

# 10 CONTENT TIPS FOR RIGHT NOW



ELITE —————  
CONTENT  
COLLECTIVE

# HEY! IT'S MELISSA.

*I work with top agents, teams, executives and brokerages around the world to help them grow their business with high-quality content and content marketing strategies. I'm so excited to share these 10 tips with you!*

*Founder and CEO, little word studio & Elite Content Collective*

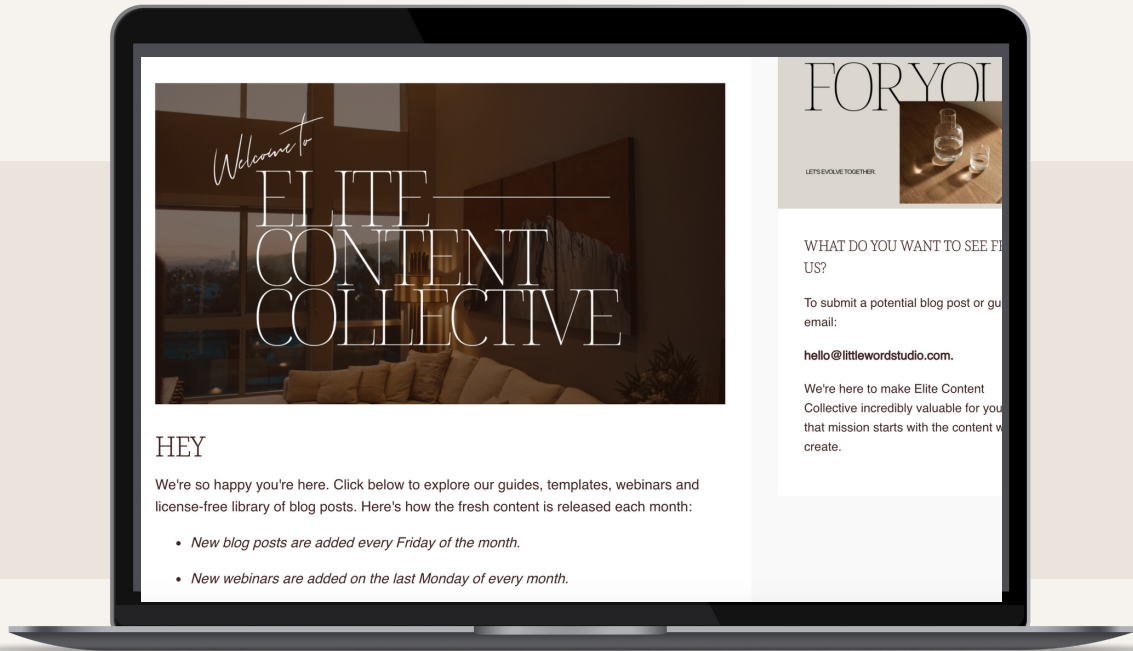
@elitecontentcollective  
@melissakandel



*Melissa Kandel*

# ABOUT ECC

*Elite Content Collective is a mastermind community and license-free library for real estate professionals.*



# TIP NO. 1: UP YOUR CONTENT VISUALS



01

## CREATIVE MARKET

- CANVA TEMPLATES FOR PRESENTATIONS, POSTERS, SOCIAL MEDIA POSTS
- TRENDY FONTS (WE LOVE NEW TROPICAL DESIGN STUDIO)



02

## UNSPLASH

- STOCK PHOTOS THAT ARE SO MUCH MORE THAN STOCK
- VISUALS FOR YOUR BLOG POSTS AND NEWSLETTERS WHEN YOU CAN'T SOURCE ORIGINAL IMAGERY



03

## CANVA

- EASILY CREATING BRANDED ITEMS WITH YOUR FONT, COLORS AND VISUALS
- USING TEMPLATES TO CREATE ELEGANTLY BRANDED MARKETING MATERIALS AND VISUALS
- SUGGESTION: CREATE TEMPLATES FOR YOUR LISTINGS IN YOUR FEED AND STORIES, SO EACH TIME YOU POST A LISTING IT'S RECOGNIZABLE, ON-BRAND AND VISUALLY CONSISTENT



04

## PREQUEL

- TRENDY VIDEO AND IMAGE EFFECTS
- QUICKLY EDITING YOUR IPHONE PHOTOS (NOTE: THIS IS AN IPHONE APP)

