



# The Perfect Post Pattern

The secret 1-page 'cheat sheet' social media experts use to craft the perfect real estate post - every time.



## Step 1

Set up RSS feeds to your inbox from top real estate websites in your local market.



## Step 2

Every day look at the feeds in your email and choose the article that screams out most for you to read it.



## Step 4

Create a blurb that highlights this question, and use one of either of three calls to action:

- ✓ guess the answer before you read,
- ✓ tell us what you think,
- ✓ like if you agree/can relate.



## Step 3

Figure out the most mysterious part about the article. The question you absolutely had to know the answer to when you read the title.



## Step 5

Choose a picture from the page that looks the most interesting or mysterious.



## Step 6

Post it to Facebook, and remember to click "like" on your own post! This will help engagement!

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