

# YouReach University: Weekly Lesson Structure

There are many **Social Media** training programs available for real estate agents, but **NONE** of them are as complete or **results-oriented** as the YouReach Media strategy.

Our training uses a **multimedia approach** that teaches you how to leverage the power of social networking to effectively **grow your Sphere of Influence** and generate **REAL business**.



**Each weekly lesson page includes:**

**Warm-Up Exercises:** Relevant and interesting news and blog articles that give the lesson context

**The Big Picture Video by Jim Marks and Tom Ferry:** A highly visual introduction and overview of the lesson

**Play by Play Breakdown:** An additional page of text, videos and graphics that break the topic into bite size pieces – this is the real meat of the weekly lesson. We also use Play-by-Plays to walk you through setting up and using your Social Media sites

**Field Challenge:** A weekly challenge that forces members to execute a technical concept or task, with step-by-step instructions

**Quiz:** A test of the current lesson's curriculum

**Live Webinar:** A live review of the week's lesson, with plenty of time for questions and interaction with the YouReach team of Social Media experts.

Also includes **"extra credit"** tips and tools to keep you ahead of the game

Access to the previous week's recorded Webinar & presentation slides

**At YouReach, our motto is "No Agent Left Behind". Our outstanding customer service team is standing by to ensure you understand all of the lessons fully, and we communicate with you on a variety of platforms, every step of the way.**

*"Thank you so very much for your Customer Service and extra help so that I can understand the webinar thoroughly. This is a fantastic program and I recommend YouReach Media to everyone."*

*-Koko Whyte  
Prudential CA*

## **Emails:**

Clearly there are a lot of layers to the YouReach University program. To keep you in the loop, we send out a few emails with important updates. These updates include a game plan for the week ahead, an invitation to the Webinar and a weekly summary. Emails contain convenient links to the YouReach lesson pages, videos and webinars and other helpful material. You can also contact support with any questions at any time at [support@youreachmedia.com](mailto:support@youreachmedia.com).

## **Text Messages:**

Our mobile phones are a powerful part this training program. Not only will you be using them as part of your Social Media strategy, we will be using them to communicate with you. We know that your day-to-day life has you running around. So we will send you text message reminders to let you know when a new lesson is available or when a live Webinar is about to start.

## **Phone Calls:**

Occasionally we will call agents who have not been attending the Webinars or logging on to web site to make sure you are not falling behind and that you are making the most of the valuable tools offered by YouReach University. Also, if at any time you have questions, you can always call support at 877.747.7322.

# YouReach University Weekly Lesson Example: Placing the Right Content on Twitter

## Lesson Plan:

Each week we will focus on a specific lesson plan. We will break down the lesson into bite-size pieces and drill down to the core. Since this program was designed specifically for Real Estate Professionals, you can expect that each lesson will relate directly to you and your business. By the end of this six month program, the lessons will have formed together to give you a strong Social Media marketing strategy that takes just minutes a day to update. Here's how each lesson page is structured:

## What are you Going to Teach me this Week?

No mystery here. These are the topics you can expect YouReach to cover each week. We will explore these items in video, play-by-play instructions, visual guides, live Webinars, quizzes... oh yeah, we are that thorough.

### What are you going to teach me this week?

- What is Twitter?
- Why do real estate agents need Twitter?
- How can agents use Twitter to make money?
- What are the challenges of using Twitter?
- How can an agent find the time to use Twitter?
- What is the culture of Twitter like?
- Ok - I want in. Now how do I get started?

## Warm Up Exercise

It's time to get your heart rate up with a warm up exercise.

Follow the links below for some light reading that will help stretch out your media muscles.

[Social Media Play Part In Haiti's Recovery Efforts](#)

[Twitter's Local Trends can show you what people are buzzing about in your area](#)

## Warm-Up Exercises:

Each lesson starts with a Warm-Up Exercise designed to get you ready for the week. We use light reading to give the lesson topics context in the real estate and Social Media world. and get you excited for the lesson. The articles, reports and videos we share were all carefully selected and are worth checking out.

## The Big Picture Video:

A crowd favorite, "The Big Picture" is our weekly video lesson. The mini-movies are taught by YouReach leaders Jim Marks and Tom Ferry. These videos will give you the 50,000 foot view of the weekly lesson so you understand The Big Picture before we get into the specifics. Jim and Tom understand how Social Media works in the real estate sphere better than any one else out there, so be sure to watch their videos and take in all the pearls of wisdom you can!

### The Big Picture

All warmed up? Great! Then it's time to check out The Big Picture. Follow along with Tom Ferry to learn everything there is to know about Twitter for Real Estate.



