



#GOBEDIFFERENT

Marketing

ooo

Trends

WORST BRAND EVER



Awareness

Presented by
@coachkyledraper



Reviews

@COACHKYLEDRAPER

STAY MENTALLY UNSTABLE

1

60K THOUGHTS A DAY

2

80% OF THEM ARE NEGATIVE

3

ASK YOURSELF THESE Q'S

- 1. What is true?**
- 2. Who am I?**
- 3. What action
should I take?**

4

IDENTITY BEFORE ACTIVITY

KEEP HIDING YOUR FACE!

HOME TOURS

Don't put yourself in them. Stay behind the camera. Don't have fun.

Don't use your personality. Make it as blah as possible. Obviously, that's what people want to see!

YOUR POSTS

There are 12 Realtors that live in your neighborhood. Why try to be different from them?

Just post your typical content...they don't need to see you. They'll for sure remember you when it's time to buy or sell.

YOUR LIFE

Don't be relatable! That's a horrible idea. Just be a Realtor 100% of the time.

Don't post what you're eating. Don't post what your family is doing on a Friday night. Don't post about the puppy you just adopted. Nobody cares.

#BENORMAL

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@COACHKRYLEDRAPER



#ITSYOURWORLD

**MAKE IT
ALL ABOUT
YOU!**

(please don't actually
listen to this advice)



1

**WHO DO YOU WANT
TO SERVE MOST?**

3

**WHERE DO THEY HANG
OUT REGULARLY?**

2

**WHAT DO THEY
NEED OR LACK?**

4

**WHAT DO THEY
RESPOND
TO THE MOST?**

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ONLY POST ONCE A WEEK. YOU DON'T WANT TO ANNOY EVERYBODY!

You only annoy people when you post too much without adding value.

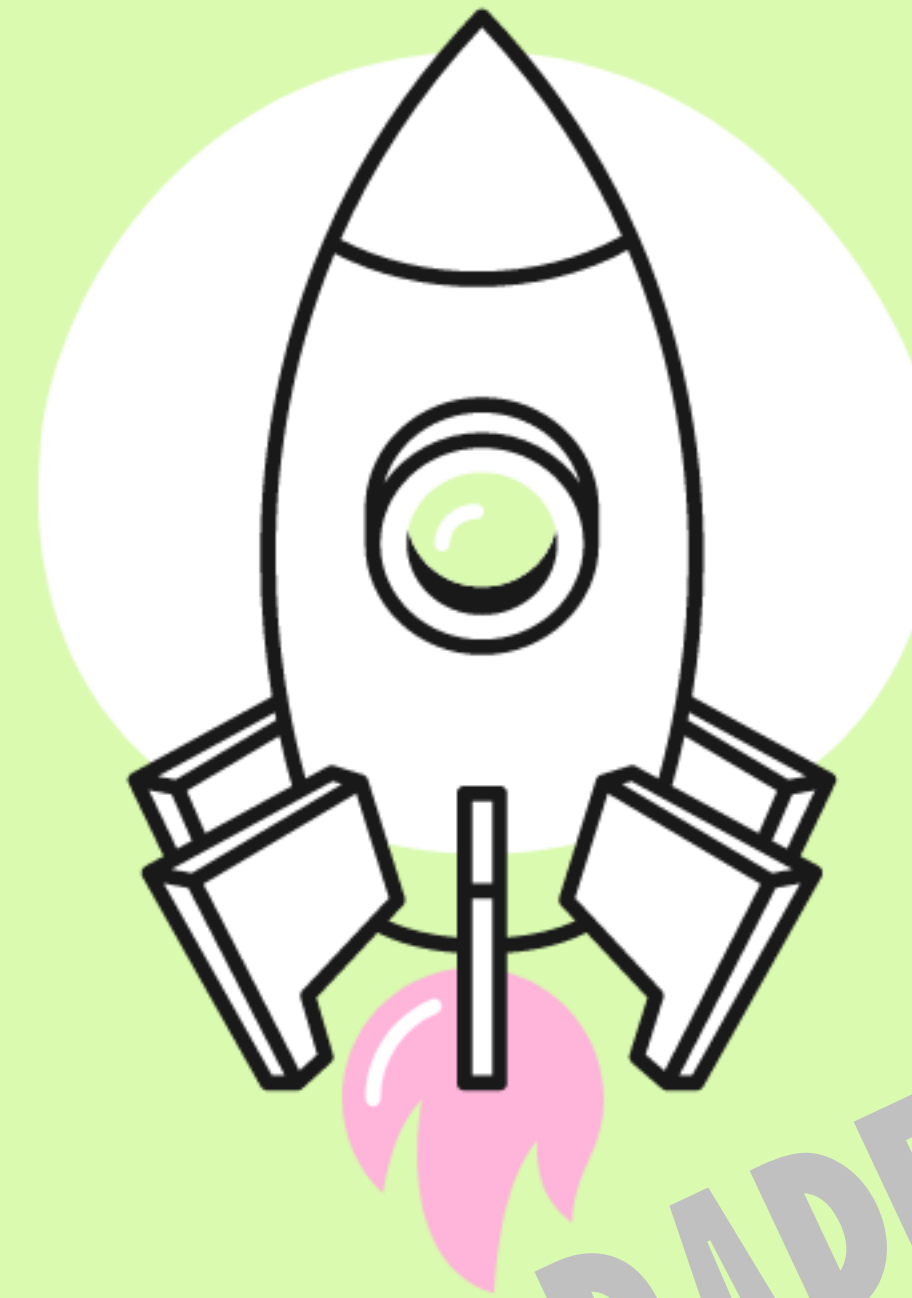
Think about this...if we meet in person, you'll add a ton of value through your knowledge and experience...

