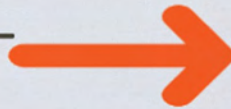


# Content-to-Commerce

GO! COACHING™








# ***Amir Syed***

**Co-Founder & CEO: Growth Only Coaching**

**Chief Growth Officer: Lower.com**

 **@amirsyed**

 **AMIR SYED**



**1981**

Born in Iran



*Hasan & Amir*

**1985**

Immigrated to the US  
with Mom & Dad

Zero extended family &  
English as a second language





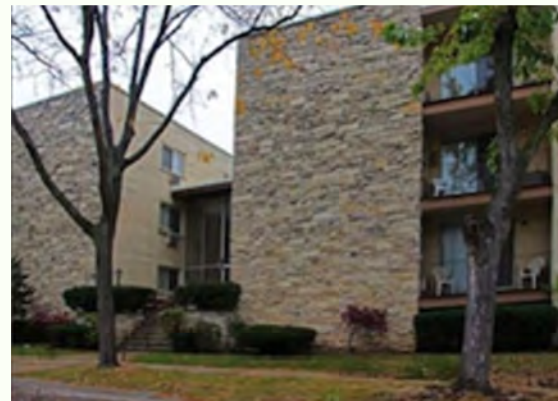


**AGE 12**  
4<sup>th</sup> Home

**AGE 5**  
1<sup>st</sup> Home

**AGE 8**  
2<sup>nd</sup> Home

**AGE 10**  
3<sup>rd</sup> Home





