaken, you record some of your stuff in advance. That way if the consistency is a certain day of the week or so many days in a week you're not having to scramble. So, you get them in the can (ph?) kind of.

Katie: Yes. That alone has been a huge gamechanger for us but also for a lot of folks inside of our academy. We teach this concept of batch creating your content. And I started doing it honestly because I thought to myself, "If I'm going to sit down, do my hair and makeup and record one video, I might as well record four or five and get them all in the can" like you said. I usually set aside once a month all ready to go. I've got my list of topics and I just kind of chicken scratch some notes. I don't script it out. We sit down and we record a good four or five episodes all in one shot.

interview with Katie Lance (continued) ...

I do the same with my podcasts. I sit down and record three, four, five episodes all in one shot. And I just find that when you get into a system, that makes a huge difference. You batch record and then you think when is that going to get released? Is it every Monday or Wednesday or Friday? And here's the secret: It doesn't really matter what day. Whatever day is good for you but pick a day. And what happens is, people will start to tune in and they'll say, "Oh, gosh. She's got that new episode coming up on Friday or Wednesday" and they start to tune in.

Especially if you're doing episodic content. You probably notice I do that with my videos and my podcasts. And that's done intentionally because human nature, it's like watching a new show you've never watched before and realize, "Wait, this is season two? I missed season one? I gotta go back." (laughter) You know? So, there's a lot of power in that.

Darryl: That's a good concept. While we're on that, how do you post? You've got Facebook, you've got Instagram. What do you recommend agents use to post? Do they go direct to the app? Or is there a third-party app?

Katie: I recommend going direct to the platform if possible. There are some other tools that are out there. For Instagram I have used the tool Later dot-com. Later is actually a good tool to schedule some of your content. But for Facebook specifically, I like to just post directly. And you can actually schedule content using Facebook's scheduling tool if you have a Facebook Business page. I find if you use other types of apps, especially with Facebook you tend to get a little dinged in terms of engagement.

When you use Facebook, they don't want you to use any third-party tool. But I do think there's some value in scheduling a little bit of your content. For example, like I said, I sit down once a month to batch create my content. But I also sit down once a week to plan out the next week or so of content. I tend to do that on a Friday and take 20 to 30 minutes and we'll plan out the next five to seven days. And we'll schedule some of the content just on Facebook or through Instagram.

And that allows that consistency. So, it's not set it and forget it. It just allows you to make sure you've got something consistently going out there. And then, if you want to post while you're in the moment and you want to post a selfie or whatever (laughs) you can do that [even though (ph?)] you've got that consistently going out.

Darryl: Awesome. Very good. Very exciting. Good stuff. All right. Should I be spending money ... on ads, boosting posts, et cetera, or just trying to get organic traffic and followers?

Katie: Well ... so, spending money on Facebook or any advertising, it's a little bit tricky right now. But specifically, with Facebook. One thing that's happening with Facebook—you may have seen this happen recently where maybe you're trying to do an ad or you're trying to boost something and your ad or your boost gets declined?

Darryl: Yeah.

Katie: Facebook is really locking down on fair housing and how we target the demographics. And then, on top of that Hud (ph?) has come in and NAR (ph?) and there's conversations about that. And so, (laughs) to put it bluntly, (laughing) there are conversations about that. So, it's definitely a moving target. In fact, Facebook has said sometime in the fall apparently sometime around September they're planning on rolling out an ad platform just for real estate and financial services. We'll see if that actually happens.

I really think that, for most agents and brokers, it's important to start with a strategy first before you start putting money into anything. Some agents aren't quite sure of the strategy, but they feel like, "Okay, I'm going to throw some money at it and we'll see what happens." Right?

Darryl: Yeah.

Katie: So, I do think it is challenging to get organic traffic. No doubt about it. But there's two things that can make a really big difference. The first is taking a few minutes every day to engage with people. I'm a big believer in this idea of focus five where every day just connect with five people on social media. That doesn't mean jump in and "like" five things but take a few minutes to comment to engage. You might see that it's someone's birthday or [make a call because it's (ph?)] their birthday. You take a few minutes to engage. That small act makes a huge difference with Facebook.

Darryl: Okay.