# TIP NO. 2: MAKE YOUR OWN WAVES

## *How to Generate Press*

- ✓ *Choose your platform. Will you write a press release or a blog post? You just need a home for your news you'll point back to.*
- ✓ *Pitch the story. Create an email pitch template and have that email go out to local press outlets you want to target. Explain why this is newsworthy in your market.*
- ✓ *Engage your tribe. Send a dedicated eBlast to a segmented (and interested list) of your contacts with a shareable graphic attached. Frame the news so your readers understand how it affects them. Share your news on all social media platforms, tagging any relevant accounts and using all relevant hashtags.*



03  
TIP NUMBER

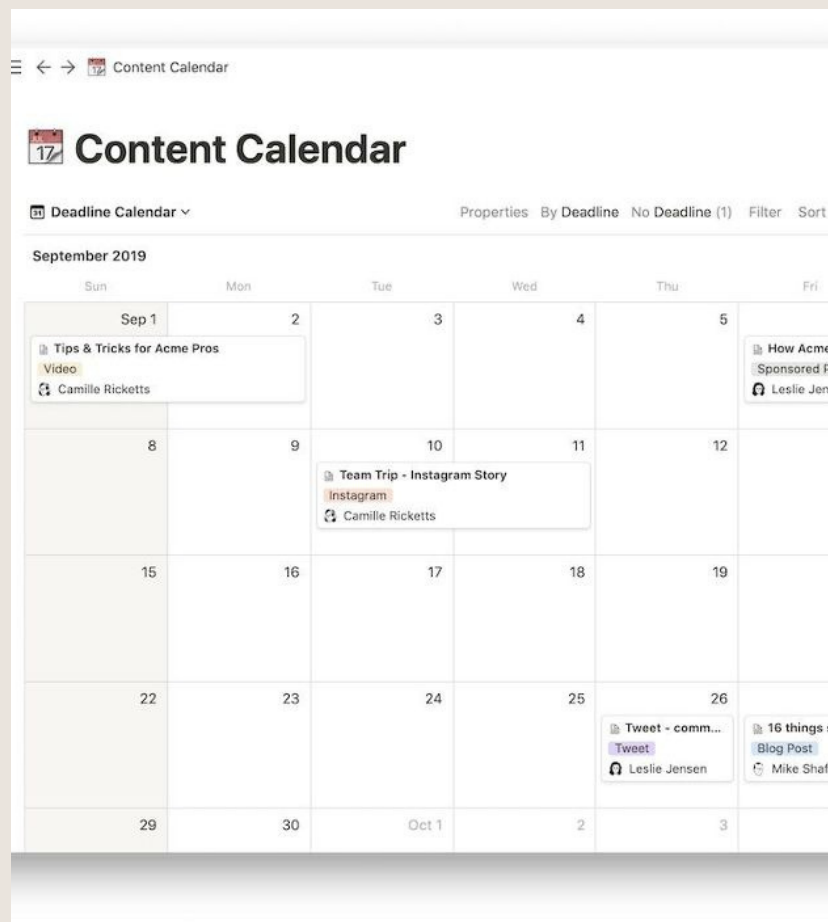
# CREATE A CONTENT CALENDAR



# CONTENT CALENDAR 101

- Add in your listings, including how many times you'll post about them.
- Add in any awards or press you know you'll be receiving.
- Create content series:
  - Market Mondays
  - Local Business Tuesdays
  - First-time Buyer Fridays
  - Luxury Wednesdays
- Move content around as things change.

NOTE: Notion is a great tool for content calendars and it's free for personal use! See screenshot at right for what a content calendar looks like in Notion.



Plan it!

# TIP NO. 4: EVERY HOME IS A STORY

01

## CHOOSE THE RIGHT COVER

YES, THE ORDER OF THE PHOTOS FOR YOUR LISTING MAKE A DIFFERENCE, JUST LIKE THE ORDER YOU SHOW THE ROOMS IN THE HOME TO A PROSPECTIVE BUYER.

02

## LET YOUR WORDS BREATHE

FIRST, AFTER YOU WRITE A LISTING DESCRIPTION, GIVE IT A FEW HOURS TO BREATHE THEN RETURN TO IT WITH FRESH EYES. SECOND, USE PERIODS TO BREAK UP YOUR THOUGHTS.