# 2023





# My "Overnight" Success

## Personal Production

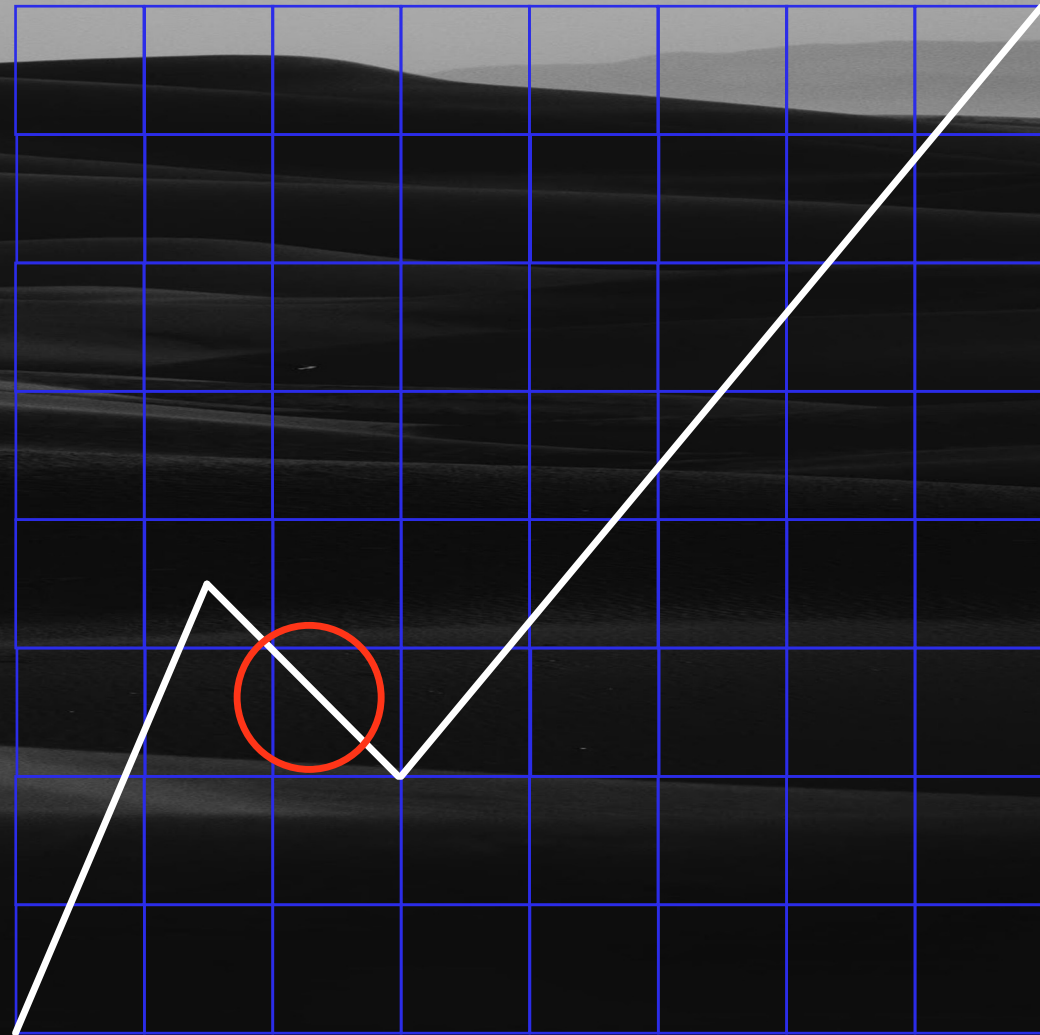
Not including Branch Production





Revenue is made in  
*up markets.*

Reputation is made  
in *down markets.*





# THE

---

40% OF LO'S ARE  
LEAVING THE  
INDUSTRY

# BIG

---

EVERY 3 SECONDS A RLTR  
LEAVES THE INDUSTRY

# SHIFT

---

30% OF COMPANIES  
CONSOLIDATING



# YOUR OPPORTUNITY IS NOW

BE SEEN *BEFORE* YOU ARE KNOWN, LIKED & TRUSTED

BE SEEN *AFTER* YOU ARE KNOWN, LIKED & TRUSTED

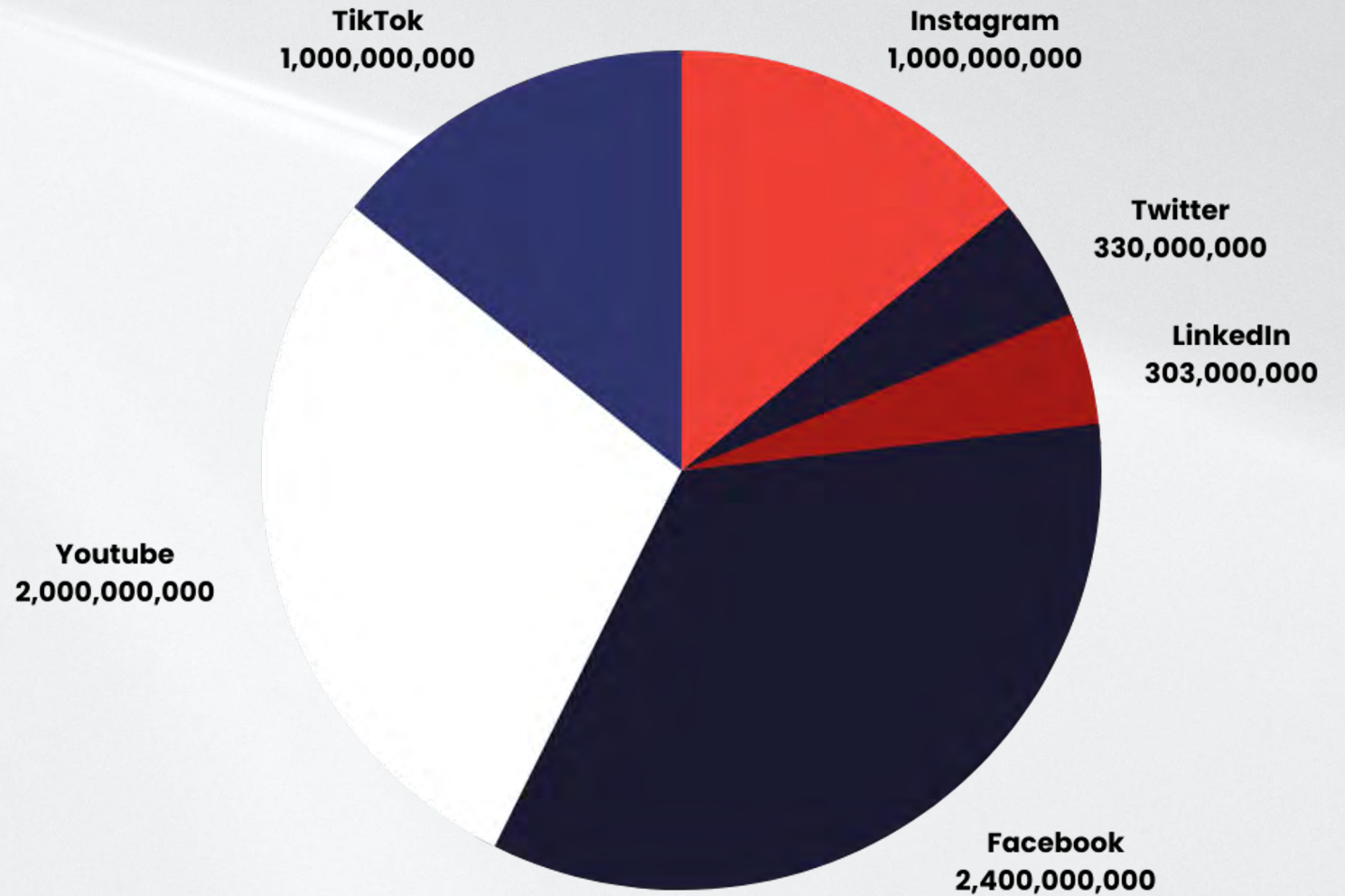
BE *EVERYWHERE*





# Social Media Impact

There are 3.6 Billion active users on social media.