Katie: The other part of that is putting out original content. That's where that video piece of it comes into play. In fact, Facebook has recently said that they are favoring original video content in the news feed. In fact, they are favoring original video content that's episodic, that's at least two to three minutes. [This is data that (ph?)] just came out in the last two to three weeks or so. We're seeing that as well when we're putting out video content. Over the course of time, you're starting to attract new business. You're starting to attract "I like that guy. I like what he has to say."

So, those two things; that focus five; connecting with people and then putting out original content, I would start there and get a plan in place for there. And then, add in spending in a little money because you can always add that in afterwards. But take that time, take those resources to put together a plan. And then, you can always add in some money. (laughs)

Darryl: You made me think of a question that actually I've been struggling with. Before I ask, though, I'll make sure our agents are struggling with it, too, and I believe so. With Instagram you have a 60 second unless you to the IGTV?

Katie: Right.

Darryl: Which has different formatting sizes? Okay. And then, you have Facebook, which you

interview with Katie Lance (continued) ...

said two to three minutes is what they like?

Katie: Yep.

Darryl: So, let's say an agent wants to do a video on tips to sell you a house or they're doing a video tour of a house. They've got a 60-second Instagram, two to three minutes on Facebook (laughter) [to get to a video (ph?)]. How do we reconcile that?

Katie: So, what I recommend is you shoot one video. Shoot once and repurpose. I'm a huge believer in that. We do that in our weekly videos that come out. Every Wednesday we have kind of a new video that comes out. We shoot horizontally and we'll usually shoot about a three to four-minute video. Sometimes longer, sometimes a little bit less. That horizontal video gets put up on our Facebook. It gets put up on YouTube. We share it on Instagram. But when we share it on Instagram, the first minute just appears. So, our call to action on Instagram is, "Hey, go over to YouTube to watch the full version of this video, to watch the rest of this video."

Darryl: Okay.

Katie: You can also put it over on IGTV. IGTV's vertical. You can use—there's a lot of different apps. There's a great app out there called In Shot, In; I-N and then S-H-O-T. It'll take your horizontal video and put it into a vertical format. Write it down. (laughs)

Darryl: Writing it down.

Katie: Write it down. (laughs) So, you can take that and load it into IGTV. It sounds like a lot, but once you kind of start to think about where do you want it to be? How can you repurpose it? at the end of the day, you're taking once piece of content and slicing and dicing it in ten different ways.

Darryl: Right.

Katie: And then, of course you can do an Instagram story of, "Hey, I just did this great video. If you want to watch it, go to my YouTube channel or click over to my Facebook." So, we try to kind of always tie it back to pointing it towards that long form video whether it's on Facebook or YouTube. And Instagram's a great way to drive traffic and create interest for that, too.

Darryl: Let's make sure I got this. So, what you do is an agent does a tour of a house or a tip on your Facebook Live tips perhaps, that concept. They shoot three minutes. They post it on Facebook. But on Instagram it's a tease for the whole thing?

Katie: Yeah.

Darryl: And we're going to direct them to Facebook or to YouTube?

Katie: ... I actually think it's better to direct them over to YouTube. So ... there's a couple things here. Just to back up a second, when you're on Instagram you're only allowed one live link. And that is the link that's in your bio. So, you could either change that link week in and week out. Or you could whenever you have a new video you could also use a great tool called "Linktree." We use Linktree. Linktree is totally free. It allows you to put multiple links in your bio on Instagram. So, if I were an agent, I would take that video; I would put it on Facebook, I would put it on YouTube. I would have that YouTube link in my Instagram bio. The reason for that is what I have found is that when you're on Instagram and you click a YouTube link, it's seamless. And you want that experience to be as seamless as possible.

When you click on a Facebook link from Instagram, sometimes it works sometimes it wants you to log in, sometimes it doesn't work—

Darryl: Yes.

Katie: ... which is annoying even though Facebook owns Instagram you'd think they'd figure this out (laughs).

Darryl: Yes, okay.

Katie: So, I personally think YouTube and Instagram have this symbiotic relationship (laughs). And you don't even have to create a separate one-minute video. I would just take the three-minute video, upload it in the Instagram. It's only going to take the first minute. And in your caption just put, "Hey, to watch the rest of the video click the link in my bio. To watch the rest of it over on YouTube."