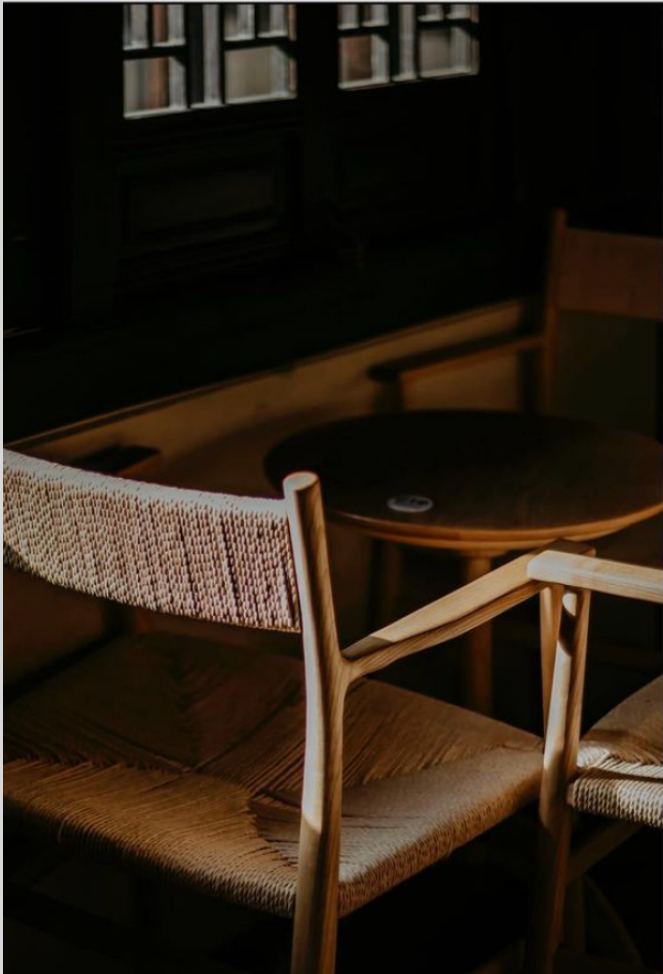
03

## AVOID THE BEAUTIFUL

SOME WORDS ARE SO OVERUSED THEY ALMOST DON'T MEAN ANYTHING - BUYERS GLOSS OVER THEM LIKE INVISIBLE WORD-AIR.



# LISTING DESCRIPTIONS 101



## WORDS TO AVOID

### OVERUSED      TRY THIS

STUNNING  
GEM  
GORGEOUS  
EXPANSIVE  
DREAM HOME  
UNIQUE

RARE  
JEWEL  
UNFORGETTABLE  
LARGE/SPACIOUS  
RETREAT/OASIS  
EXCLUSIVE

## WORDS TO LOVE

DETAIL  
ENDLESS  
BOUNDLESS  
MASTERY  
FINESSE  
LUXE  
PALATIAL

GRAND  
ELEVATED  
STRIKING  
UNEXPECTED  
ELECTRIFYING  
BREATHTAKING  
CANVAS

*what to include in listing*

# DESCRIPTIONS

- # BEDROOMS & BATHROOMS
- VIEWS (DESCRIBE THEM)
- LOCATION HIGHLIGHTS
- PRIVACY SPECIFICS (E.G. GATED, AT THE END OF A CUL-DE-SAC, ETC.)
- ARCHITECTURAL DETAILS
- APPLIANCE DETAILS (ESPECIALLY IN KITCHEN)
- CUSTOM FINISHES (E.G. TILE WORK, CABINETRY)
- DESIGN HIGHLIGHTS (E.G. HIGH CEILINGS, FLOOR-TO-CEILING WINDOWS, CUSTOM STAIRCASES AND LIGHTING, ETC.)
- STORAGE AND EXTRA SPACE
- SCULPTURES AND ART
- OUTDOOR LANDSCAPING/DESIGN AND FEATURES (E.G. FIRE PIT, PATIOS, COVERED SPACE ETC.)
- TECHNOLOGY (E.G. NANO DOORS, REMOTE-CONTROLLED WINDOWS)
- FLOOR PLAN DESCRIPTION
- SOLAR, GREEN AND ENERGY-SAVING DETAILS
- SCHOOL DISTRICT
- NEARBY RESTAURANTS, SHOPS & CULTURAL ATTRACTS

