

A photograph of a library with rows of bookshelves filled with books. The lighting is warm and soft, with several pendant lights hanging from the ceiling. The text is overlaid on the image in white boxes.

**HOW TO ATTRACT YOUR DREAM
CLIENT THROUGH
SOCIAL MEDIA AND
STORYTELLING**





EVERY GREAT

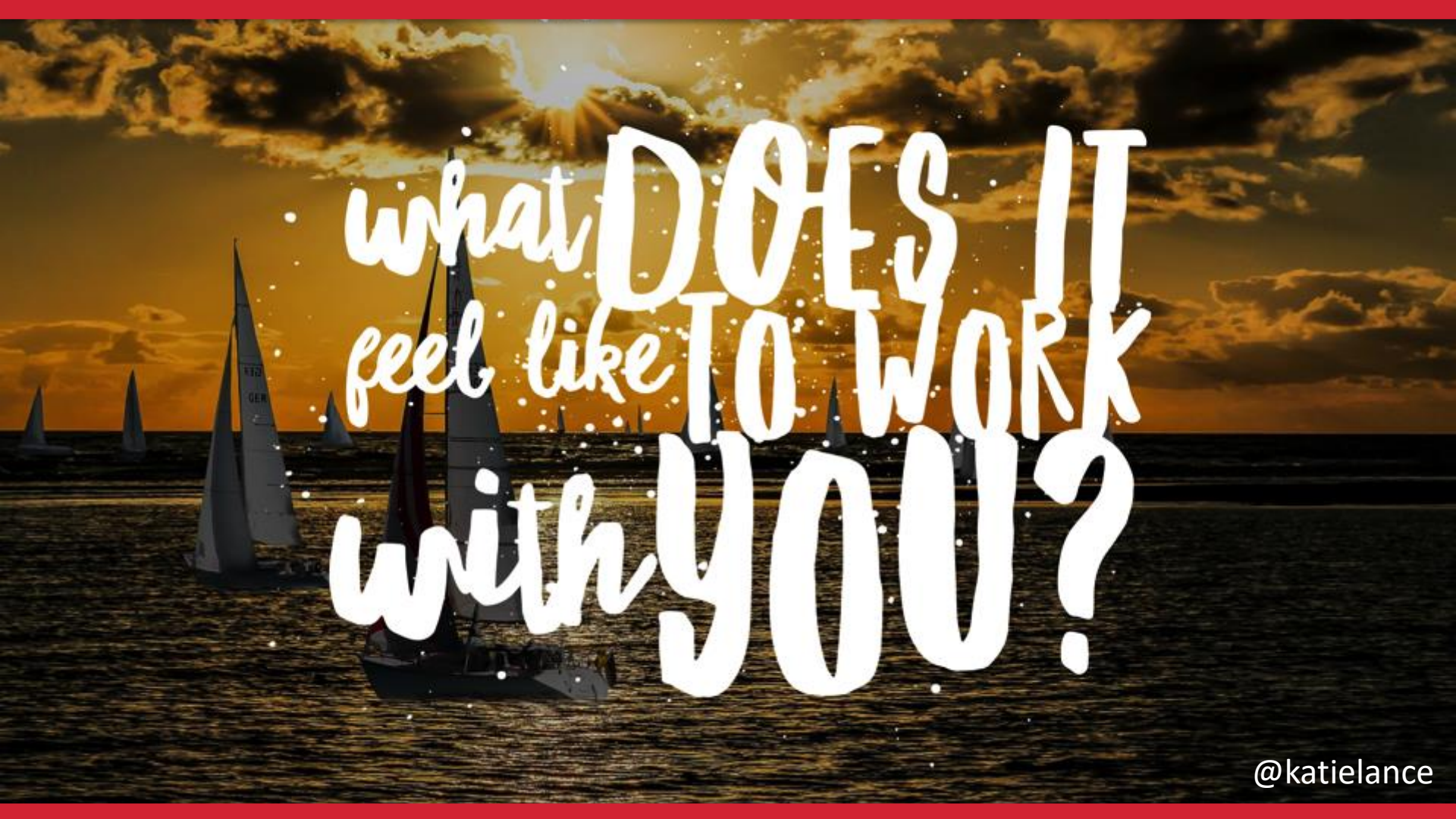
BRAND HAS A

STORY

A close-up photograph of a lit sparkler against a dark, blurred background. The sparkler is the central focus, with bright orange and yellow sparks radiating outwards. The text 'the power of STORYTELLING' is overlaid on the right side of the image in a white, handwritten-style font. The word 'the' is in lowercase script, 'power' is in lowercase script, and 'of' is in lowercase script. 'STORYTELLING' is in all caps, uppercase, in a bold, sans-serif font.