Darryl: So, if they go to the Linktree, the Linktree helps your bio to have the link?

Katie: Yep.

Darryl: Go to YouTube to watch the rest?

Katie: Yep, exactly. And what Linktree allows you to do is it allows you to have multiple links. So, if you go to my Instagram it has my Linktree. It allows you to click my YouTube channel, sign up for my newsletter, academy, my book.

Darryl: I noticed that.

Katie: Which is kind of cool.

Darryl: It was like a website—

Katie: (laughing) Yes.

Darryl: ... from your bio to the Instagram.

interview with Katie Lance (continued) ...

Katie: Yes. And agents do this really well. They have their solds, their most recent listings, their coming soon, and their latest blog posts, and their YouTube and their Facebook, right? So, it's a way to share more than just one thing over on Instagram.

Darryl: So, LinkedIn acts as a bridge from Instagram to wherever?

Katie: Yeah.

Darryl: In this case YouTube?

Katie: Linktree not LinkedIn. (laughs)

Darryl: I said, "LinkedIn"?

Katie: Linktree.

Darryl: I'm getting old. Linktree. Yes, I color my hair. It's actually gray.

Katie: (laughing) Yes, Linktree is great. I realize saying this all out loud it sounds complicated. To be honest with you, I really think it starts all of the content. And so, for an agent or broker who hasn't done this, I recommend just sitting down, putting your phone down, closing your laptop, take out a notebook, and just brainstorm: What are the questions you get asked all the time? What are the conversations you have day in and day out with buyers and sellers? Investors? I almost guarantee, if you took ten to 15 minutes you could come up with 15 to 20 topics, right?

Darryl: Mm-hmm (affirmative).

Katie: And that's kind of the first step. Setting aside some time to get those recorded and to get those distributed (laughing), if I can say that word right, out to the interwebs. So, that's really the magic instead of thinking, "I have to post something new every single day" which a lot of people think. No, how about one great video each week? And then, that video becomes a number of different posts because there's no reason, when you post a video on Monday on Instagram, by Friday I've forgotten about it.

So, you can post it again. Same thing in Facebook. Every time I put a video on Facebook, I'm sharing that video three to five times over the first few weeks. Most people have never shared the same thing on Facebook more than once. They share it and then we're done. So, it's this idea of we're working smarter not just harder.

Darryl: Yeah.

Katie: Make sense?

Darryl: It totally does. I'm thinking of the agents now. You obviously are the social media expert. I use social media because I'm a speaker and a trainer. For an agent, they may be like, "I just want to show houses." (laughter) You know? "Do I have to do this?"

Katie: If they want new business they have to, yes. That's the thing we're talking about. Real estate is such an up and down, up and down. I have a listing then I have three to four clients. And then it's up and down. If you want that consistency as far as consistently getting business, the business reason behind this—here's the real deal. Can we get real?

Darryl: Yes.

Katie: (laughs) Okay. The real deal here is this: When you start to do this, at first, it's going to take a lot of time. You're going to feel frustrated. It's going to be a little (inaudible at [0:26:56]). And then, I would say a good few months down the road things will start to happen and you'll hear things like, "Darryl, I see you everywhere. I feel like I know you. You're in my head." You ever go to the grocery store and people go, "I recognize you from Facebook" and you have no idea who they are?

Darryl: Right.

Katie: Those kinds of people when they're ready to work with you, they're ready to work with you. They're not calling 12 other realtors. They know you. And now it's up to you to decide if you want to work with them. And that is just awesome. That is the difference between attracting business and chasing leads. So, that's kind of the whole business reason behind why this is I think so important.

Darryl: And let's really highlight that. Let's just nail that down. Let's take social media out of it. You just said it's about if you want more business?

Katie: Yeah.

Darryl: So, there's how does an agent get business? I teach calling FSBOs, calling ex-buyers (ph?). That's my speciality. Then you have farming and you have door knocking and you have postcards and you have open houses. Social media is the digital form of all those things.

Katie: Yeah, exactly. It totally is.

Darryl: So, for you to discount—not you, I mean the agents watching that are totally like, "Do I really need to do this"? Well, like you just said, Katie, if you discount this then you might as well discount the door knocking and FSBOs. It's all the same thing. It's bringing business to you.

