

TURNING ONLINE CONTENT INTO CLOSED TRANSACTIONS

CONTEXTUAL
CONTENT



1

CONNECTION



2

CONVERSATION



3

CONVERSION



4





Co-Founder & CEO of GO! Coaching

#1 Modern Loan Advisory Coaching
Community in the US (company agnostic)



Chief Growth Officer of Lower Family of Companies

Multi-Channel FinTech Mortgage Banker



Founder Friend of FirstHome IQ

Not-for-Profit



1981

Born in Iran



Hasan & Amir

1985

Immigrated to the US
with Mom & Dad

Zero extended family &
English as a second language





AGE 5

1st Home



AGE 8

2nd Home

AGE 10

3rd Home



AGE 12

4th Home





2023









Tommy Choi

Chicago Realtor of the Year, Crain's
Chicago 40 Under 40, \$1B+ sold

Visit Amir's LinkedIn profile, and one word immediately captures your attention: GROWTH. This isn't by chance; growth is the essence of Amir's being. His expertise spans across business acumen, leadership finesse, and personal development. Amir is a master at empowering others to unlock their highest potential. He doesn't just preach growth; he embodies it. Through his guidance, teachings, and exemplary life, he inspires action. My own journey is a testament to his influence, as he has significantly propelled my growth in all these spheres."



Stefanie Lavelle

Top Producing Real Estate Agent in
Chicago, \$300M+ Sold

"Amir has always had amazing passion about coaching and the innate ability to pinpoint what is really holding someone back from realizing their full potential. His ability to lead his mortgage team and the drive he has is second to none. I have never met someone who continually strives to make the next experience better than the last. I remember years ago going to his office and hearing him rave about wanting to make the mortgage process as fun as it could be and then knocking it out of the park in being able to deliver on that promise."



TJ Rubin

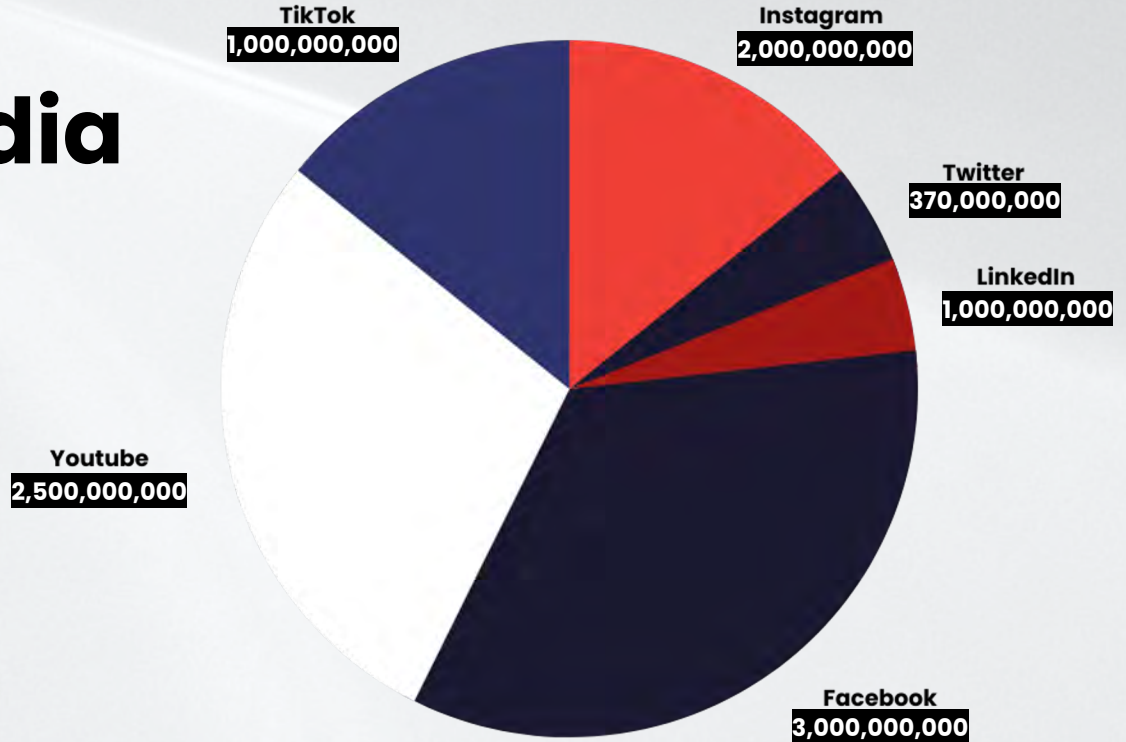
President & Founder
Fulton Grace Realty

"I highly recommend Amir Syed as a trusted mortgage partner for Realtors seeking business growth. His expertise and support has been instrumental in expanding many of our agents' real estate businesses. From hands on mentorship to prompt communication, Amir understands the unique needs of Realtors and their clients and always ensures success. He constantly leads with integrity and has established himself as a true leader within our industry. Trustworthy and dedicated, Amir is the absolute go-to partner for accelerating your real estate business and expertly servicing your clients lending needs."



~~Social~~ *Business Media* Impact

There are 4.95 Billion +
active users on social
media - *Kepios (2024)*



The Evolution



Town Criers



Newspapers



Radio



Television



Social Media



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



☒ B U S I N E S S M E D I A

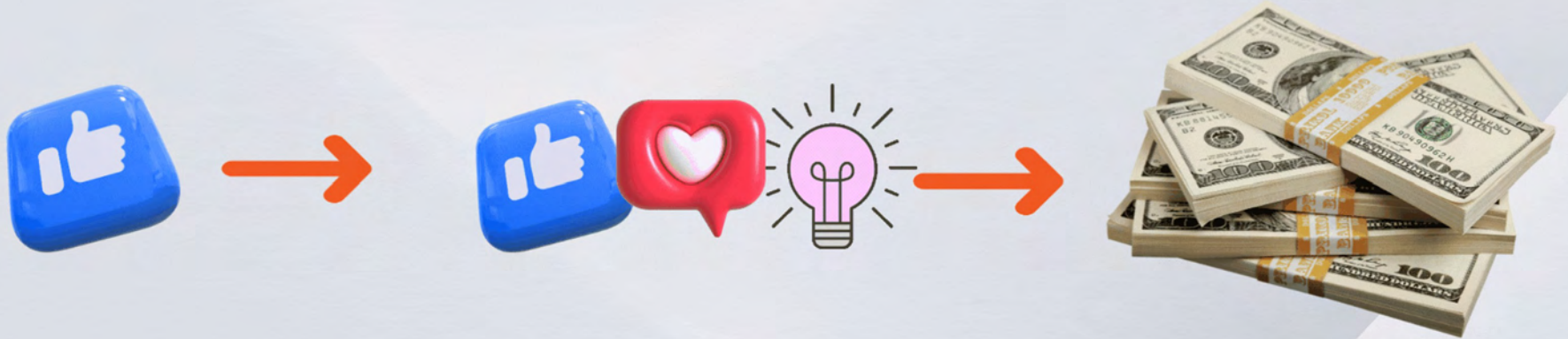


Personal Brand OVER Company Brand

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

McCarthy Group, Wharton Business Magazine





READY!?