the power of
STORYTELLING

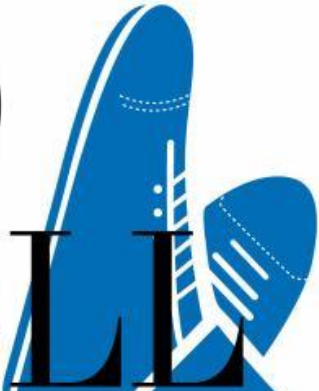
@katience



what DOES IT
feel like TO WORK
with YOU?

AN *INC.* BEST BOOK FOR BUSINESS OWNERS

BUILT TO SELL



Creating a Business That Can
Thrive Without You

JOHN WARRILLOW

FOREWORD BY BO BURLINGHAM, author of *Small Giants*

IF IT DOESN'T

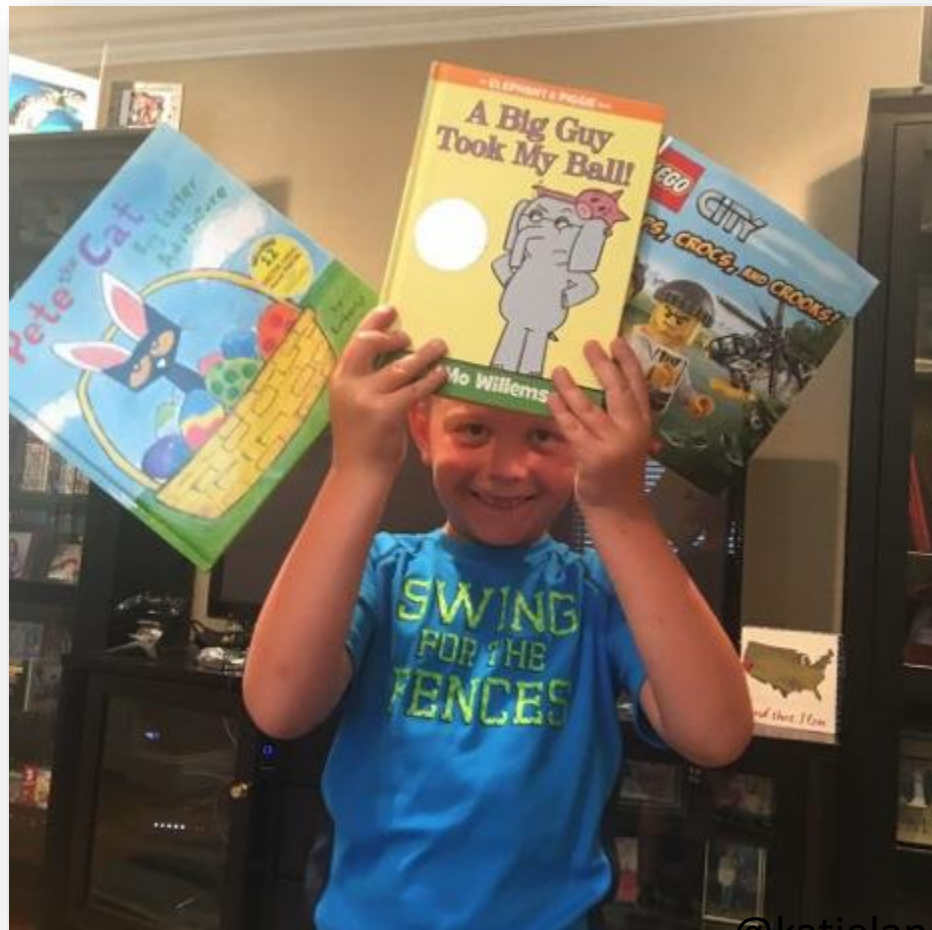
CHALLENGE

YOU,

IT WON'T

CHANGE YOU

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3 parts of a great story

1. CIRCUMSTANCES

2. CONFLICT

3. RESOLUTION

storytelling can be...