Katie: Yeah, [and you can discount it (ph?)]. But there's someone else in your community that I can guarantee is not going to discount it. And here's the beautiful thing: It's 2019. It's not too late at all because I would guarantee for most people watching this, there are

interview with Katie Lance (continued) ...

probably some agents in the market doing some video or doing some stuff like this—maybe they're doing a podcast or whatever. I would guess that there are any agents on the market that are doing this really on a consistent basis because it takes time. So, that opportunity is really kind of wide open, I think.

Darryl: That's a very good point. So, because there are a lot of agents that aren't doing it, it's a virgin territory for an agent to own the digital space in their marketplace if they actually focus on this.

Katie: Yeah. And let's say there's someone in your market and you think to yourself, "Oh, well they're already doing a bunch of video and stuff. I've seen their stuff." There's room for other people. There's room for more than just one. (laughs) I mean, I've seen this just recently in one of the markets a few of my good friends are doing similar but different because their voice is different, their personality is different. That's really where the magic lies; when you start to do this and start to be a little bit more comfortable in your own skin and realize, "Hey, now everyone's gonna want to work with me and I'm totally fine with that."

Darryl: Right.

Katie: So, that's part of it also.

Darryl: Awesome stuff. All right, back to these questions.

Katie: Yes. (laughs)

Darryl: This is so great. Is live better than posted or scheduled videos?

Katie: That's a good question. I don't know if it's necessarily better. Right now, on Facebook, Facebook puts a lot of weight on video in general; whether it's recorded or whether it's live video. And there's kind of pros to both. I personally prefer recorded video myself because it's easier to produce. I can sit down, like I said, and record four or five in one shot. It's a little bit more challenging to be consistent when it comes to Facebook Live because you might say, "Every Monday I'm going to go live at 10:00 AM." And then, well, you have an appointment, or you have a client call and that takes priority. So, where I think there's a benefit is having a little mix between the two. So, if you can get into the routine of putting out consistent recorded content; sort of the episodic content we're talking about.

And then, from time to time where I think there's a lot of value with live video is taking people behind the scenes. For example, you might have a Sunday open house. And with the permission of the homeowner you might say, "I'm going to do a quick sneak peak, a Facebook Live, to promote that open house." We also see Facebook Live work extremely well in private groups, so if you have a Facebook group or some agents that we work with have a private Facebook group just for their clients, to give some knowledge and provide some benefit to that group. So, I don't know if one is better than the other. They're a little like apples and oranges.

Darryl: Okay. All right, okay. Good. The live to me is a challenge because you only got one shot.

Katie: Right. And sometimes depending on your Wi-Fi it cannot be a great experience depending on how it sounds. It gives you a little bit more control when it's recorded. (laughs)

Darryl: I agree. ... What should I not do? And I'm assuming that they're talking about social media.

Katie: What should you not do? I think one of the big things that you not do is I recommend that you not automate your social media or just hand it off to somebody else, which is really tempting because as you're listening to all of this I would guess some of you are thinking, "Oh, my gosh. I don't have time to do this. Who can I hire?" (laughs) which is a pretty natural response. But the challenge is, the first part of social media is social. So, if you just hand off who you are completely to someone else, you're missing a big opportunity.

And there's lots of companies out there that will try to sell you on this. They're like, "We know you're busy. Let us take care of this for you." And the challenge with that is that it becomes the set it and forget it mindset. And it becomes sometimes generic content; it doesn't really sound like you. And to be honest with you, like I said, Facebook right now is really favoring original content.

So, I don't think there's anything wrong with at some point maybe you bring on an assistant to help at some point with the scheduling, maybe at some point you work with a video editor to help edit some of the video that you do, or a copy writer. There's nothing wrong with some point bringing on people to help you with certain pieces of that. But I highly recommend against handing off your entire brand to somebody or some other company.

It's a lot like having a dinner party with your ten most important clients. And instead of you being there, you just have your assistant there the whole time. We would never do that. But that's what happens when it's just handed off to somebody else. So, as tempting as it may sound, I just encourage you to dig in; start putting together your own system and process and don't outsource it completely.

Darryl: Yeah, I guess there's two things: If somebody starts off doing it themselves and they learn it and they're getting good at it and they're getting their skill at it and they understand it. And then time management they kind of pass off to help manage it—?

