

CREATING CONTENT

OUR 30 DAY EXAMPLE

01	STATISTIC	02	5 THINGS ABOUT ME	03	NATIONAL ICE CREAM DAY	04	HOST AN #AMA	05	TESTIMONIAL	06	WHY CHOOSE YOUR BUSINESS	07	ANSWER A FAQ
08	FUN FACT	09	DFW AREA RESOURCE	10	"INDUSTRY NEWS ARTICLE" THOUGHTS?	11	MOTIVATIONAL POST	12	ASK PAST CLIENTS FOR REVIEWS	13	INTERVIEW YOUR FAV LENDER	14	DAY IN THE LIFE
15	#SUNDAY FUNDAY	16	COMMENT BELOW YOUR NEW HOME MUST HAVES!	17	DISCUSS RECENT GREAT CLOSING	18	ASK PEOPLE TO GET ON YOUR EMAIL LIST	19	SHARE AN ARTICLE YOU PUBLISHED	20	SHARE A BOOK YOU READ RECENTLY	21	REPUBLIC TITLE HOLIDAY EVENTS PIECE
22	ASK FOR LOCAL RECS.	23	#MOTIVATION MONDAY	24	NEW LISTING VIDEO TOUR	25	THINGS TO LOOK FOR WHEN BUYING A HOME	26	POST PHOTO CELEBRATING SON'S BIRTHDAY!	27	#THROWBACK THURSDAY PHOTO OF YOU	28	SHARE YOUR WEEKEND PLANS AND ASK FOLLOWERS TO SHARE THEIRS!
29	THANK PAST CLIENTS FOR CHOOSING YOU	30	PROMOTE UPCOMING OPEN HOUSE										

This is our 30 day example of what your content outline could look like. Now it's your job to take the info we have given you today and make it fit your brand. Remember, if you plan 30 days of content you don't have to post every single day. If it's more feasible for you to post 3 days a week, 30 "days" of content could last you a lot longer. At Republic Title we plan our content on the first of the month but do what works best for you. And Remember: DONE IS BETTER THAN PERFECT!

CONTENT IDEAS



EDUCATION

- Real estate news
- Answer FAQs
- Statistics
- Interview a guest/business
- Host an #AMA (ask me anything)
- Post a "how to" tutorial
- Ask questions



CONNECTION

- Personal/family photos
- Go behind the scenes
- Share a personal story
- Share your favorite book
- Share a podcast episode you love
- Share your morning routine
- Post about a trip you've taken



ENTERTAINMENT

- Seasonal/holidays
- Silly national holidays
- Community events
- Share a joke
- Share a meme
- Throwbacks or nostalgia
- Post a poll



CONVERSATION

- Interview a guest/business
- How you got started
- Share a personal story
- Host an #AMA (ask me anything)
- Ask questions
- Host a poll
- Ask for recommendations



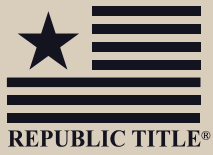
INSPIRATION

- Closing spotlight
- Quotes
- Discuss a great deal
- Share a quote (Graphics or Text)
- Share a testimonial
- Share a recent WIN
- Share a recent loss (and what you learned)



PROMOTION

- Tell people to sign up on your email list
- Ask if anyone needs a Realtor
- Ask people to come to a webinar
- Ask past clients to submit testimonials
- Sold spotlight
- Recommend another local business
- Acknowledge new followers
- Post a challenge
- Discuss a new resolution
- Write longer captions
- RESPOND TO YOUR COMMENTS!!
- Celebrate a milestone
- #MotivationMonday
- #WednesdayWisdom
- Thank your audience
- Talk about a dream you've achieved
- Show home decor inspo
- Coming soon spotlight
- Open houses
- Video tours
- What makes your team stand out
- What makes you the best in your field
- Your mission statement
- Your company values



YOUR TURN

01	02	03	04			
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

