



Elite Club Committee Article
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Social Selling Tips & Tricks

Does social selling work? What are some best practices? What are some of my favorite apps? How much time does it take me? This whole concept of “social selling” isn’t new for me necessarily, but some of the recent concepts I have learned going through Chelsea Peitz Social Selling coaching program, combined with all of the nuggets Lisa has taught us has for sure boosted my overall online presence immensely! So, I thought I would share a few of my nuggets with you that have worked!

1. YES it works, for Exposure and providing Value! Does it exactly translate into a new order? Not necessarily, but the visibility I get from being consistent, having good content and showing NO FEAR with my live videos helps get me in front of the clients and targets I am working with.
2. STOP thinking it has to be perfect! There is no such thing as perfect! We are all human and truly the more relatable we are, the more genuine and authentic our clients will see us and there’s nothing more attractive than that! When I’m getting ready to do a live video or any video for that matter, I just think about talking to a friend. It helps calm my nerves and be relaxed when shooting.
3. I also have a plan – know what you are going to say! Have a clear message and always a call to action. We don’t want to say “comment, share or like” but we can say “let me know what you think below” or give them a specific question to answer.
4. You don’t have to be an expert at everything! Honestly, I started with Facebook years ago when it literally launched at the College level only. I have lived the transition that has evolved where business integrated and now where we are today with advanced advertising and genuine connectivity between friends to build relationships. It has come a LONG way in a short period of time and will always be changing, that’s why I don’t worry about knowing everything little thing, that’s what Google and our team of experts we have at our fingertips are for! Hahaha! All that to say, Facebook is where I spend most of my energy with a sprinkle of Instagram. Get really good at one before you dive into another. Know a little bit about a lot of things – it gets you far! And go through Chelsea’s coaching if you want to be more advanced!
5. Facebook Messenger works!! I diligently use that as part of my monthly Project Book prospecting and people respond – every time!! Take Lisa’s scripts – make them sound like you and copy and paste! It takes NO time and you will get appointments every time! Schedule 15 minutes and reach out to 30 people today!

6. Comment, Comment, Comment – Just like Lisa’s Mixer – that’s where you can get the exposure and engagement with targets and clients that you never would have. How many people are actually in their offices? How many actually answer their phones? But you know they are posting! So get them and interact with them wherever you can! It shows them you care about what is going on in their world and really does help build rapport.
7. It doesn’t have to take all day – Time block those appointments into your schedule – even with everything I’ve discussed, you could do it all in 1 hour a day! 30 mins in the morning and 30 mins at night – easy peasy! Schedule your 1 live video a week – takes 15 mins max! Schedule your holiday posts on your business page if you have one, you can schedule up to 6 months out!
8. Apps – HypeType, Ripl, Canva, Legend, Word Swag – all great apps for making fun and eye catching posts! I use Canva ALL THE TIME!
9. Content – oh man, there are endless ideas! If you struggle with this one, reach out to me! We can chat about what you can/cannot do in your area as I know everyone’s a little different.
10. Biggest thing and last little nugget – Just do it! It is just one piece of the pie, one strategy, one part of prospecting, it needs to be in your arsenal and part of your regular routine otherwise you won’t see the rewards! Have a plan, schedule it and do it!

Feel free to reach out to me anytime for more insight, tips, strategies, etc.

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