Now go do that on social media!

Meaningful
Quotes

Home
Tours

Neighborhood
Overviews



This
or
That

Reels
& TikToks

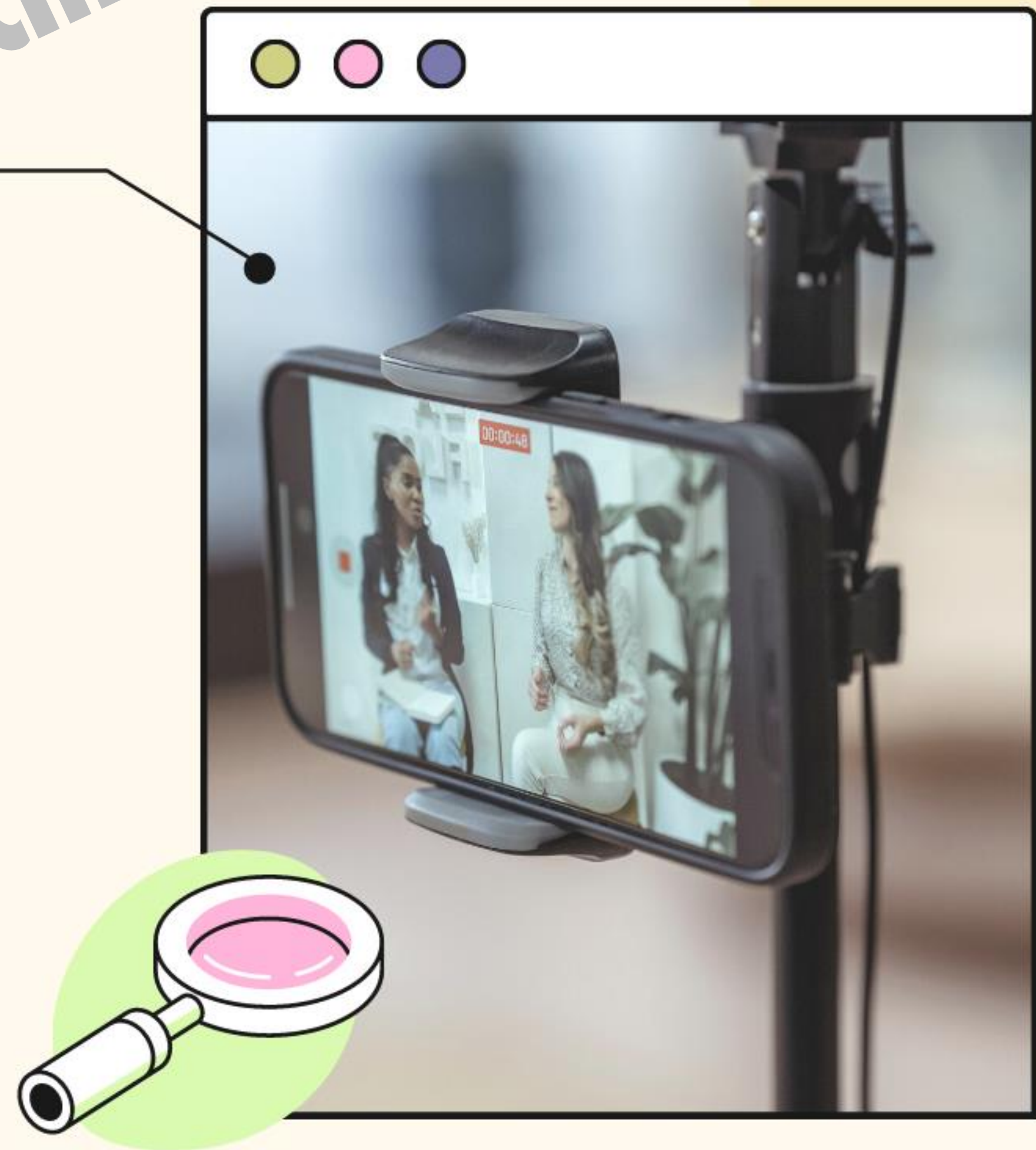
Stories
Every Day

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DON'T DO VIDEO, EVER!

Why would you want to position yourself in front of people every single day? Why would you want to create content that lasts for years?

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(3-10 MINUTES)
LONGFORM
TO
SHORTFORM
(UNDER 90 SECONDS)



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#STAYTHESAME

**DON'T
TRY NEW
THINGS!**

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QUESTIONS TO PONDER...

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QUESTION #1



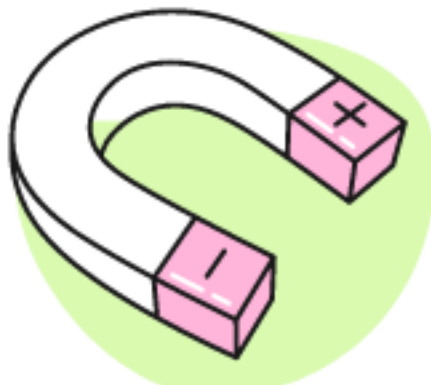
What have you been unwilling to try?

QUESTION #2



What did you quit too soon?

