

► SELF-ASSESSMENT ACTIVITY

- Are you prepared to move your blog to the next level?
- Rate yourself using a scale of 1 to 5. (with 1 = this is not me at all; 5 = this is totally me!)

ATTRIBUTE / ACTION	RATING
I currently blog.	
I am a proficient blogger.	
I have a blog posting schedule.	
I blog about more than just real estate.	
I post to my blog consistently.	

► SCRIPT PRACTICE | SCHEDULE THE INTERVIEW

Schedule an Interview with a Local Business Owner

- Quickly pair up with another participant in the session.
- Using the call script in your handout, practice scheduling an interview with a local business owner so you can write a blog post spotlighting their business.

Call Script | “Spotlight a Local Business” Posting

Hi my name is _____ and I’m a local real estate agent and local business owner, just like you. I write a blog that highlights local businesses and:

- I was driving past your establishment yesterday and it looked really interesting.
- I was out last night and noticed how busy your business was.
- I saw your store and the wonderful display in your front window.
- A friend of mine was telling me that I should check out your unique business.

I’d love to feature your business on my bimonthly blog series. To make sure I have the most current and accurate information, can we schedule some time so I can get to know you and your business a little better.

It should only take about 15 minutes. What day and time would work best for you?

► **ROLE PLAY ACTIVITY – MOCK INTERVIEW**

Conduct a Mock Interview of a Local Business Owner

- Think about a local business that you know.
- Using the interview questions in your handout, select several you might ask the owner.
- Using your identified questions, one of you practice being the agent and the other take the role of a local business owner.

Interview Questions | “Spotlight a Local Business” Posting

1. Tell me a little about yourself, your business, and the history of your business.
 - What do you do ... what services or products do you offer or create?
 - How did your business come into existence?
 - When did you start the business / How long have you been in business?
 - How did the idea for your business come about?
 - When you started your business, did you have a clear objective or business plan? – if so, can you describe it?
 - Tell me about the path that led you to your business.
 - What was your biggest surprise in starting your business?
 - How has your business changed since you first started?
 - Is there anything you would do differently if you started over today?
2. Where or how did you get the idea or concept for your business?
3. What made you choose this type of business?
4. How many employees do you currently have?
5. What made you choose your current location?
6. What is unique about your business?
7. To what do you attribute your success?
8. What made you choose this type of business?
9. How does your company help the local community?

► GROUP ACTIVITY | CREATE A POSTING SCHEDULE

Pair Up with Your Partner and Create a Blog Posting Schedule

- Using the posting types, identify the blog postings you want to include for your next six months.
- Once you've selected the types of postings with your partner, go back and individually identify a specific business, top 5, neighborhood, or event for each posting.

► BLOG POSTING TYPES

- Spotlight a Local Business
- Top 5 List
- Get to Know a Local Neighborhood
- Promote a Community Event (Pre-Event)
- Community Event Re-Cap (Post-Event)
- Market Update

MONTH	DATE	POSTING TOPICS
JANUARY POSTING #1		
JANUARY POSTING #2		
FEBRUARY POSTING #1		
FEBRUARY POSTING #2		
MARCH POSTING #1		
MARCH POSTING #2		
APRIL POSTING #1		
APRIL POSTING #2		



BOLDER BLOGGING: MARKETING FUELED BY PROSPECTING

MONTH	DATE	POSTING TOPICS
MAY POSTING #1		
MAY POSTING #2		
JUNE POSTING #1		
JUNE POSTING #2		
JULY POSTING #1		
JULY POSTING #2		
AUGUST POSTING #1		
AUGUST POSTING #2		
SEPTEMBER POSTING #1		
SEPTEMBER POSTING #2		
OCTOBER POSTING #1		
OCTOBER POSTING #2		
NOVEMBER POSTING #1		
NOVEMBER POSTING #2		
DECEMBER POSTING #1		
DECEMBER POSTING #2		