Katie: Yeah, exactly.

Darryl: ... the fact that they understand it, they can manage the person so they're not giving up total control not understanding what's going on? Right?

Katie: Exactly. Yeah, that's kind of how we've structured it with our team. What I have found, and I think I shared with you last time we chatted is, I felt like the value that I can really bring is when I'm on camera or I'm providing the content. But I've gotten to the

interview with Katie Lance (continued) ...

point with my team where I don't necessarily need to be in the weeds editing every little video. I know enough how to do it but it's not my specialty. And I find if you can get to that point when it's just you yourself and that's it, that's fine. You'll do what you have to do. But as you grow, there's nothing wrong with outsourcing appropriately. (laughs)

Darryl: Yes, okay.

Katie: That's understanding the process yourself, so you know who to look for; who to hire, who not to hire.

Darryl: I love what you said about just getting started, too; that for some people it's still overwhelming. And that's why your academy is so awesome for people, too, because it'll hold their hand through the process so they're not alone trying to figure it out.

Katie: Yeah, that's the thing. You go on Google and you Google "How do I run a Facebook ad?" There's ten gazillion Facebook videos on how to do it. But, unfortunately, a lot of those are not always up to date. Most of them have nothing to do with real estate.

Darryl: Again, not to push your academy but I'm pushing your academy.

Katie: Thank you.

Darryl: [Well, it's good (ph?)], especially again for the people that they see the whole thing and they're overwhelmed so they don't do it. So, I like what you're saying, just start somewhere. Don't worry about being perfect just like when you were a new agent. That's so great that you said that. To highlight that, I would say people need to give themselves permission to fail.

Katie: Yeah, I think a lot of people are afraid of pushing the wrong button. They don't want to mess up; they don't want to say the wrong thing. And then, they don't do anything.

Darryl: Push the button. I love it.

Katie: What's the worst thing that could happen? You delete the app. Well then, you could re-install it. Or you accidentally do something dumb? Well, you can delete it. (laughs) I mean, this is the worst that could happen.

Darryl: That's the worst. Unless you're on Twitter. It's kind of hard to delete a Tweet.

Katie: (laughing) True.

Darryl: Things I wish I could delete. (laughter) ... How are we doing for time? All right. Should people do stories on Instagram? How is a story different than something else on Instagram?

Katie: Yeah, so Instagram stories for people who don't know launched about a year or two ago. It kind of copied Snapchat in a lot of ways. Basically, if you haven't seen it, it's stories or 15 second videos that gets stitched together into a story that disappears after 24 hours, which for some people can feel a little like, "Well, what's the point? Why would I create something that (laughing) disappears?" But where we see Instagram stories as really beneficial is in kind of two ways: One, just sharing the behind the scenes as you're out and about. For example, you might have a beautiful new listing. The professional photos are going to go up on Facebook and you might have a nice video. But your Instagram story is on the way to meet the photographer or in the house as you're meeting (ph?) an inspector; the behind the scenes. It's not filtered, it's not perfect. It's that behind the scenes.

The other way Instagram stories is really powerful is to drive traffic to the other things that you might be promoting. For example, when we have our weekly videos, one of my Instagram stories is usually, "Hey guys, I just did a quick video about three ways to improve your Facebook. Here's tip number one. If you want to hear about the next two tips, click over to my YouTube channel. Here's the video." And we're using Instagram stories as a way to kind of promote that. So, that can be really powerful.

And I would also say, too, Instagram stories is a great way to connect with others in your community. We're seeing agents and brokers who are getting really smart about if they're at a local coffee shop or they're at a local restaurant, they'll do an Instagram story about, "Hey, this is my favorite cup of coffee." And they'll tag that about the coffee shop in the Instagram stories and then they get reshared. So, it can be a really (inaudible at [0:39:21]).

Darryl: In the stories, you would use a hashtag. I think I've seen people where, in the story, there's a web link, I think—?

Katie: Yep.

Darryl: ... where before the story's over, you press it. How does that work?