## Play by Play Breakdown

This is where we get serious. Ok, maybe not serious. How about specific? Yes, this is where we get specific. In the Play by Play Breakdown we take the weekly lesson and dissect it into bite size ideas. We use detailed written guides, instructional videos, and helpful graphics to make sure every agents gets what they need to understand the lesson. The Play by Play Breakdowns are always available and are a great reference tool. Come back to them at any time to refresh your memory and gear up for the Field Challenges.

### Breaking it Down | Play by Play

After watching The Big Picture, your head should be swirling with ideas and excitement. Let's channel that energy into the next phase of the lesson, the Play by Play Breakdown.

In the Play by Play Break Down we slice the lesson into bite size pieces full of helpful tips, pictures and videos.

The Play by Play Break Down isn't going anywhere, so take all the time you need to digest the lesson.

I'm Ready.  
Let's break it down!

### Play by Play Breakdown | How to Use Twitter for Real Estate

In this Play by Play Break Down you will get an up close look at the Social Media movement and what it means for real estate agents.

Click on the thumbnail to view rhinos and virlen lessons

#### Play by Play Breakdown | How to Use Twitter for Real Estate



##### What is Twitter?

Twitter was created in 2006 by Jack Dorsey as a side project that has grown into a real-time, short messaging service that attracts tens of millions of users in countries all over the world. Simplicity is at the heart of Twitter. It asks just ONE question. "What's happening?". The questions is certainly open ended, but users have just 140 characters to answer! That's only about 25 words!

Simple as this site seems, it is incredibly popular. In June 2009 Nielsen reported nearly 21 million unique visitors to Twitter. Why the attraction? Why do millions of people log on to Twitter to share what they are doing and read about what other people are doing?

Twitter is a place to create relationships by rallying around an object that you are interested in. The cool thing about humans is not how we are different, but how we are the same. When people relate to you on one level, they try to relate to you on others.

Whether it's geography or a hobby, commonalities are a great way to grow your sphere of influence. Doing this person can be incredibly time consuming. But online, you can connect with hundreds or thousands of people very quickly.

At the end of the day, the coolest thing about Twitter is that it allows you to tap into your community and expand your sphere of influence. By producing content about social objects that mean something to you, you will build a bridge to others who feel the same way.

##### Why do Real Estate agents use Twitter?

Real estate agents who engage in Twitter can rapidly extend their circle to include the friends of their friends and open the doors to new relationships. With the vast majority of real estate clients coming directly from an agent's sphere, developing this core group of people is a smart way to increase business. One thing to remember, is that Twitter is not a stand alone tool. There is only so much you can say in 140 characters. There is only so much value you can infuse in those words.

If you plan on using Twitter effectively, you need a strategy that will bridge the gap between your one line updates and strong professional content. The YouReach Media Strategy does exactly that. We help you place the right messages on Twitter (and many other social networking sites in your Statusphere) and link them all back to your personal website. Soon users will become familiar with your branding and recognize you as a professional.

The You Reach Media Strategy focuses on placing relevant content in multiple places (syndication) and Twitter is one of the key places we want to feature your content.

### Play By Play Breakdown | How To Sign Up for Twitter

Ok, now you are ready to build your Social Media sites. This guide will tell you how to sign up and get started... YOU ROCK!

#### Field Challenge

Reading and watching videos about Social Media is easy. Let's take it up a notch and put some action into this plan!

This week you learned about the Social Networking Site Twitter, and how it can benefit you as a Real Estate Agent

Your challenge is sign up for Twitter Account and Tweet! Click [HERE](#) to get Started

Click [HERE](#) to learn more about navigating your Twitter Page

#### Play By Play Breakdown | How to Sign Up for Twitter



##### Step 1: Sign Up

Join the conversation and sign up for an account. Visit <https://twitter.com/signup>.

Select a username, which is how you will be known in the "Twitterverse." You should pick something that you can use consistently on your other Social Media sites. The box to the right will let you know if this name is available or not. Below this box you will see your new URL, or personal Twitter profile page, so you can tell your friends where to find you. Your Twitter URL will always be: [http://twitter.com/\[YOUR USERNAME\]](http://twitter.com/[YOUR USERNAME])

Choose a password that is at least six characters long. The pop-up box will let you know if your password is weak or strong, indicating the level of difficulty it would be to guess. A combination of letters and numbers is usually best. You should now have a place where you keep track of your usernames and passwords, or make sure you are using the same ones for all your Social Media sites.

"Type the words above" is a section that allows Twitter to determine if you are a real person or an automated "bot" trying to create a Twitter for purposes it was not meant for. This section is case sensitive, which means that if there is a capital letter in the box, you must also type that letter capitalized.

Enter the email address you are using for YouReach, and keep the box "Let others find me by my email address" checked if you want people to be able to find you on Twitter by your email address.