Marketing

Eases
Sales

S

O

F



M

Sales

Heartbeat

O

F



M

S

Operations

Drives
Sales

F



M

S

O

Finance

Fuels
Expansion



Marketing

Be
Seen

Sales

Be
Known,
Liked,
Trusted

O

F







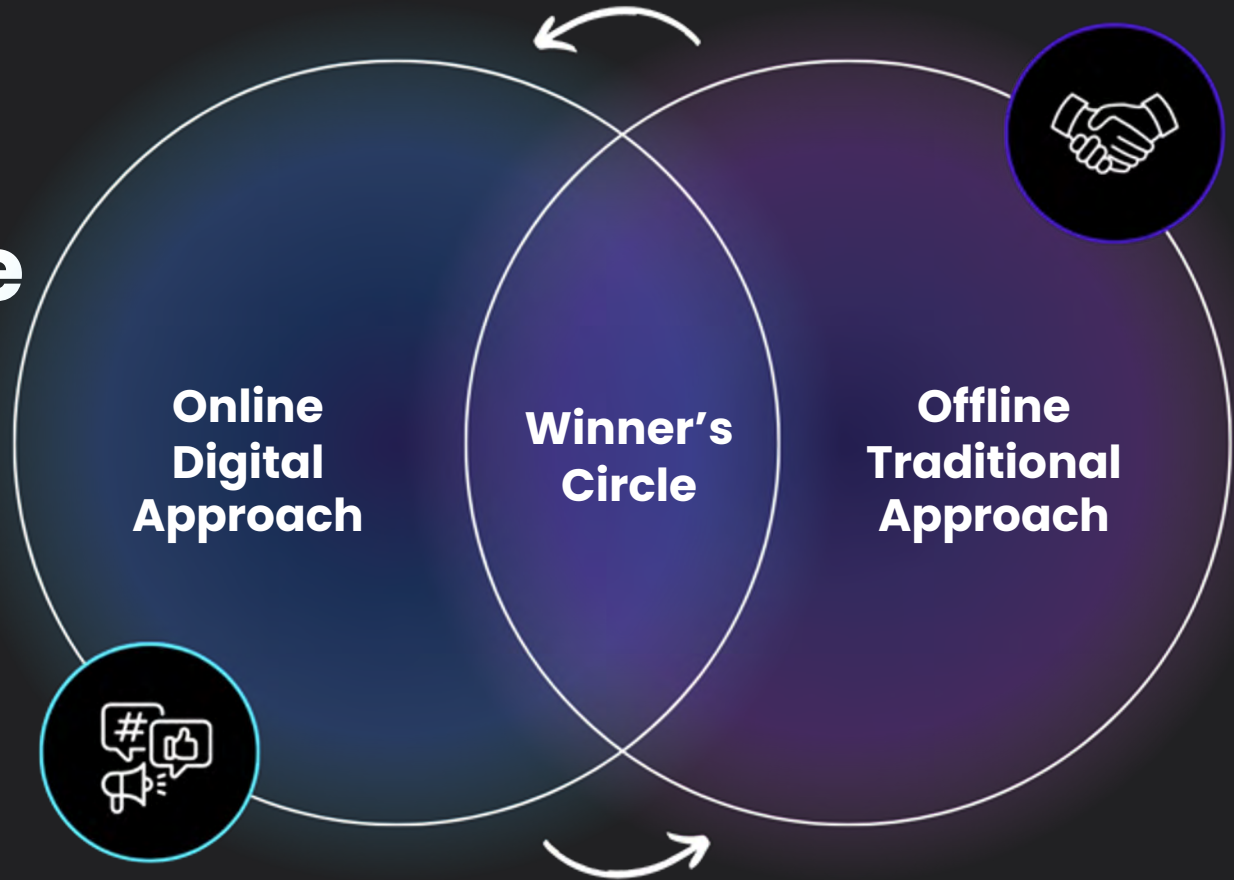




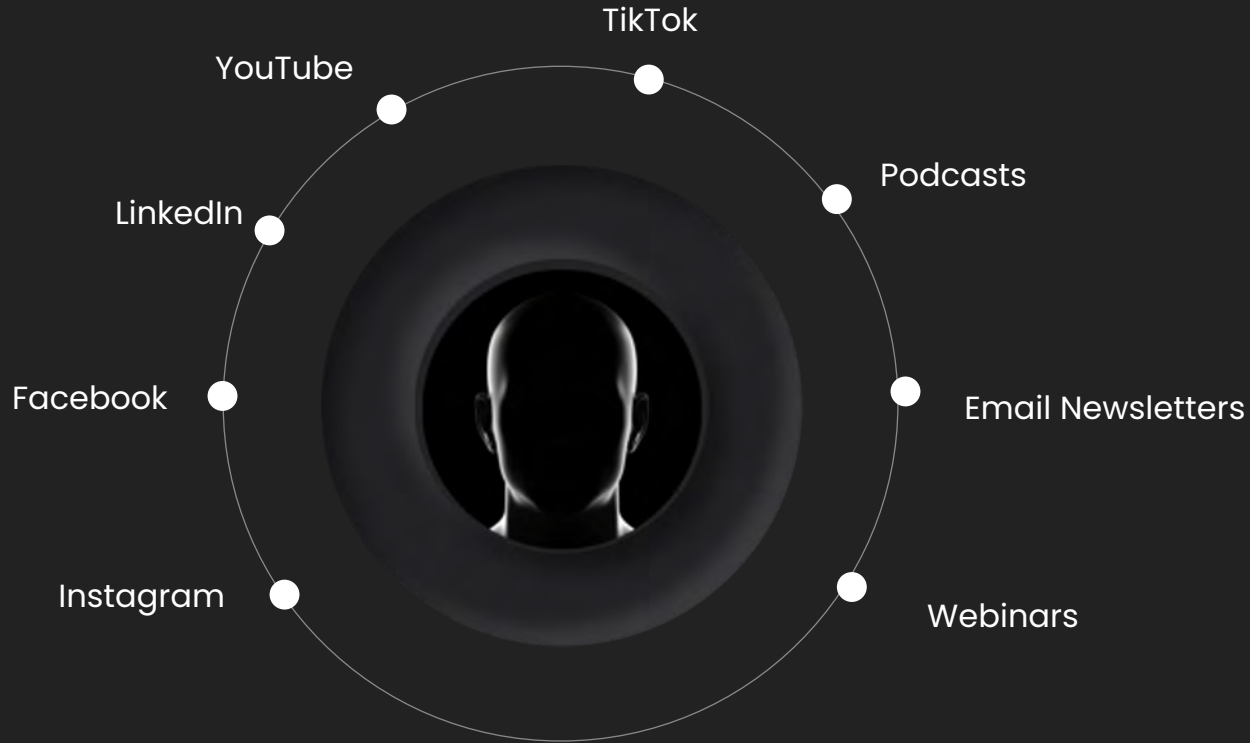
Mr.305
Inc



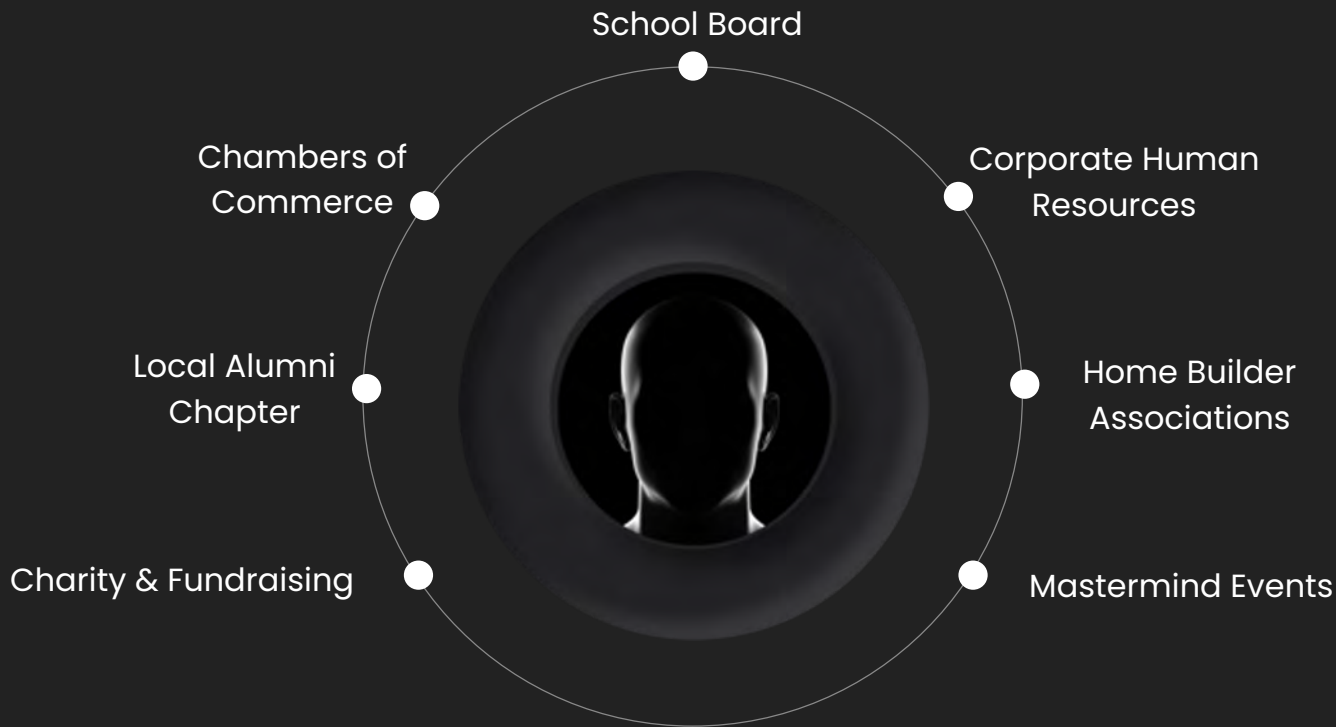
The Modern Real Estate Agent



Online Digital Approach



Offline Traditional Approach



TCT

Social Selling System

01

Traffic

Driving eyeballs
to your
optimized
profile by
engaging others'
content



TCT

Social Selling System

01

Traffic

Driving eyeballs
to your
optimized
profile by
engaging others'
content

02

Content

Create
contextual
content to build
your authority &
brand



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content to build
your authority &
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03

Conversation

Engage visitors
thoughtfully,
publicly and
privately



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Engage visitors
thoughtfully,
publicly and
privately

04

Close

Book a 1:1 virtual
appointment



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Close

Book a 1:1 virtual
appointment

05

Transaction

Receive leads,
close deals.



Repeat After Me:

It's NOT
~~Social Media.~~



Repeat After Me:

It's

Business Media.





CLIENT TESTIMONIAL

I want to give thanks to Vince Walk Real Estate Group at Re/Max Realty Suburban. Vince was so patient, kind, supportive, informative, and helpful during the sell of our home of 23 years. Lots of emotions around selling a home we have loved for so long and a whole lot of other life circumstances going on at the same time - Vince is a jack of all trades; friend, marriage counselor, financial advisor, contractor, project manager, scheduler, did I mention marriage counselor 🤔🤔 He just did such a good job of managing BOTH of our very different personalities and I just can't thank you enough for the personal touch you and your family business provided.