Katie: When you're doing an Instagram story you can add all kinds of things. You can add hashtags. Hashtags definitely help you get found. You have to have a public account, though. If you have a private account on Instagram hashtags aren't going to help you at all. The hashtag is to have that content get seen by more people. And a hashtag you can add a location. And there is a swipe up feature which allows you to add a link. However, there are a couple caveats: If you want it to link to anywhere you have to have over 10,000 followers (laughs) to get to that swipe up feature. If you don't have that you can run an Instagram stories ad, which we've seen agents do. They're starting to do pretty effectively where they're maybe doing a quick Instagram story saying, "Hey, I've got this beautiful new listing. Swipe up for all the details." There's actually an ad that you can place for Instagram stories.

But the third option is, if you are doing video over on Instagram TV you can add that swipe up feature and just link over to your IGTV. So, if you've got a video maybe you've got a full property (ph?) video or some sort of video on IGTV that you could do Instagram stories and say, "Hey, swipe up to watch the full video on IGTV."

interview with Katie Lance (continued) ...

Darryl: Got it.

Katie: Lots of options. (laughs)

Darryl: Yeah, I see a lot of agents using Instagram because it lends to our industry with houses and rooms and pictures. And I think [that's why (ph?)] we've seen it grown so much over the years.

Katie: Yeah. Why do you think HG TV is so popular and all that, you know, shows about real estate and homes? People love to get little sneak peaks into what's happening with it.

Darryl: I don't want to forget. There was something that I think you said or wrote about hashtags that it's different with Facebook; that it looks like you're spamming when there's too many hashtags as opposed to Instagram. So, how do you resolve that? And how does an agent pick hashtags?

Katie: Hashtags are really valuable inside Instagram. It's one of the fastest ways to grow your Instagram account is to use hashtags. And on a post in your Instagram feed you're allowed to use up to 30 hashtags, which sounds like a lot, but I always recommend an agent or broker use at least ten. Ten to 15 is the sweet spot. What you can do if you've never done this before is you can go onto Instagram; there's a little magnifying glass and you click that. And what I recommend is just start by typing in your city or your town. For example, I live in the San Francisco Bay Area so I might type in "SF Bay Area" or "San Francisco" or "SF Homes."

And what you'll start to see is a list of hashtags kind of populate and it'll show you the most popular hashtags. And to be honest, I recommend just writing them out; just start making a list. You might even keep that list on your phone if you've got a Notes app on your phone or an Evernote on your phone, just keep it in one place that you can easily copy and paste this list over.

Darryl: All right.

Katie: And when you're posting to Instagram, adding those hashtags are key. Now, when you post to Instagram what a lot of people do is, they'll simultaneously post to Facebook because they want to save time, which I get. The challenge like you said is when you share something from Instagram to Facebook and it has 30 hashtags, it looks ridiculous. It looks really spammy.

Darryl: Yeah.

Katie: So, what I recommend—it takes an extra half a second, but I promise it's worth it (laughs)—is go to Instagram; post your photo, add your hashtags, and then post it. Go back to

that post and hit the little “share” button and you can share it to Facebook. And when you share it to Facebook, just delete the hashtags.

Darryl: Okay.

Katie: Instead of just automatically posting it to Facebook, post it to Instagram; take a half second and share to Facebook and delete the hashtags. And the reason for that is you'll just get more engagement over on Facebook. If you're thinking, “Well, that takes too much time” you want to make the most out of every single post. Everything that you put out there, you want to get the most juice from it, (laughing) the most bang for your buck. So, it's a small thing that can make a big difference.

Darryl: Right. Now, should you do hashtags on a Facebook post? Just not as many as the Instagram?

Katie: Maybe one or two. Even though hashtags are searchable on Facebook—you can go into Facebook and search hashtags—but nobody does that. I would imagine you've never done that. Most people have never done that. Because of how Facebook is and the ecosystem of Facebook, it doesn't do any good to do that.

Darryl: Okay, all right. I guess one last question, and it may be a big answer is that, from your academy, because you've got so much great stuff, what are a couple of things that you would pull from to share right now that you feel really helps—some nuggets from the academy?

Katie: Sure. In the way our academy works if anybody is wondering is, it's a lot like Netflix (laughs) meaning once you've signed up you can binge watch as much as you want. It's all on-demand; all our training and videos and everything. And we have it kind of broken down by different categories. So, if you're most interested in Facebook, you can check out Facebook or Instagram, whatever it might be. I think probably the biggest thing that your community here would get the most of is talking about that scheduling piece of it because that's a big piece that we talk about inside of our academy.