QUESTION #3

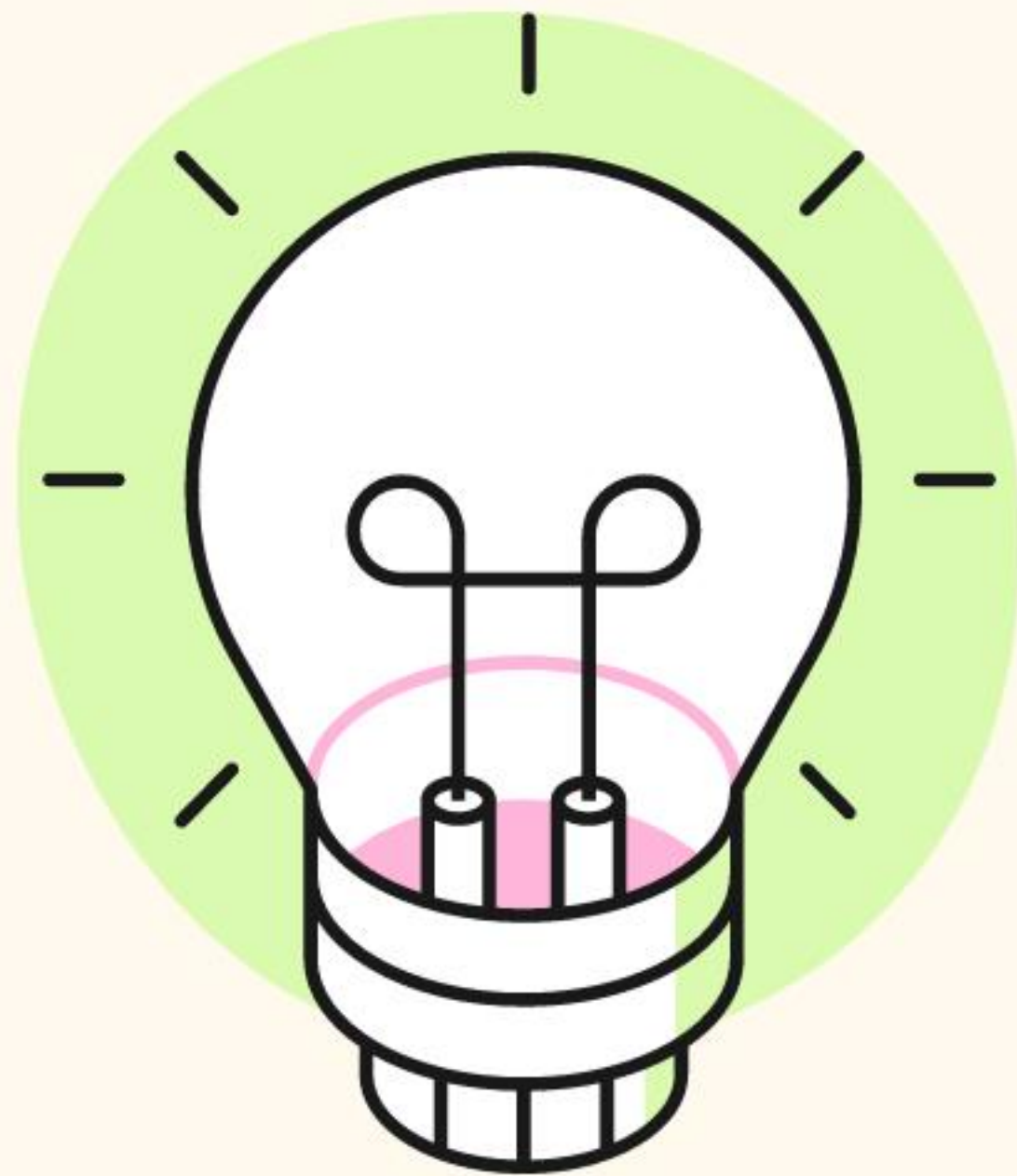


What's causing you to say no?

QUESTION #4



What are you putting at risk?



**USE YOUR
BRAND AS
A REASON
NOT TO
WORK!**

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KEEP YOUR VALUE TO YOURSELF

1

YOUR CONVERSATIONS

Give it away! Give it away! Give it away!
Don't wait to add value...you don't have
secrets!

2

YOUR SELLER PACKET

Give it away! Give it away! Give it away!
Don't wait to add value...you don't have
secrets!

3

ADVICE TO BUYERS

Give it away! Give it away! Give it away!
Don't wait to add value...you don't have
secrets!

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DO NOT TELL STORIES

“People get stuck, thinking they are one kind of person, but they aren’t . . . The human body essentially recreates itself every six months. Nearly every cell of hair and skin and bone dies and another is directed to its former place. You are not who you were in February.” - Donald Miller

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#BEHARDONYOURSELF

**DON'T GIVE
YOURSELF
ANY GRACE**

I'M HERE TO HELP!



1

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2

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