##### Step 2: Buff Up Your Account- Learn All About Following...

After you submit your information, you can search subjects that interest you, and choose to Follow different users, under "Browse Suggestions." When you "follow" someone, each time they tweet, you'll see their tweets on your Twitter home page. You can follow or unfollow sources anytime.

Next, click on the "Find Friends" tab to find people you already know on Twitter. If you have a Gmail, Yahoo, or AOL account, you will be able to search for people based on your contact list. When you follow someone, they are notified.

## Field Challenge

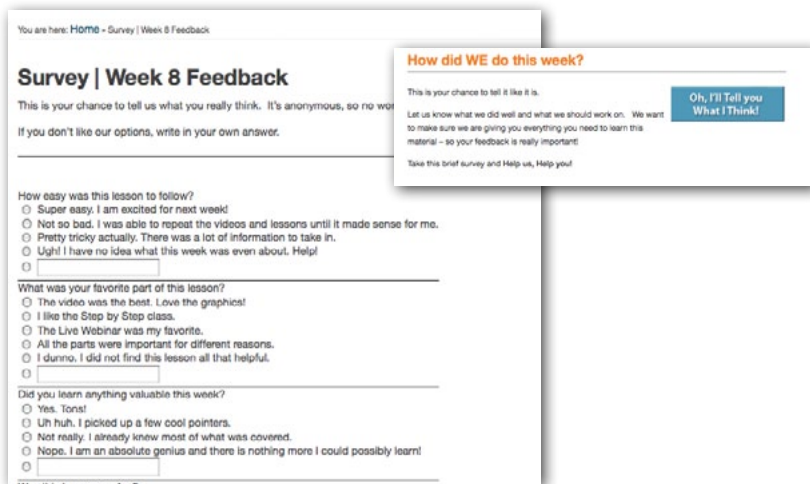
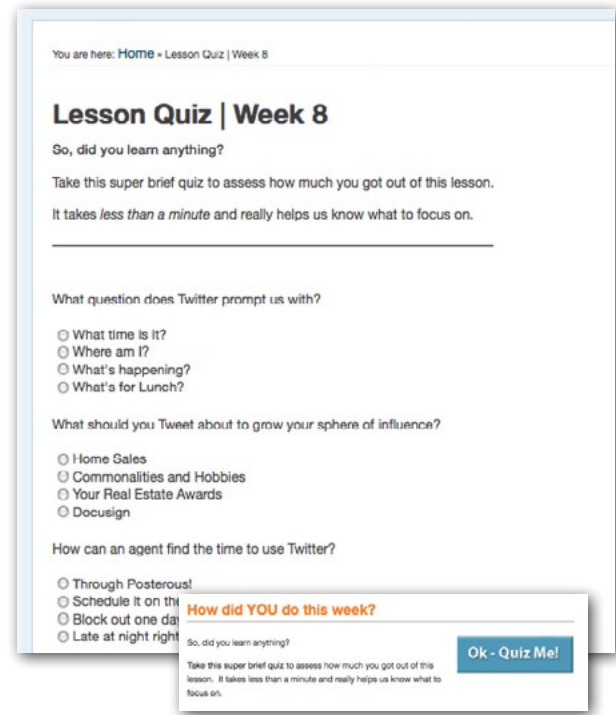
Reading and watching videos about Social Media is easy. That's why we take it up a notch and put some action into every week. The Field Challenges are designed to help you take the lesson and put it into practice. You will be using your phone to take photos, update Twitter or personalize your YouTube page. It's not enough to just understand Social Media, you need to actually use it.

## Quiz: How did YOU do this week?

So, did you learn anything? Each week we ask you to take a super brief quiz to assess how much you got out of the lesson. It takes less than a minute to complete and really helps us know what to focus on. No one is going to judge you, we just want to know how you are doing and how we can help.

## Survey: How did WE do this week?

This is your chance to tell it like it is. Use this quick survey to let us know what we did well and what we should work on. We want to make sure we are giving you everything you need to learn this material – so your feedback is really important!



## Live Webinar

Any good training program needs interaction. The Live Webinar we host every week is our chance to work together! In this live event we will recap the weekly lesson, expand on The Big Picture and review the Play by Play Breakdown. It's our way of bringing it all together! And here's the best part...you can participate in the Live Webinar. You will have the opportunity to ask questions, take polls and interact with the YouReach team.

## Watch it Again Webinar

If you miss a Webinar, or just love it so much you want to watch it again, then you are in luck! We record every Webinar and will add it to the lesson page about a day after the live event. But this is NOT an excuse to miss the Live Webinar! In the Live Webinar you can ask questions, take polls and interact with the YouReach team. Who would want to miss that?