Darryl: Okay.

Katie: So, a big tip I would give anybody listening—and we kind of alluded to it a few times—but it's this idea of time blocking your schedule. We teach this idea of time blocking daily, weekly, monthly, and yearly. So, four different times. Daily would be five or ten minutes a day. I do it every morning as I'm having my coffee before I open up my e-mail because e-mail's like a black hole that you never get out of (laughing), so whenever that's a good time for you, a few minutes every morning. That's where you're going to do your focus five; where you're going to intentionally going to connect with five past clients, maybe five prospects on social media.

Darryl: Okay.

Katie: So, that's the first thing. Second would be time blocking on a weekly basis where

interview with Katie Lance (continued) ...

you're setting aside maybe 30 minutes a week to look at the week ahead. So, you're thinking—maybe again, it's a Friday and you're scheduling the next three to five days out and you're thinking, “Okay, I'm going to do a Tip Tuesday post on Tuesday” or whatever it might be to think ahead and start to schedule some of your content.

On the monthly basis, setting aside an hour or two where you're batching some of that content. You've sat down; you're recording video content, podcast content, whatever it might be. You're batch creating that content. And on a yearly basis—and this especially important right now because if you're listening to this live, it's May; it's the spring. But look ahead, look towards the end of the year. Somewhere in October, November, December, set aside a day or two where you can reflect on all this marketing that you're doing to see what's working? What's not working? What are we going to do for the new year? So often we get stuck working in the weeds of our business. We never work on our business. So, that would be kind of the first big thing I would think about would be time blocking daily, weekly, monthly, yearly.

And then, the other big tip I can give you that we share inside of our academy is this idea of really creating a content calendar. I alluded to this earlier this idea of thinking what are questions you get asked all the time? What are the conversations that you have? And what we recommend is, get a whole list together and then start to kind of organize this a little bit; put this into a simple spreadsheet or a Google calendar. Doesn't have to be super complicated. Keep it simple. Just to get it kind of organized just like any media organization. Like, the New York Times, Good Morning America; they all have an editorial calendar. They don't wake up and go, “What are we going to write about today?” (laughter)

So, you gotta think about it in advance. And like you said, the free download that we have for Facebook Live, those are 30 ideas right there. You can borrow those. Steal those from me, go for it (laughing).

Darryl: Yes. Those are awesome. I so love those. Now, you just made me think of another question. I lied that that was the last question.

Katie: That's okay.

Darryl: We're a news organization. We're mapping out our programming schedule.

Katie: Yes.

Darryl: Now, there's news ... there's a problem, it's urgent. As Wolf would say from Sinbad (ph?), “Breaking news.” For an agent, the breaking news would be they got a listing.

Katie: Yes.

Darryl: So, now what do we do with this new listing that the agent's got? What should they do with social media to squeeze it in and promote it?

Katie: Yeah, I love that. What I would recommend is, to use a sort of news analogy; on one hand, you want to keep the programming going. Just because there's breaking news, Grey's Anatomy still comes out every Thursday night at 9:00 PM (laughter) regardless of what's happening in the world. So, if you're programming the same so you say, "Okay, every Monday we have a video. We're going to re-share that here and here. This is how we're going to repurpose it." You keep that the same, it's just that now you're breaking news—I love that analogy. I might have to borrow that (laughs).

Darryl: Steal it, baby.

Katie: I love it. It's just one more layer. So, you can still have the rest of your content going because the rest of your content is going to serve a big part of your audience who's not actively buying or selling. They're the people that you're just kind of marinating on and keeping in touch with over the course of time. And then, you've got the smaller percentage that are in the market or they're thinking of buying or selling. So, that breaking news can certainly just be layered right on top of that. And that might be a great opportunity to do a Facebook Live and say, "Hey guys, I just finished an awesome listing appointment. I'm so excited to work with this amazing couple. We're going to put their house on the market probably in the next few weeks. If you're interested, just send me a message and I'll make sure that you're in the know first. But stay tuned."

Darryl: Awesome (ph?).

