

The most important aspect of blogging is content. The more content you blog about, the more visibility you will have in search engines. Becoming a reliable resource of updated information is your #1 goal.

h1. How To Accomplish Your Goal

h2. A) Base Content

These are posts where several can be done in one sitting and published throughout the month.

Examples:

1) Market Stats

>- Do a market snapshot for each area you work in. If an area has a large amount of condos and single family homes, do a post for each. If the area has a large price range, break it down into several groupings (under 250k, 250k-750k and 750k+) to make the information more valuable and differentiate it from the content that agents just hand off in a pdf. In all of my classes, most agents were able to come up with at least 6-10 of these posts.

>- Do these posts in the first week of the month and push forward.

2) Area Events

>- Find a public calendar and list any event of interest. Everything from wine tastings to planning board meetings. Unless they are in the "sticks" a client can find at least 10 of these every month.

>- Do these posts in the last week of the month and push for the next month.

Once the client does this for 2 months, they are starting with at least 16 to 20 posts by the first week of the month.

h2. B) SpinBack Content

These are posts where the agent brings in outside content from other blogs or media outlets. Similar to the countless posts that the Tomato did with Copyblogger.com. With a solid reader

set up, 10 of these a month should not be a problem.

Examples:

1) Newspaper Story

>- Take a article in the local newspaper on the market and expand or counter what the OP said.

2) Outside Blog

>- Take a post from another blog, maybe in a different city or a blog with similar content, and expand or counter what has been said.

3) Introduce Media

>- Find a video and share it with your readers but offer commentary on the content.

h2. C) Timeless Content

Breakdown the countless bits of information on the real estate process and make them a simple 3 paragraph post. These posts can be stockpiled to be used when the client is busy or out of current material. Doing 10 of these a month and using just 7-8 will eventually lead to a back log for busy times.

Examples:

1) Listing Tips

>- Isolate the importance of removing pictures from your home while showing to give the listing agent a "blank canvas" to sell to their buyers.

2) Terms

>- Break down individual Real Estate and Mortgage terms and provide an example or "back story" to them.

3) Polls

>- Do countless polls on everything from the best place to get a steak dinner or the best place to enjoy a Sunday afternoon.

Just on these three types of posts an agent can get 23 to 28 posts a month.

Add in original posts where the you frame the entire discussion or introduce something completely new and 3rd party content from people in their sphere, it is VERY realistic for someone to have a post a day.

It just takes a system and actually following the system.