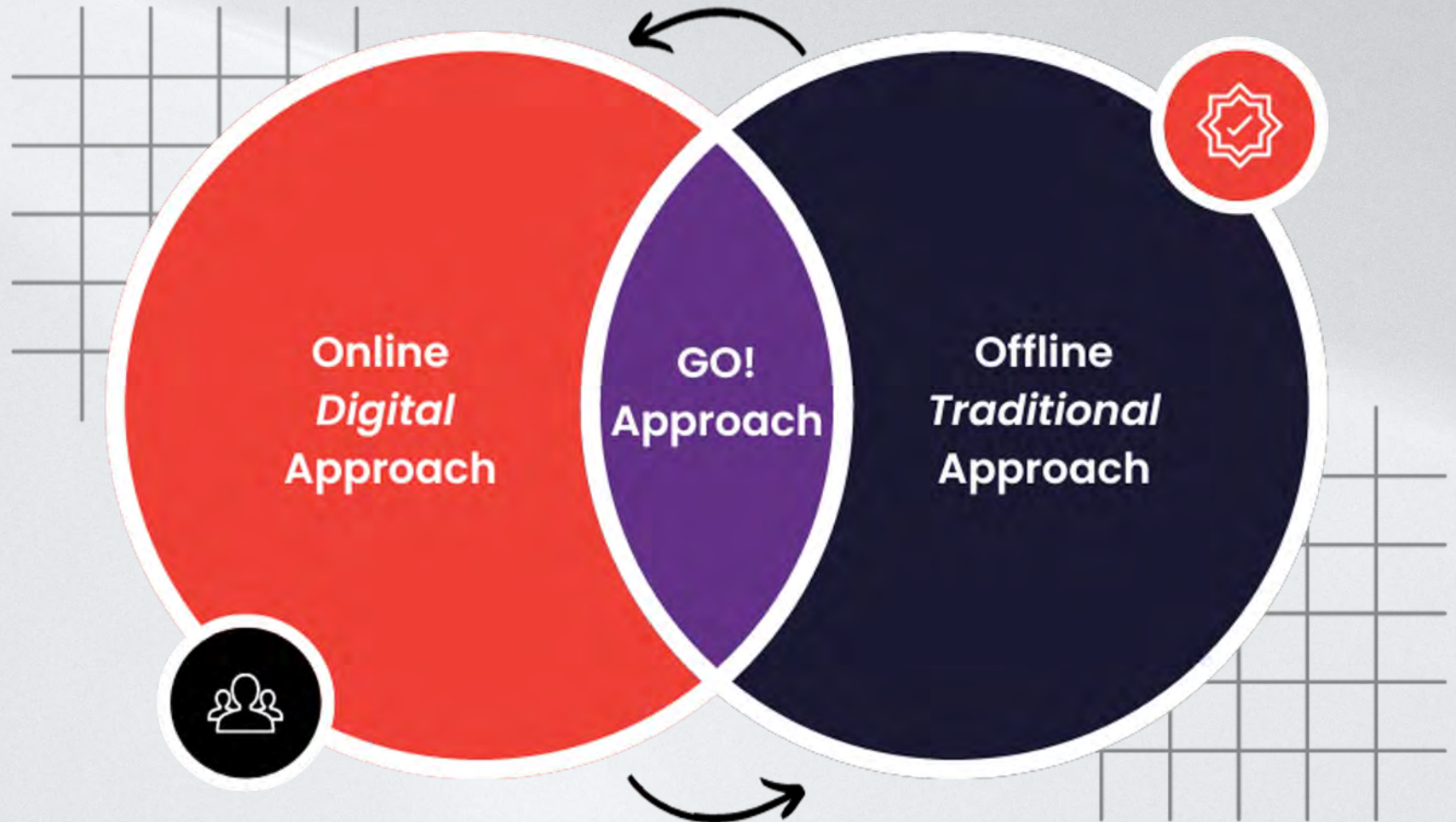
# Target Audience

- ↘ 50M of the 66M Millennials are entering this prime home-buying stage in the next 3 years
- ↘ 28M want to buy a home, but only 3-4M WILL buy a new home
- ↘ 30M Gen Z buyers over the next 5 years
- ↘ 90% start their home search online





# Mixing Methods



# Online Digital Approach

CONTENT

CONTEXT

CONVERSATION

CONNECTION

CONVERSION



1



2



3



4



5





~~S O C I A L M E D I A~~



BUSINESS MEDIA



# Personal Brand > Company Brand

84% of millennials don't like traditional advertising, nor do they trust it.