Thank You Vince Walk, Thank You Leann Walk.

just
LISTED
\$585,000

🏠
5 BEDROOMS

🛀
4.5 BATHROOMS

🚗
3 CAR GARAGE

22412 W 57TH STREET
SHAWNEE, KANSAS 66226



JUST LISTED

Just Sold

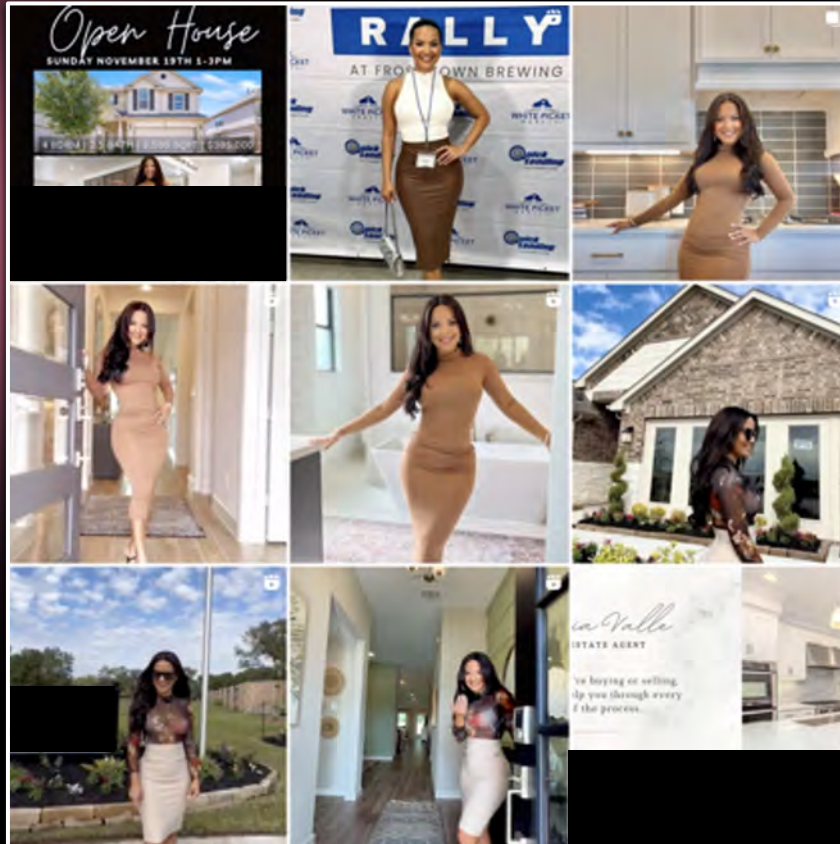


CONGRATULATIONS



Sold









Sanity
~~**Vanity**~~



CASH cool





DOLLARS

~~DOPAMINE~~



Your content's
intent is who it
will **attract**.

Posts To Avoid On Your Profile:

1. Any home buying/selling updates
(i.e, just listed, clear-to-close, just sold, open house, etc.)
2. Self-serving/show-off content
3. Sexually provocative content
4. Overly political content
5. Violent or gory content
6. Content with low-quality lighting or audio
7. Overly corporate designed content
8. Client testimonials without context

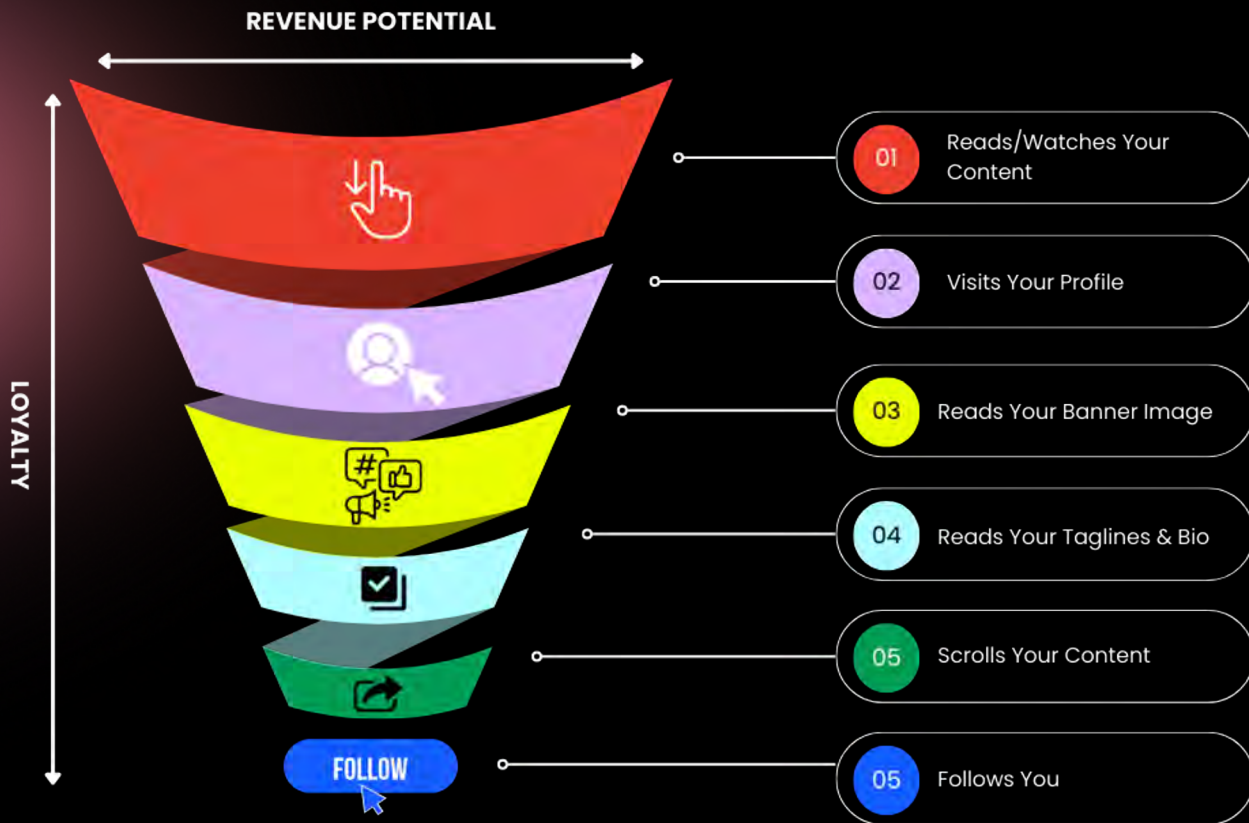


When in doubt use the 80/20 rule:

- 80% - Thought leadership, expertise content
- 20% - Personality content
(i.e, family, hobbies, non-niche entertainment)