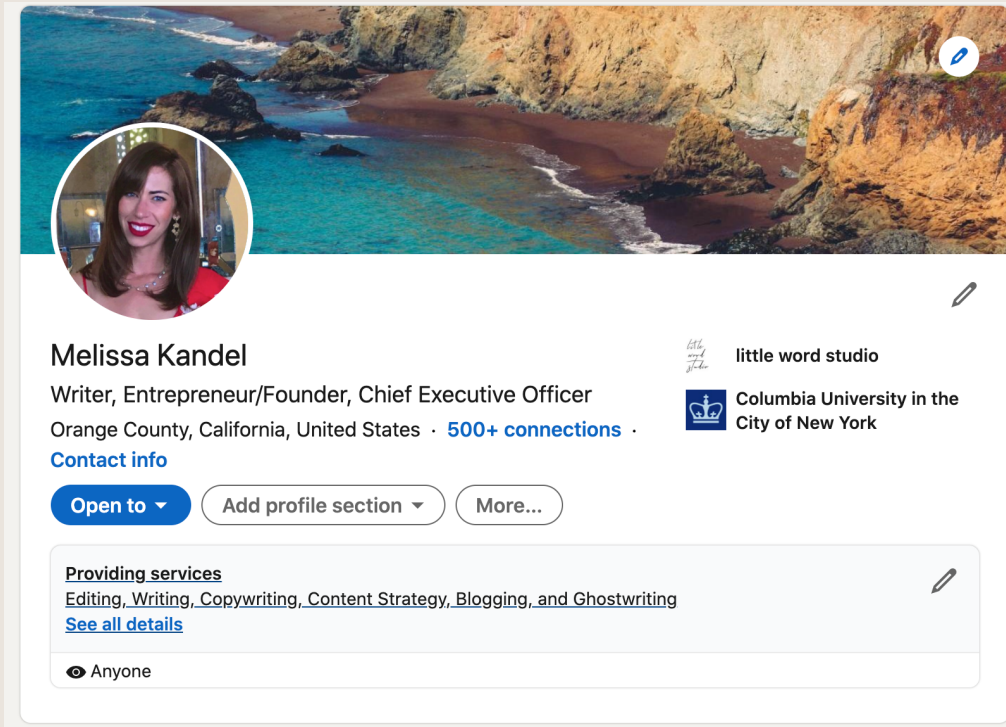
# TIP NO. 5: USE LINKEDIN

## *Link to Grow*

- *Make sure your bio is up to date and your job description includes your marketing materials in your job experience section.*
- *Optimize your headline - it's what LinkedIn scrapes when people search.*
- *Post your blog posts as LinkedIn articles and use 4-5 relevant hashtags when you share to your feed.*
- *Post 2-3 times per week on LinkedIn stories and tag relevant pages in your story for added exposure.*
- *Join groups and search through the member list by job title or company. Post relevant content to these groups.*



# Click Providing Services



The image shows a Facebook profile for Melissa Kandel. The profile picture is a circular portrait of a woman with long brown hair. The cover photo is a scenic view of a beach with blue water and rocky cliffs. The profile name is Melissa Kandel, and her bio identifies her as a Writer, Entrepreneur/Founder, and Chief Executive Officer in Orange County, California. She has 500+ connections. The profile includes a 'Providing services' section with a list of services: Editing, Writing, Copywriting, Content Strategy, Blogging, and Ghostwriting. There are buttons for 'Open to', 'Add profile section', and 'More...'. The profile also shows affiliations with 'little word studio' and 'Columbia University in the City of New York'.

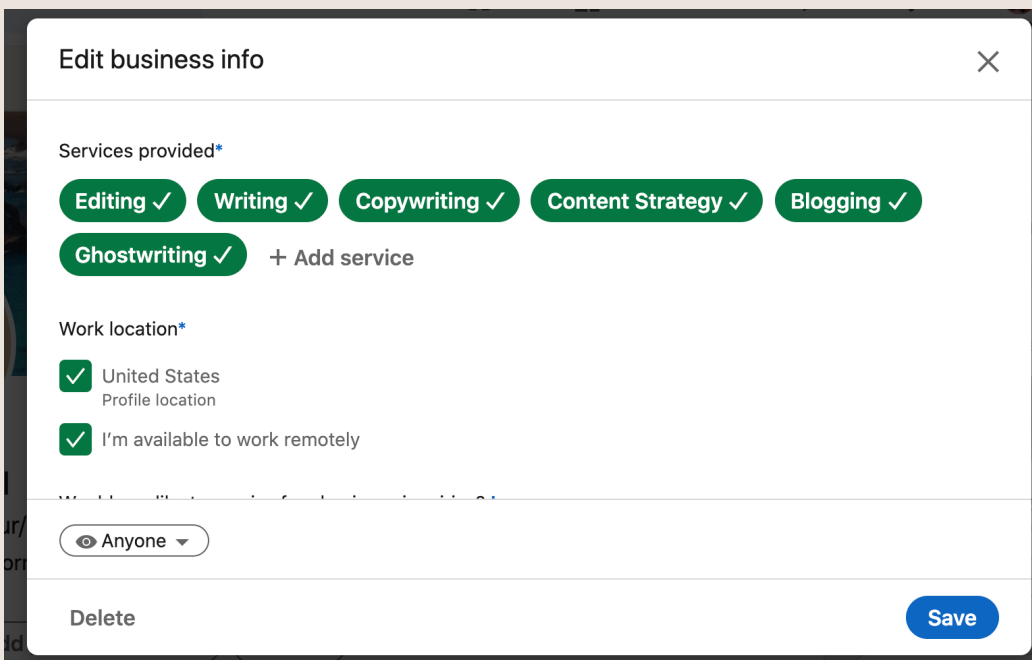
**Melissa Kandel**  
Writer, Entrepreneur/Founder, Chief Executive Officer  
Orange County, California, United States · [500+ connections](#) · [Contact info](#)

