



**WILLIAMSON COUNTY  
ASSOCIATION OF REALTORS**

**How Do These Crazy Little Tweets,  
Facebook Friends, and Blogs  
Help Me Find More Clients, Sell More Real  
Estate and Make More Money?**

*Presented by  
Steve Rosenbaum  
September 25, 2009*

*Website:* \_\_\_\_\_  
\_\_\_\_\_ */facebook*  
\_\_\_\_\_ */twitter*  
\_\_\_\_\_ */news*  
\_\_\_\_\_ */youtube*

**Tips to Get the Most Out of This Training**

1. Think of how to quickly implement the secrets revealed from this training.
2. Make a deadline to complete at least 3 tips revealed during the training.
3. Follow Steve Rosenbaum on Facebook, Twitter, YouTube, and <http://SteveRosenbaum.com> for continued training.

# What is Social Media

- Technology
- \_\_\_\_\_
- “The Big Cocktail Party”

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## Benefits of Social Media

- Establishing \_\_\_\_\_ and \_\_\_\_\_
- Building Relationships
- SEO (Search Engine Optimization)

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# 3 Keys to Online Success (Social Media Do's)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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## Social Media Don'ts

- Don't "Dis" Anybody
- Don't be "Sales-y"
- Don't Be " \_\_\_\_\_ "

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# What You *MUST* Do to be Successful

- **Commit the Time**
- **Continue Learning**
- **Spend Some Money**

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It is a privilege to work with you. I learn from you as I teach you. I have loads of information and resources that I would like to share with you (and am developing more all the time!)

The best way to follow me is by entering your email address at <http://SteveRosenbaum.com/wcaor>, and then bookmarking my blog, and following me on facebook, twitter, youtube and activerain.

After you give me your email address, I will send you some important follow up information, including links from this presentation.

I look forward to seeing you “online!”

*Steve*