The Profile Funnel



TCT

Social Selling System

01

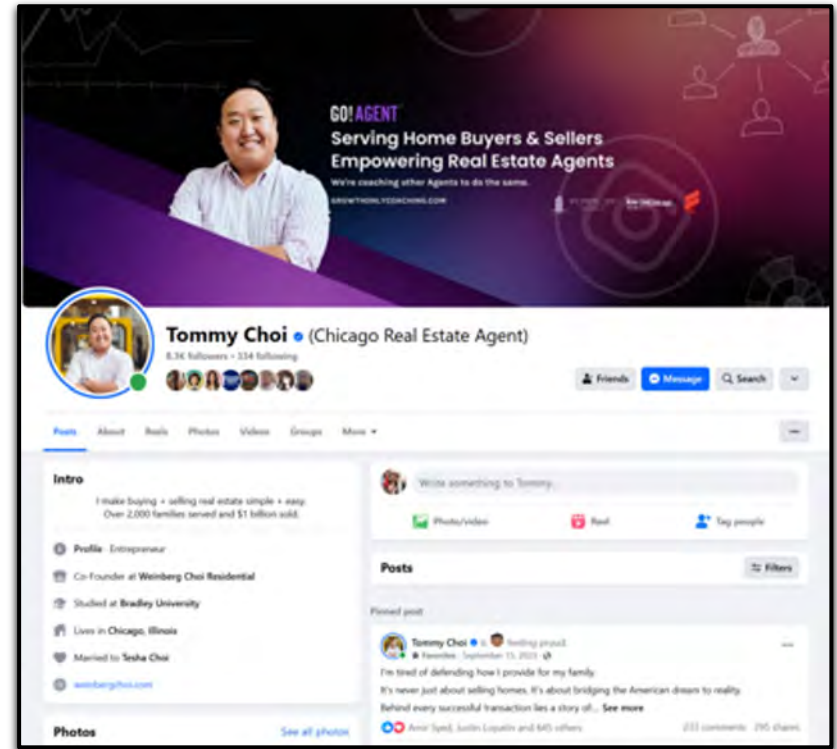
Traffic

Driving eyeballs
to your
OPTIMIZED
profile by
engaging others'
content





- 01 Banner
- 02 Profile Photo
- 03 Verification
- 04 Tagline
- 05 Content





Tommy Choi • (Chicago Real Estate Agent)

8.3K followers • 334 following



Friends

Message

Search



Posts

About

Reels

Photos

Videos

Groups

More •



Intro

I make buying + selling real estate simple + easy.
Over 2,000 families served and \$1 billion sold.

Profile • Entrepreneur

Co-Founder at Weinberg Choi Residential

Studied at Bradley University

Lives in Chicago, Illinois

Married to Tesha Choi

weinbergchoi.com



Write something to Tommy...

Photo/video

Reel

Tag people

Posts

Filters

Pinned post



Tommy Choi is feeling proud.

★ Favorites • September 15, 2023 • 🌐

I'm tired of defending how I provide for my family.

It's never just about selling homes. It's about bridging the American dream to reality.

Behind every successful transaction lies a story of... [See more](#)

Amir Syed, Justin Lopatin and 645 others

233 comments 295 shares

Photos

[See all photos](#)





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Banner

1. Headshot
2. Tagline
3. Credibility line (reference profile section)
4. Company logo





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Profile Photo

1. High Resolution Headshot
2. Be Facing the Camera
3. Have a Personable Facial Expression
4. Have a Clean, Solid Color Background





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Profile Verification

1. Visual Credibility & Professionalism
2. Show Up at the Top of Comments Section
3. Direct Access to IG & FB Support





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Posts About Reels Photos Videos Groups More *

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Tagline

1. Tell people who you are
2. Tell people what you do
3. Tell people whom you help
4. Tell people what problems you solve



Tagline Formula

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



Example 1

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



Example 2

I educate first-time homebuyers, without jargon, so they can make informed decisions about homeownership.



Example 3

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



Example 4

I help realtors excel in their careers without worry, so they can boost their success and thrive.





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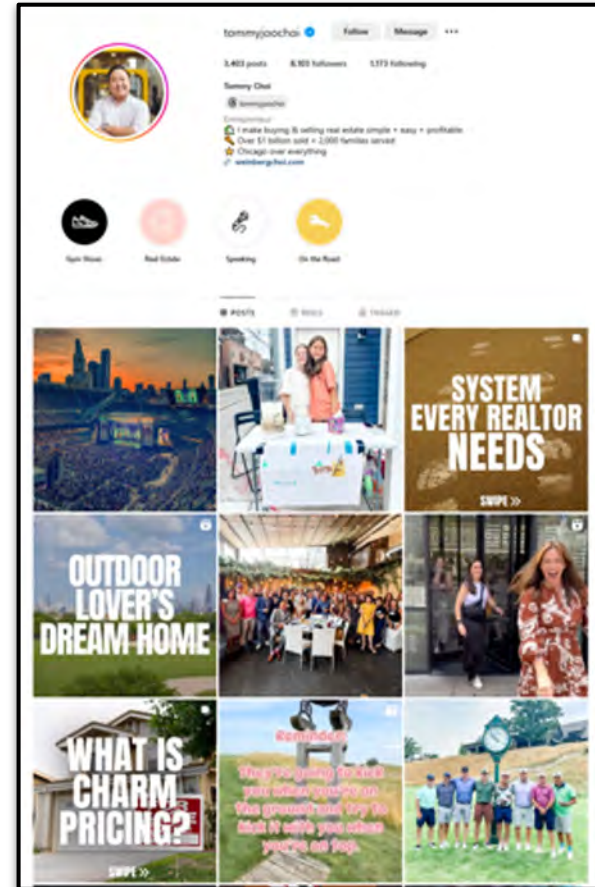
Photos

[See all photos](#)





- 01 Profile Photo
- 02 Username
- 03 Verification
- 04 Bio
- 05 Content





tommyjoochoi

Follow

Message



3,403 posts

8,103 followers

1,173 following

Tommy Chai

@tommyjoochoi

Entrepreneur

I make buying & selling real estate simple + easy + profitable

Over \$1 billion sold + 2,000 families served

Chicago over everything

weinbergchai.com



Gym Shoes



Real Estate



Speaking



On the Road

POSTS

REELS

TAGGED



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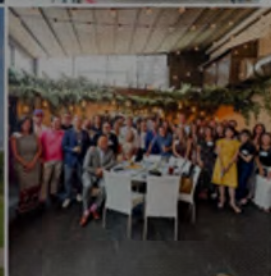


On the Road

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REELS

TAGGED



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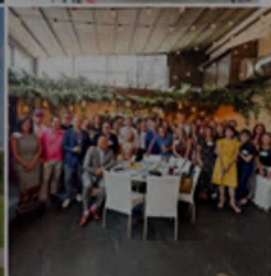


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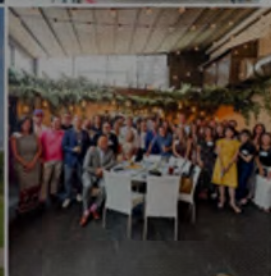
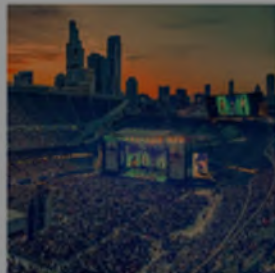