[Open to](#) [Add profile section](#) [More...](#)

**Providing services**  
Editing, Writing, Copywriting, Content Strategy, Blogging, and Ghostwriting  
[See all details](#)

Anyone

# Click + Add service



The image shows the 'Edit business info' dialog in Facebook. The title is 'Edit business info' with a close button (X) in the top right corner. The 'Services provided\*' section shows a list of services: Editing ✓, Writing ✓, Copywriting ✓, Content Strategy ✓, Blogging ✓, and Ghostwriting ✓. There is a '+ Add service' button next to Ghostwriting. The 'Work location\*' section has two options: 'United States' (checked) with 'Profile location' below it, and 'I'm available to work remotely' (checked). At the bottom, there is a privacy dropdown menu set to 'Anyone' and a 'Delete' button on the left and a 'Save' button on the right.

**Edit business info** ✕

Services provided\*

Editing ✓ Writing ✓ Copywriting ✓ Content Strategy ✓ Blogging ✓  
Ghostwriting ✓ + Add service

Work location\*

United States  
Profile location

I'm available to work remotely

Anyone

Delete Save

*Type real estate and add in services as appropriate*

### Edit business info ✕

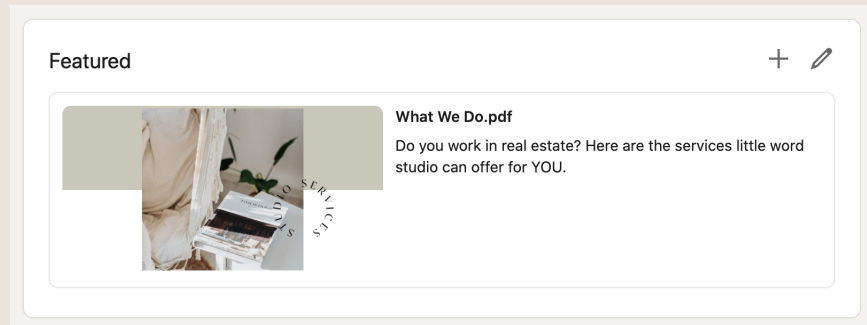
🔍 real estate ⌵

- Real Estate
- Commercial Real Estate
- Real Estate Appraisal
- Real Estate Marketing
- Real Estate Photography
- Property Management