*-McCarthy Group, Wharton Business Magazine*



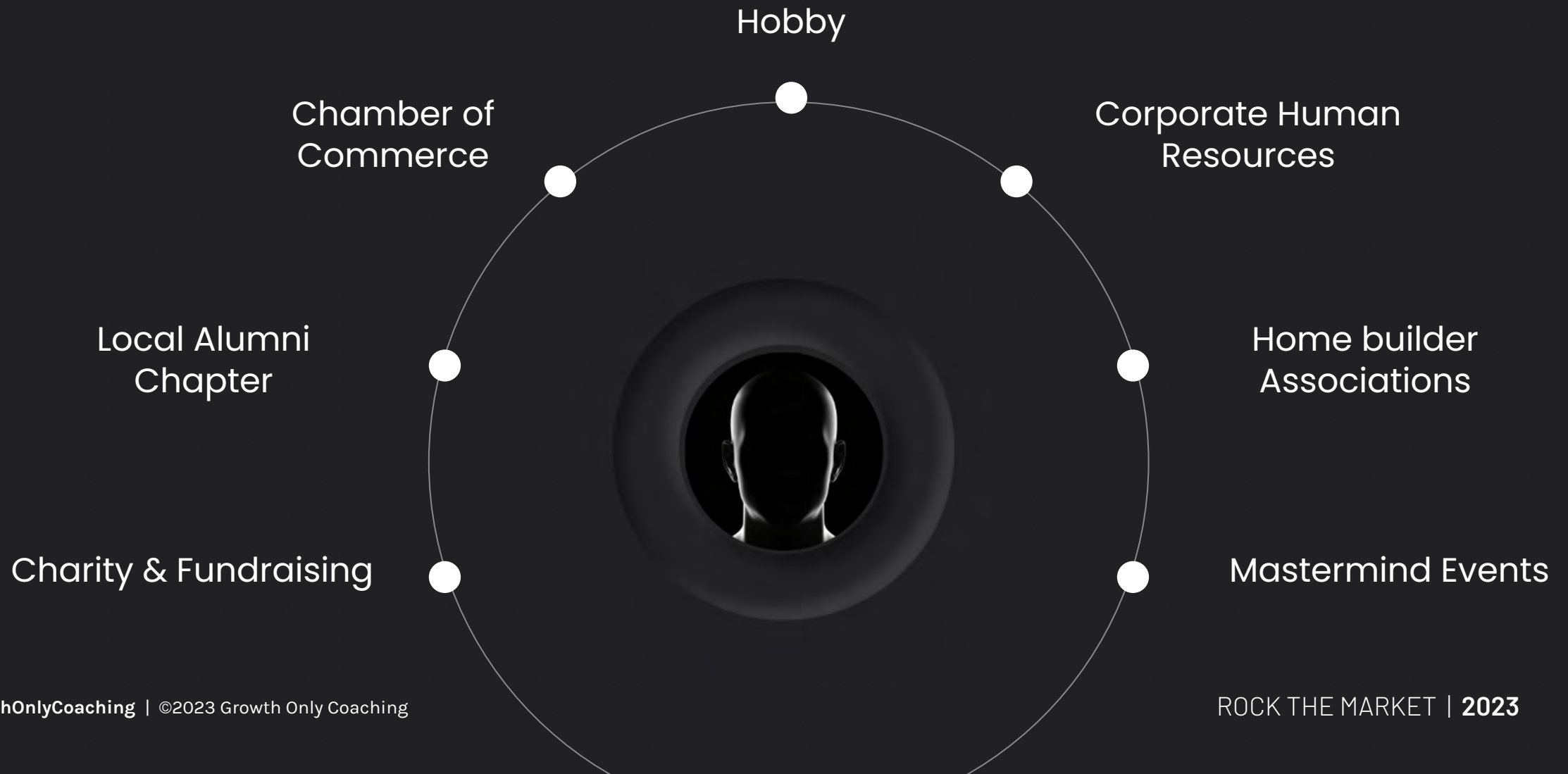


***“Great marketing makes sales easier, but marketing is NOT a cop-out for actually selling.”***

***–Rene Rodriguez***



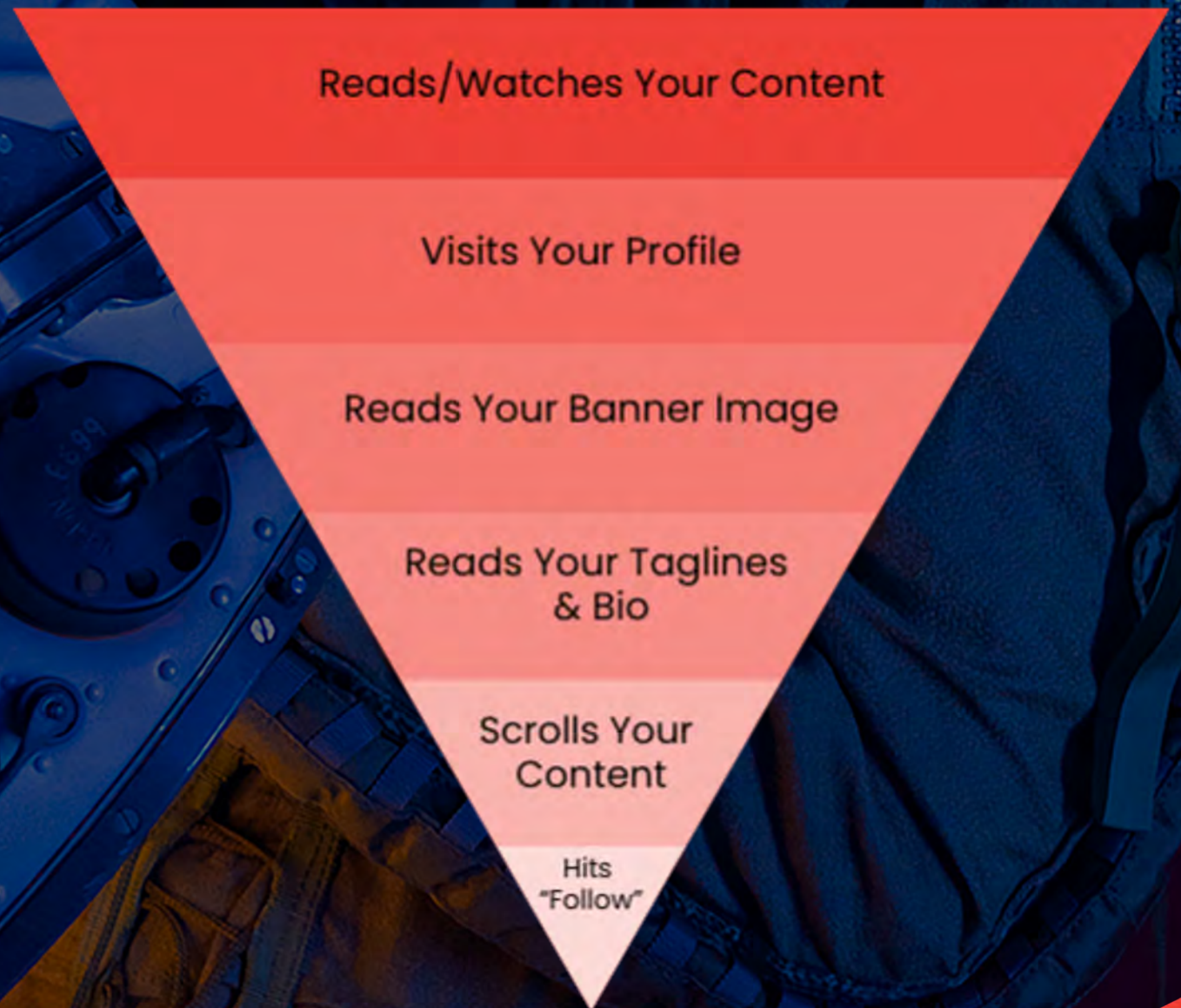
# Offline Digital Approach





ROCK THE MARKET

# The Profile Funnel



# Banner

GROWTHONLYCOACHING.COM

Sharing Business Gems You Can't Find On Google

Follow for daily posts

**Amir Syed** · 3rd

Co-Founder: Growth Only Coaching | Proven Methods for Entrepreneurs to Scale their Business

Talks about #sales, #leadership, and #entrepreneurship

United States · [Contact info](#)

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16,462 followers · 500+ connections