LONG-FORM

SHORT-FORM

BOTH

celebrate YOUR CLIENTS by telling their story!



Katie Lance
Yesterday

Check out our new house! We couldn't be happier! I know my grandparents are looking down at us from heaven... hoping we've made them proud. Huge kudos to our incredible broker Elizabeth Enea who is one of the hardest working people I know. She was in our corner every step of the way and went way above and beyond to get the deal closed! We were never just another client, but a family that she was determined to find the right house for. Every buyer should be so lucky. Now, all we have to do is pack 😊 — with Paul Lance.

Tag Photo Add Location Edit

Like · Comment · Stop Notifications · Share

Tina Hand, Michelle Silverman, Nancy LaBelle and 485 others like this.

2 shares

View previous comments 6 of 85

Paul Kozlarsz Congrats!!
7 hrs · Unlike · 1

Write a comment...

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A top-down view of a wooden desk. On the right side, there is a silver laptop with a black keyboard. In the center, a pair of black-rimmed glasses lies on the wood. Below the glasses is a white mug filled with dark coffee. In the top right corner, a small green succulent is visible. The background is a dark wood grain.

SOCIAL MEDIA
storytelling starts with
your pillar content

@katielance



leads from
great content
**ARE SO
MUCH BETTER!**

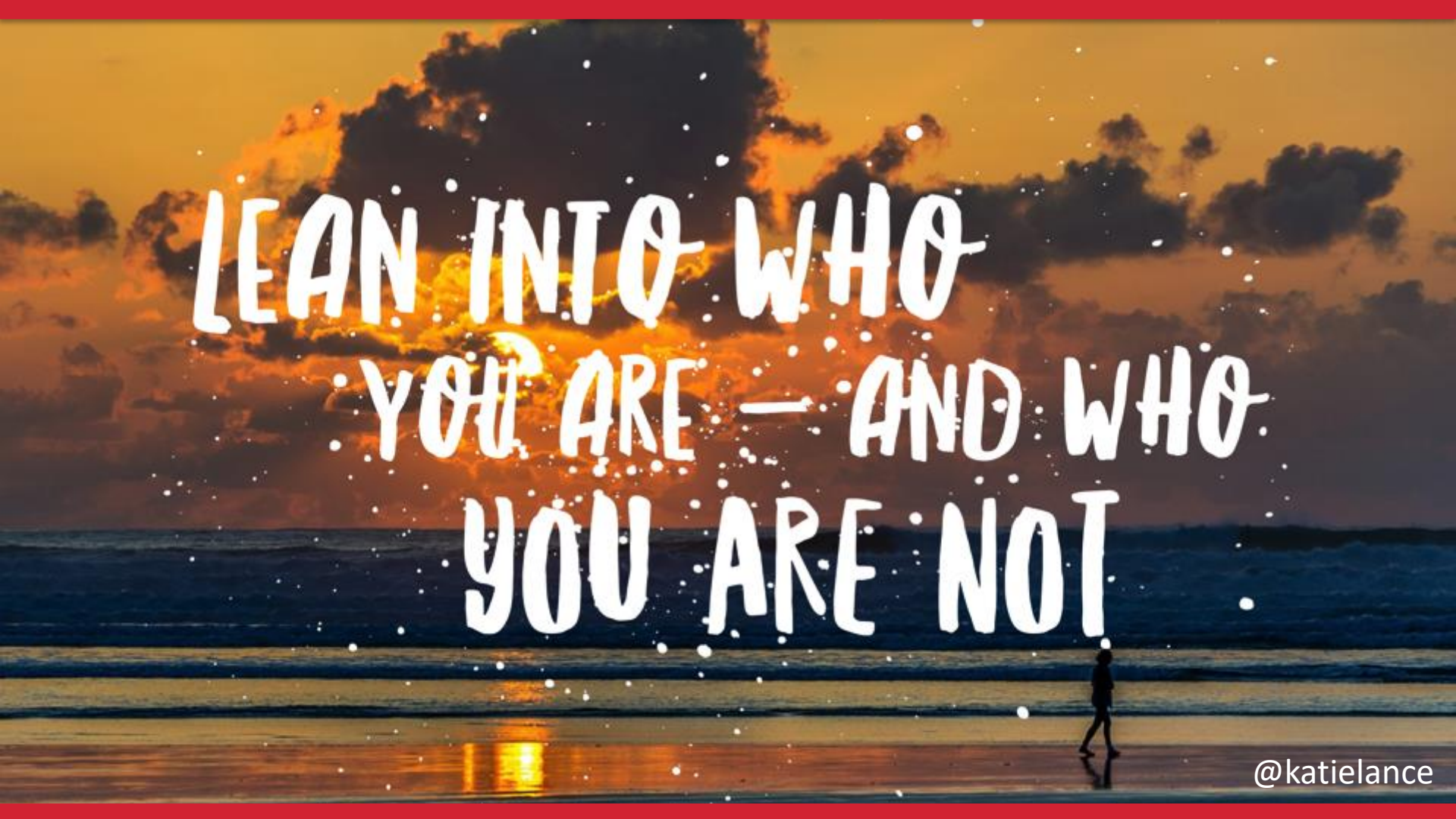


find your **VOICE FOR**
your content

1. WHO DO YOU LOVE TO WORK WITH?

2. WHY DO YOU LOVE WHAT YOU DO?

3. WHAT'S MOST IMPORTANT TO YOU?



LEAN INTO WHO
YOU ARE — AND WHO
YOU ARE NOT



*think like a storyteller;
beginning, middle, end*

how to keep **PEOPLE'S ATTENTION**



CAPTIONS

STRUCTURE

EPIODIC

CONTENT GRID

LOCAL REAL ESTATE	NATIONAL REAL ESTATE	LOCAL & COMMUNITY	PERSONAL INTEREST	HOME & DESIGN
Favorite feature of a new listing (think beyond the front of the house)	Link to an article from Inman News	Photo of your favorite restaurant or boutique	Favorite family-friendly places to visit	Before and after photos from staging
Picture of your clients at the closing table	Link to an article from NAR	Best park for kids or dogs	Favorite weekend get-away within two-hours away	Holiday home decorating ideas
Picture of your clients with their set of keys or by their SOLD sign	Link to an article from your local association	Link to an article about upcoming community events	Why you love where you live	Link to an article from HGTV for inspiration