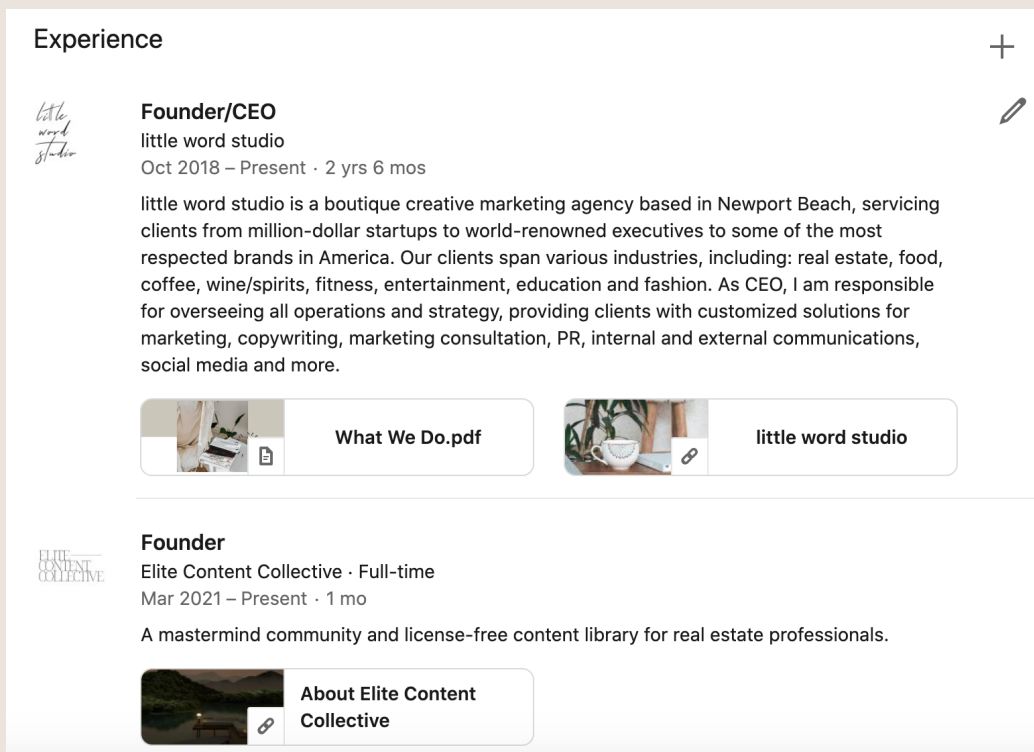
Financial Advisory

[Back](#) [Apply](#)

# Add your favorite marketing piece to the Featured section of your profile



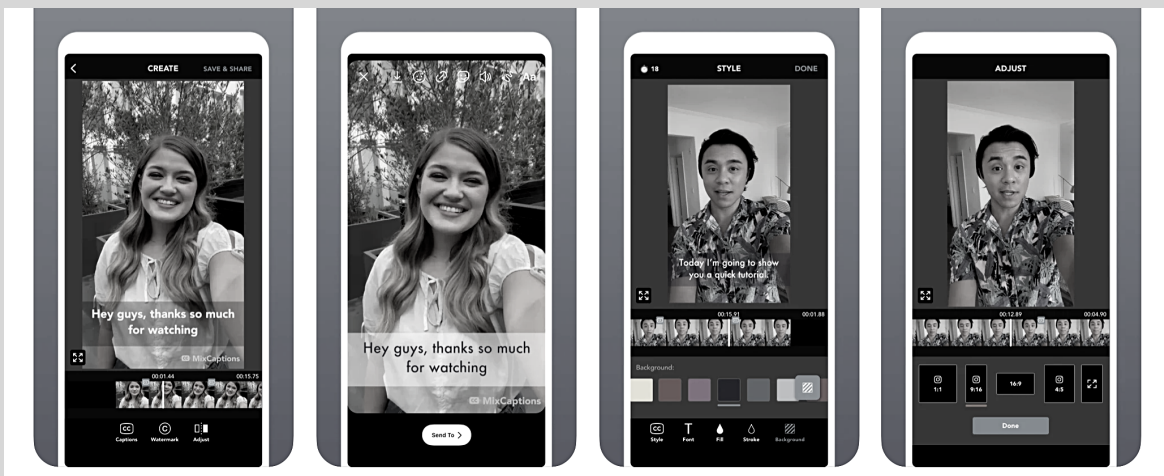
# Add marketing materials (PDFs) and links to your website under your Experience



TIP NUMBER  
06

## ADD CAPTIONS TO YOUR VIDEOS

Did you know about 80% (or more) people watch videos on social with the sound OFF? Make sure your message gets through by adding captions. You can use Rev.com to add them or, for a less pricey alternative, download the app MixCaptions and create the captions right from your phone. It's free but will add a watermark to videos and limit how many you can upload or you can pay \$10.99/month for the pro version. (There are many other solid apps available but MixCaptions is easy to use.)



# TIP NO. 7: WRITE YOUR BIO FOR CLIENTS



## 01

### *Real Estate Journey*

Briefly describe your journey to real estate. Include any relevant jobs with skills you now use when helping clients.



## 02

### *Awards & Accolades*

Include community awards, production awards and business awards. Do not include awards older than five years unless extremely notable.



## 03

### *Competitive Advantages*

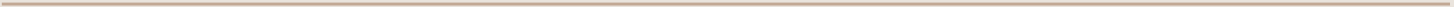
Why should someone work with you? Are you an expert negotiator? Savvy marketer? Uber-connected to the community with an expansive network? Local market expert?