On the Road

POSTS

REELS

TAGGED



Instagram Bio

1st Line – Your Tagline

2nd Line – Credibility Statement

3rd Line – Directing to link

4th Line – Designated link





Tagline Formula

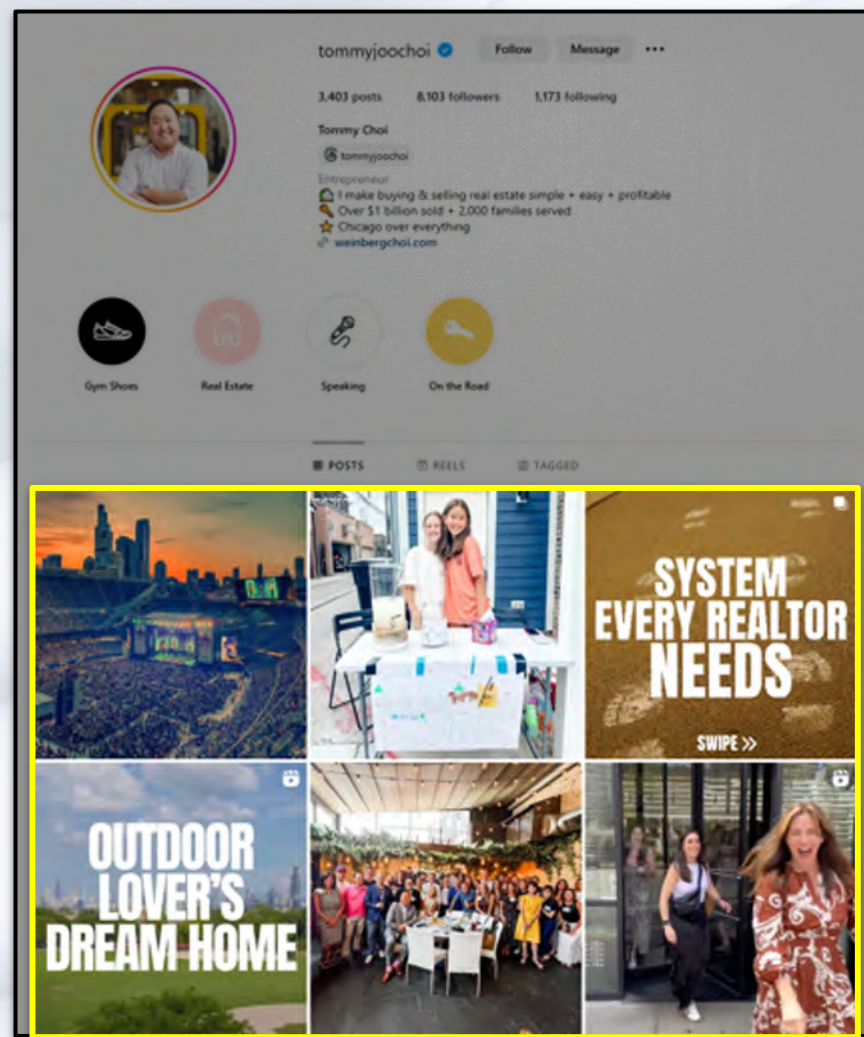
I help [avatar] achieve/do [positive verb]
without [fear/concern/etc.]
so they can [outcome]



Example

- I educate first-time homebuyers, without jargon, so they can make informed decisions about homeownership.
- 2000 Families served. Top 10% Realtor.
-  Download FREE First-Time Homebuyer Guide 





Your Virtual Store is Setup...Now What?

We need to fill it up with “inventory” (content) and then drive people into your store.



TCT

Social Selling System

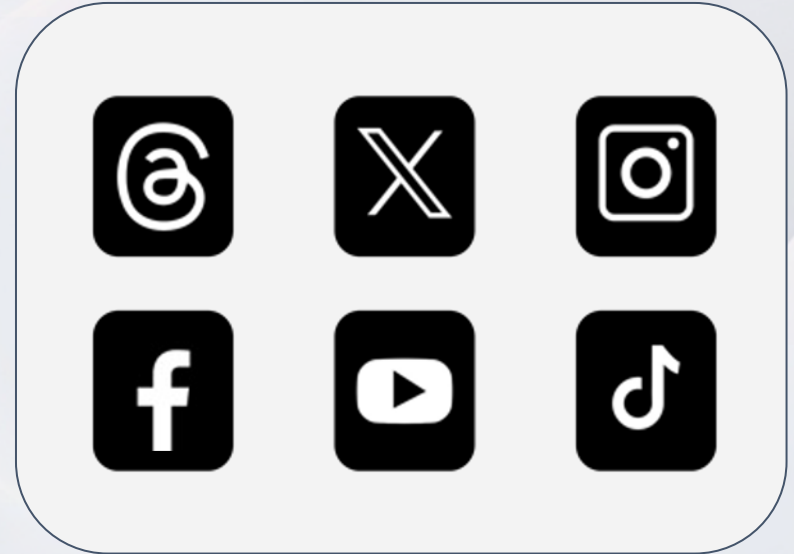
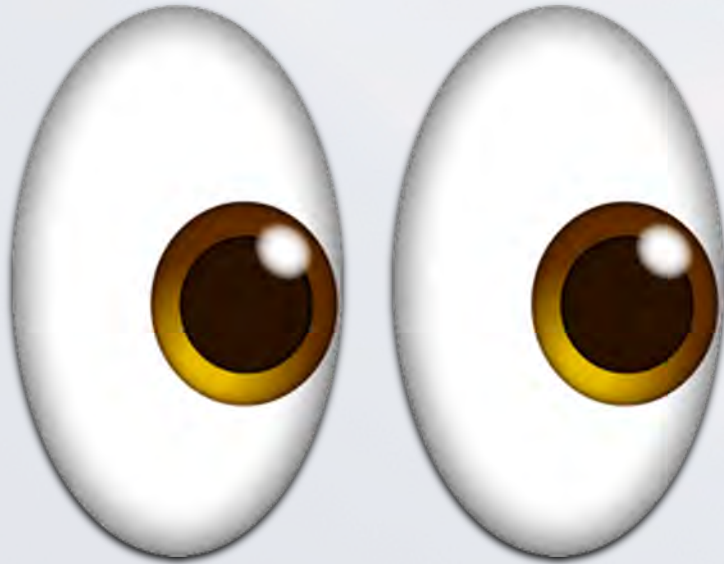
01