Katie: And don't be afraid to share that excitement. Your clients will love that, too. And people want to work with people who are fired up and have some fire in their belly about what they're doing.

Darryl: Yeah.

Katie: There's nothing wrong with that. Especially if you've got a little bit of a runway, maybe if you're going to work with them for a little bit of time to get their house ready, you're not giving away the kitchen sink. You're not saying, "It's 1-2-3 Main Street." You're just building some excitement.

Darryl: Right.

Katie: And I think that's great.

Darryl: That's awesome. You see, while you're talking, I thought of another question. But I can't keep going (laughter).

Katie: Go ahead. It's all good.

Darryl: There's not enough bandwidth. I'm going to have my cable company say, "We have

interview with Katie Lance (continued) ...

to shut you down.” (laughter) Wow, this was really great. Katie, I can’t get enough of you and I’m sure the same is true for people that are watching this. Once again, am I blocking the thing? This is Katie’s hashtag: #GetSocialSmart. But the best way to get in touch with you—which there’s so many free stuff you’ve got that people can download and learn about the academy and your speaking. The same thing, you are for hire. If somebody wants to hire you to come and speak—

Katie: Absolutely.

Darryl: ... you’re hireable, yes?

Katie: Yes, absolutely. (laughing) We do a lot of speaking and training.

Darryl: All right, awesome. It’s funny. People come up to me all the time. [They say (ph?)], “Do you do this for a living? Can I hire you?” (laughter) I’m like, “What?” So, I have to tell people, “Yes, you can pay me to speak.” And your website is Katie Lance dot-com, right?

Katie: Yep, Katie Lance dot-com.

Darryl: It’s up on the board, yeah.

Katie: Yeah, K-A-T-I-E-L-A-N-C-E. That’s where you can find out about our academy, the book, the podcast, all those free resources. We even have a free content grid on our website, so if you’re listening to this going, “Okay, this all sounds great, but I really need help structuring a system” you can download that free content grid. That’ll really help you get started for sure.

Darryl: I saw that, too, and just before this call I downloaded it.

Katie: Oh, good.

Darryl: Yeah.

Katie: You did your homework. I love it. (laughs)

Darryl: Yeah, the fact that I knew you [were from (ph?)] Hawaii and your husband—the whole story, it was good.

Katie: Oh, that’s awesome.

Darryl: Okay. Well, Katie, thank you so much for taking the time to squeeze this in to make a difference. Again, for those of you watching, this is a great lady over here. She speaks from the heart—

Katie: Thank you.

Darryl: ... and cares about what she does, loves what she does, is an expert at what she does. So, you need to plug in with her and get more connected. By the way, if people want to follow you also on Instagram, what's your social media handle for that?

Katie: Yeah, absolutely. It's just Katie Lance. So, K-A-T-I-E-L-A-N-C-E. I was lucky enough I was able to secure that on just about every platform.

Darryl: A lot of Katie Lances.

Katie: (laughing) Not that I know of. There might be some lurking out there, but I don't know. I've stolen the domain from everyone else (laughs).

Darryl: Yes.

Katie: Exactly. Happy to connect on social.

Darryl: Yes, thank you so much once again. Everybody watching, I know this was valuable. It was for me. And don't forget to keep smiling.

Thank you, Katie! 😊

OVERALL EXPERIENCE ✦

One of the biggest compliments that event organizers give me time and time again is: "You are so relatable on stage. We love how you really break down concepts in an easy-to-digest format."



Join Us for our LIVE events!

Coaching Calls: Every Monday at Noon Eastern time -- Darryl fields calls live on agents' most pressing questions and obstacles, and we problem-solve, share solutions, offer strategies and connect for one powerful hour! To get your call-in credentials or hear podcasts of past coaching calls, simply log in and head to the [Coaching Calls tab](#) in your classroom.

Webinars: Darryl also hosts a monthly webinar on the timeliest topics agents face! You can learn more about what's up next and how you can register by going to www.RealtorWebinar.com.

Live Events in Markets Across the Nation: Darryl takes his "show on the road" and offers live, often free events across North America. To see when Darryl is coming to an area near you visit, www.PowerAgentSeminar.com.

Need assistance?

Call us at 800-395-3905 or email us at info@DarrylDavisSeminars.com.



www.THEPOWERPROGRAM.COM®