## 04

### *Service Overview*

Explain what the experience is like working with you - are you always reachable? Do you create a seamless experience? Do you use tools and systems that will ease the transaction process?

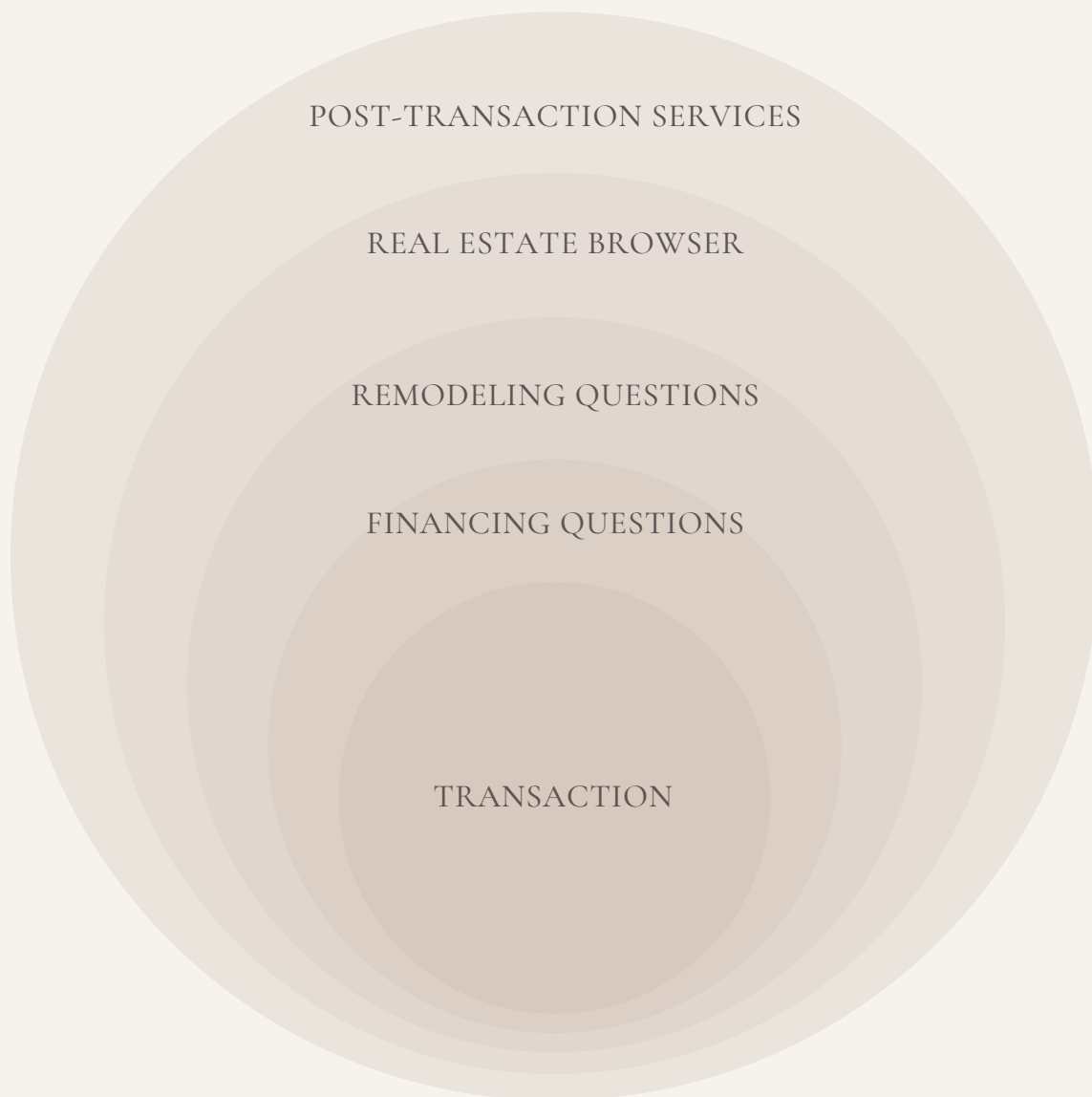




## TIP NO. 8

# STAY ON THE JOURNEY

*Real estate content shouldn't just cover the topics of buying or selling - most likely, your prospective clients need to know about everything in between. Answer questions about financing, re-financing (with a disclaimer), remodeling, notable listings (for those who just moved but still want to look), and all the services a client needs after they buy or sell a home.*



