

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Marketing Methods for Real Estate Coaches

By Joanne Victoria

7 Marketing Methods for Real Estate Coaches

by: **Joanne Victoria**

You shower, shampoo, dress your best, check to see if you have plenty of business cards, drive about an hour, introduce yourself by saying "Hi, I'm Mary and I'm a coach" and the other person says, "Hi, I'm Jack and I'm a coach, too!". You meet more coaches than you knew existed. How do you get business when you are surrounded by what may be perceived as your competition?

Here's a great strategy to create fantastic outcomes.

Time is precious and you can't get it back, so it needs to be used wisely. For those of you who have limited time or don't have much of a desire to network, but you know you have to, try Target Networking® for Real Estate coaches. As you target your work market for clients, you can target or focus your networking market using the same skills.

As an example, what if your target industry is real estate? Your target markets could include the bank, mortgage, real estate and insurance companies. Your target audience then becomes banking executives and mortgage brokers, real estate brokers and real estate and insurance sales people.

What do next? Follow these 7 methods to Target Networking® success for your Real Estate Coaching career.

1. Research these audiences in your area, determine their association meeting places, and invite yourself as a guest.

Remember, the smaller the niche, the bigger the reward. If you go deep within your industry, you become the expert in your field and the possibilities are endless.

2. If part of your marketing plan is speaking presentations, you could also get yourself a free booking at any of these organizations with your target audiences. Yes, I said free.

7 Marketing Methods for Real Estate Coaches

If you are willing to spend your time milling about an obscure cocktail party venue with unknown quantities, you could easily put together a 30–minute presentation in front of your entire market. You will create new relationships, save time and make more money.

3. Here's the drill. Grab your yellow pad and let's get going!

A. Use one page at a time and place the sample industry, Real Estate, in the center.

B. Without conscious thought, jot down anything that comes to mind in relationship to Coaching in the Real Estate industry. You can help these people in many ways.

C. Your final document, or at least one of them, should look like a sunburst, with your industry, the sun, and your market, the rays.

D. You could extend this piece even further by adding another dimension, your audience. The sun is the industry, with lines as the sun's rays representing your market and lines off these representing your audiences.

4. Check your local business newspapers for anything close to what you have chosen. Refer to the yellow pages if you're not familiar with these publications or associations.

5. When you get a copy of these business newspapers, check their calendars for meetings in your industry or market.

6. Visit your local Chambers of Commerce, check the membership list and get brochures of businesses in your target industry, target market and target audience.

7. Go to the reference section of your business library and review the Major State, Regional and National Trade and Professional Associations of the United States.

The Association books have subjects by index, so if you did this today and went to "Real Estate, National", you would discover a minimum of 60 associations! This does not even include State & Regional.

So, pick up that phone, start dialing and enjoy Target Networking® for Real Estate Coaches. With this exercise, you will have a major part of your year's marketing and networking successfully managed.

You will be the only Real Estate Coach in the room, get the clients that are truly in your target market and make that drive and all your efforts worthwhile.

Joanne Victoria , owner of New Directions in Sausalito, CA, works with independent professionals who want to build their business and still stay true to who they really are.

Buy her book, *Lighting Your Path! How To Create the Life You Want*, here:

Sign up now for her FREE monthly e-zine Lighting Your Path! – Discover Your Inner Truth at:

Tel: 415-491-1344

The Saga Of An Ideal Real Estate Agent

By David Riewe

Behind the success of a man is a woman, and behind the success of a real estate business is an ideal agent. Indeed, it's the human resource that is considered to be the most important factor for real estate business to succeed.

Indeed, real estate can be a lucrative activity when managed properly by the right person. But what does it take to be an ideal real estate agent? Here's how:

1. Have a solid track.

Most people who succeeds in life knows where they want to go, what they want to do, and the reasons behind it. And so, for a person to be a successful real estate agent, he or she must encompass this trait in order to succeed in the industry.

2. An ideal real estate agent knows who he or she is.

Skills, strategies, and marketing tools will all go to waste if the real estate agent does not have a solid assessment of his or her own personality.

Consequently, a successful real agent is honest in his or her endeavors especially those that involves transactions with a client. If, in the first place the real estate agent is not being true to himself or herself, then the real estate agent will most likely have difficulty in dealing with other people.

This all boils down to the fact that an achiever is a believer not of any other thing, but in himself.

3. Optimism.

A lot of people who succeeds in life are optimistic. This means that a person has always a positive outlook in life. An optimistic person believes that there is no such thing as failure. And an ideal real estate agent knows this too.

4. Motivation power.

An ideal real estate agent knows how to motivate or move people into action. It's that unique power of every sales person to device a strategy that can motivate their clients to buy the product he or she is selling.

7 Marketing Methods for Real Estate Coaches

5. Awareness of the value of properties.

To become an ideal real estate agent, one should be aware of the ebb and flow of the cost of the properties. These should be taken into consideration with utmost care and skill.

6. They should not price.

To be an ideal real estate agent is to be considerate with their client's purchasing capability. They should be sensitive enough to detect if the price of the real estate is reasonable enough to hit their market.

7. An ideal real estate agent does not engage into hard selling.

8. An ideal real estate agent knows how to make a pleasant showcase of the property.

David Riewe is a Publisher and Online Marketer. Visit his Real Estate Blog [Save \\$\\$\\$ Selling Your Own Home FREE eBook Shows You How!](#)

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!