Traffic

Driving eyeballs
to your
optimized
profile by
engaging others'
content



Drive Eyeballs Back (Redirect Traffic)



O.P.P

O.P.P

OTHER PEOPLE'S POSTS

→ GROWTHONLYCOACHING.COM

C.F.A

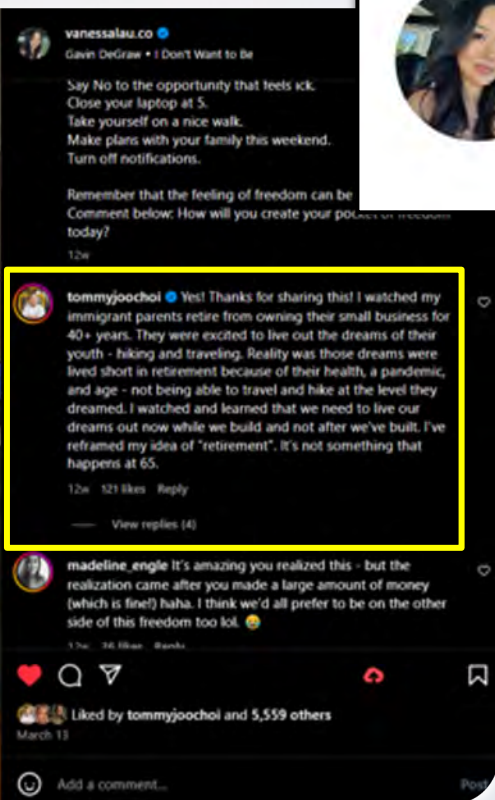
C.F.A

COMMENT FOR AUDIENCE

Your comments
are content.

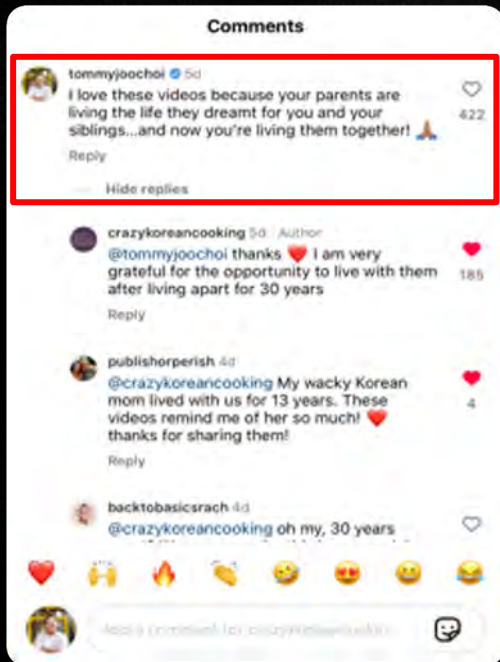
You are the “value
add commenter.”