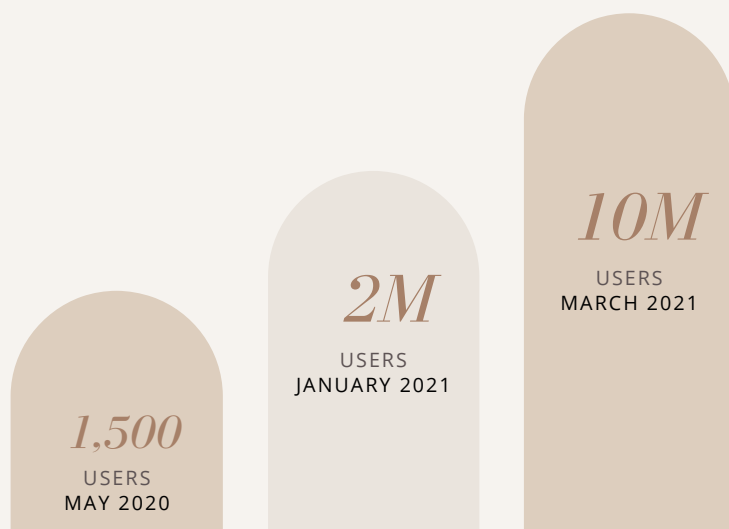
## TIP NO. 9

# TRYOUT CLUBHOUSE

**01** Good for making agent connections  
that could turn into referrals

**02** A place for the freshest real estate  
knowledge you can use in your  
content

**03** A platform for new marketing  
tactics specific to real estate  
professionals



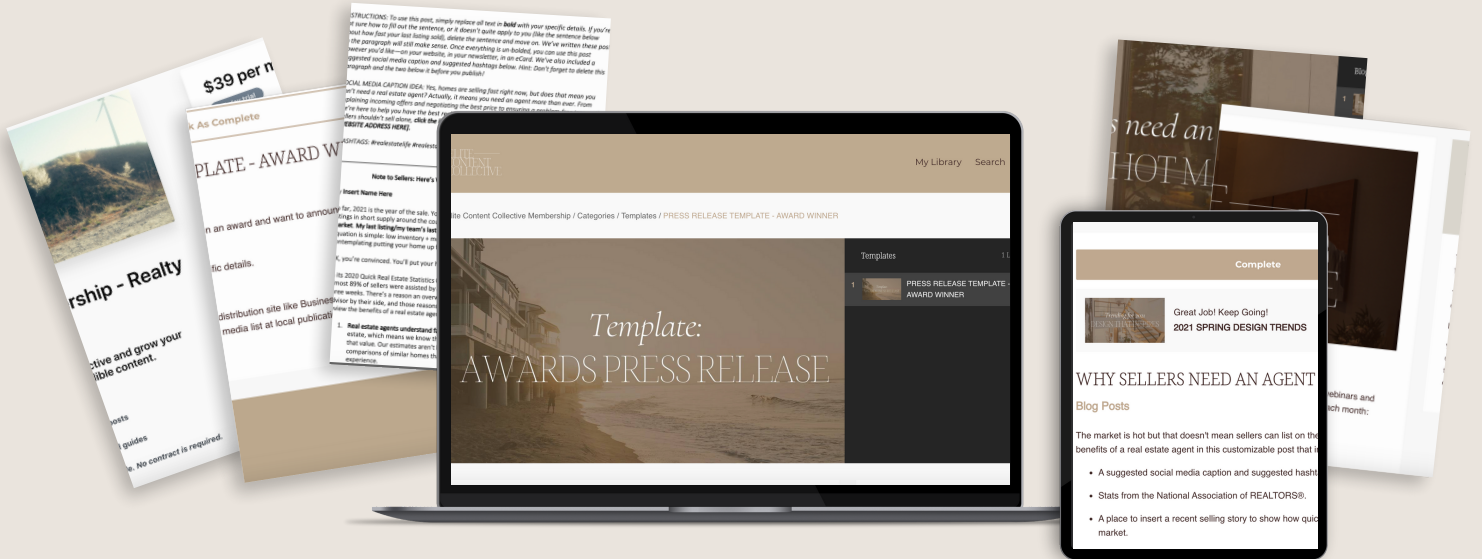
*2020/2021 Clubhouse Growth*

# 10. AUDIT YOUR CONTENT

- *Social media profiles*
- *Personal branding (colors, fonts, consistency of use on marketing materials and online)*
- *Website (bio, contact form - is it in a place that's readily accessible? Do you have your contact information on there, too?)*



# QUESTIONS?



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