Share a post from your broker or franchise	Link to an article from HousingWire.com	Link to one of your Pinterest boards highlighting different neighborhoods	Your favorite local sports team	Link to one of your Pinterest boards highlighting different rooms or design styles
Monday market update - a one-minute video you create	Throwback Thursday #TBT - home prices then and now	Link to one of your favorite local bloggers	Your charity of choice	Photo of one of your client's homes after they move in
Photo or video of a past client with their story of how you helped them	Link to an article from the New York Times on housing	Best place to get a cup of coffee or a glass of wine	Behind-the-scenes; why you love what you do	Photos of your favorite home details
Graphic featuring a review you received online	Photos from real estate events you attend	Important school dates and info - link to the school sites	Photos of your team and/or your office	De-cluttering or home improvement tips

KATIELANCE.COM/CONTENTGRID



MOBILE HAS
CHANGED HOW WE
THINK ABOUT
STORYTELLING



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91% OF US CHECK
OUR MOBILE
DEVICES
every 6-12 MINUTES



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SOCIAL storytelling
in the moment

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A top-down view of a white spiral-bound notebook on a dark grey grid background. A black pen and a ruler are positioned on the right side of the notebook. The text 'WHAT'S THE story behind the STORY?' is written in red on the notebook page. 'WHAT'S THE' and 'STORY?' are in a bold, blocky font, while 'story behind' is in a smaller, cursive font.

WHAT'S THE *story behind*
the **STORY?**



BE A GOOD FINDER

@katience

relationships are
BUILT WITH
SMALL INTERACTIONS
over the
COURSE OF TIME

recommended apps
AND TOOLS

VIDEORAMA

LATER

WORDSWAG

CANVA

UNFOLD

PEOPLE DO BUSINESS

WITH PEOPLE

THEY KNOW,

LIKE AND TRUST

...and relate to!

An aerial photograph of New York City, showing the dense urban landscape of Lower Manhattan. The skyline is dominated by numerous skyscrapers, with the Freedom Tower (One World Trade Center) standing prominently in the center. The Hudson River is visible on the left, and the East River on the right. A black banner with white text is overlaid across the middle of the image.

[KATIELANCE.COM/ICNY19](https://www.katielance.com/ICNY19)

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