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Growth Only Coaching





**Serving Homebuyers  
Empowering Realtors®**  
We're coaching other Lenders to do the same.  
→ GROWTHONLYCOACHING.COM

**Amir Syed** ✓  
6K followers · 1.1K following

Message Follow Add friend

Posts About Reels Photos Videos Groups More

**Intro**  
Helping the Modern Loan Officer to 2x in 6 months  
My free content is better than their paid coaching

- Profile · Digital creator
- Co-Founder and Principal Coach at **Growth Only Coaching**
- Branch Manager/SVP of Mortgage Lending at **Guaranteed Rate**
- Former Senior Vice President - Mortgage Division at **Baytree**

**Posts** Filters

Pinned post

**Amir Syed** ✓  
August 19, 2022 · 🌐

I fired a Realtor "partner" last year. 🔥  
\$2,500 saved monthly on a Zillow partnership 🍷

Told him that I would source organic business for us instead instead of feeding the machine that wants to put us both out of business ... [See more](#)

763 276 comments · 1 share



# Headshot

The **headshot** is the first introduction to you as a human being that a person digests when viewing your profile:

**...is this person trustworthy?**





# Tagline & Bio

## 1. Tell people who you are

a. "I help [avatar] achieve/do [positive verb] without [fear/concern/etc.] so they can [outcome]"

## 2. Tell people what you do

a. "I educate first-time homebuyers, without the confusion, so they can make informed decisions about homeownership."

## 3. Tell people whom you help

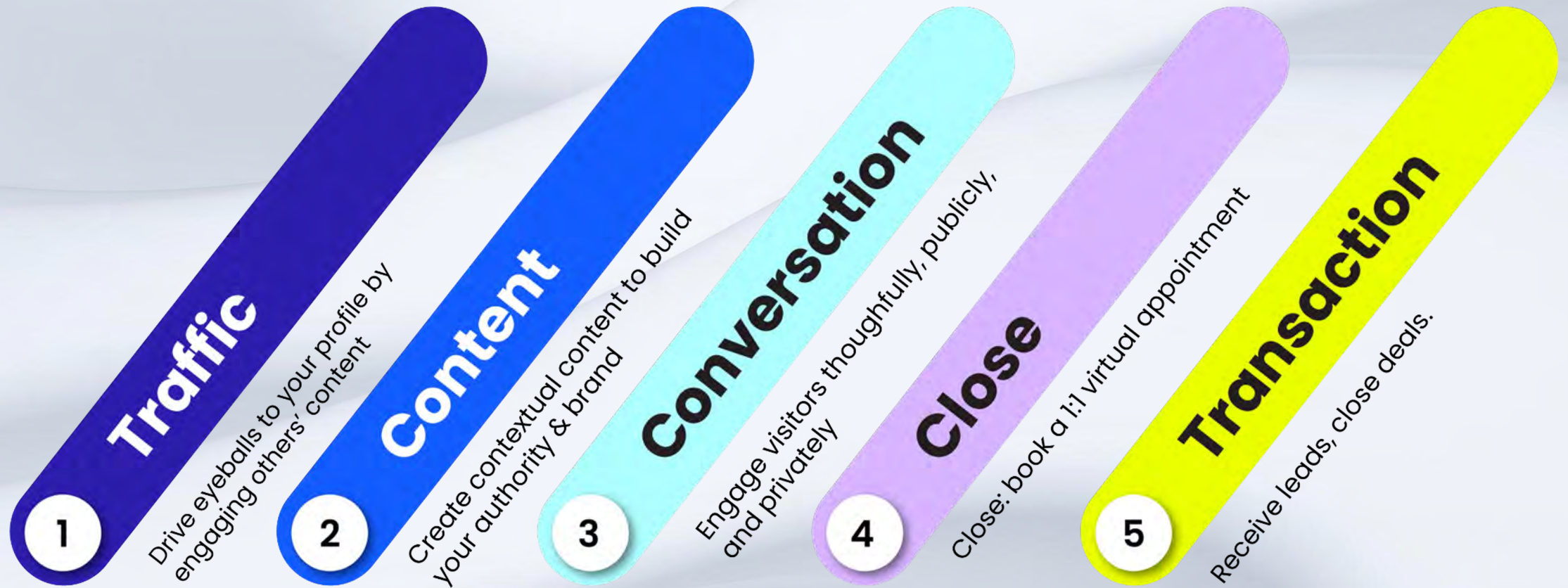
a. EX: "I help Veterans own a piece of the land they fought for so they can build long term wealth."

## 4. Tell people what problems you solve

a. "I help Loan Officers double their organic lead count in 6 months, all while reducing their working hours."



# TCT Social Selling System





# Content

Understanding how to stand out on social is critical in modern marketing





**SHORT FORM  
CONTENT**  
Knows You

**LONG FORM  
CONTENT**  
Trusts you





# Educate | Empower | Empathize







# Educate: This person teaches me







**Empower:**  
**This person inspires me**







**Empathize:**  
**This person understands me**





# TCT Social Selling System

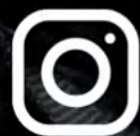




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