- 121 Likes
- 4 Replies
- 75 New Followers





- **422 Likes**
- **10+ Replies**
- **100 New Followers**



**Make it a habit to leave
a thoughtful comment
on 10+ posts on high
traffic niche accounts
DAILY.**



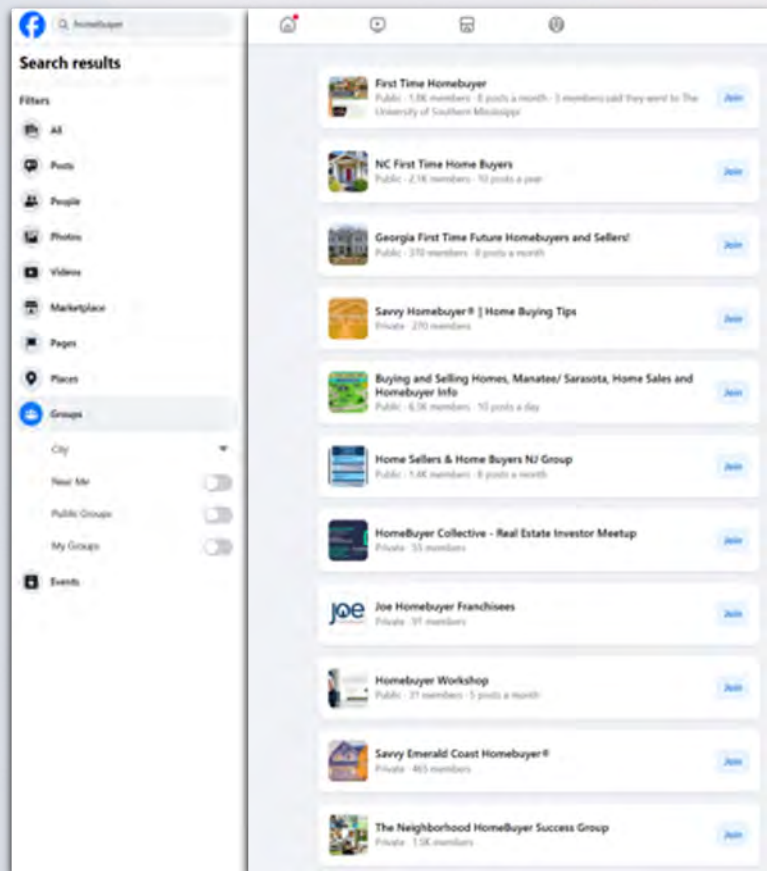
Daily Dues

10 Likes/Comments
3 Connection DMs
1 Content Published



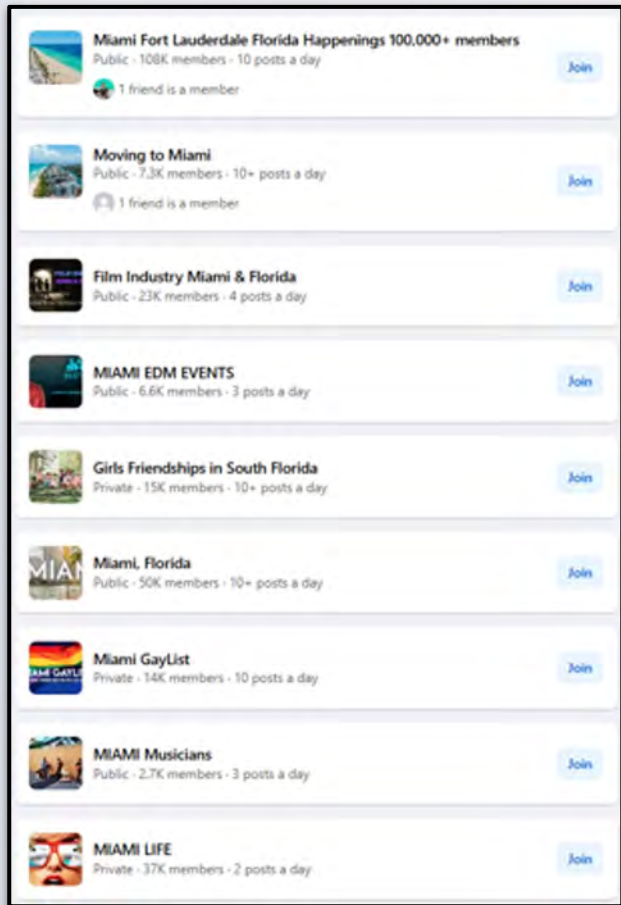
FACEBOOK GROUPS





- 01 Search “key term”
- 02 Filter By Group
- 03 Find High Activity Group
- 04 Join Group
- 05 Engage With Content

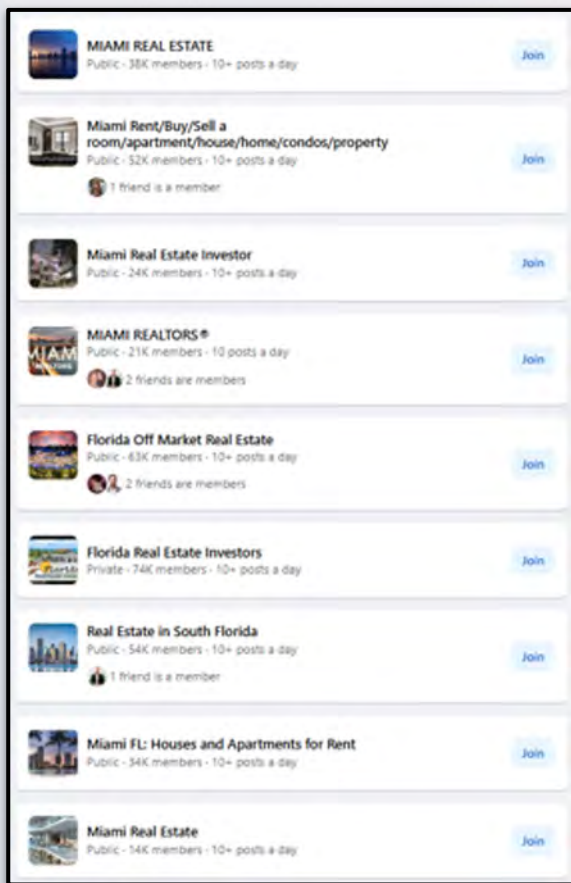




Regional **theme** groups.

This is where existing and prospective homebuyers congregate for location and lifestyle. Your opportunity to be a local advisor and guide.

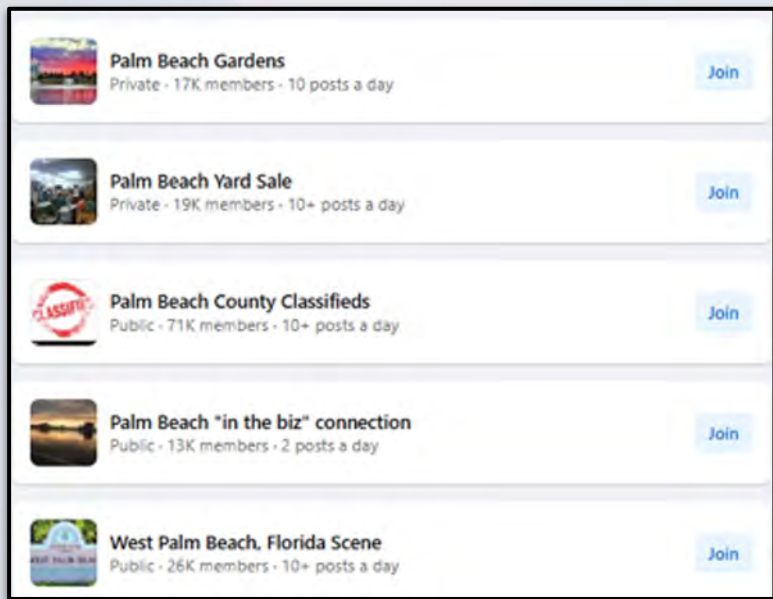




Regional **niche** groups.

This is where those who are specifically interested in real estate congregate. Your opportunity to be a thought leader/expert across questions and posts.

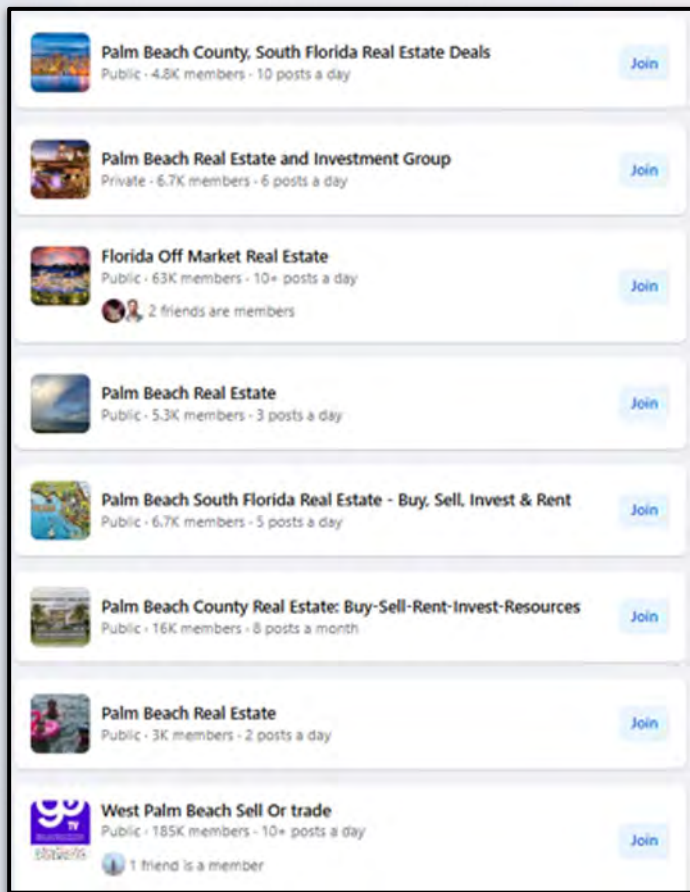




County **theme** groups.

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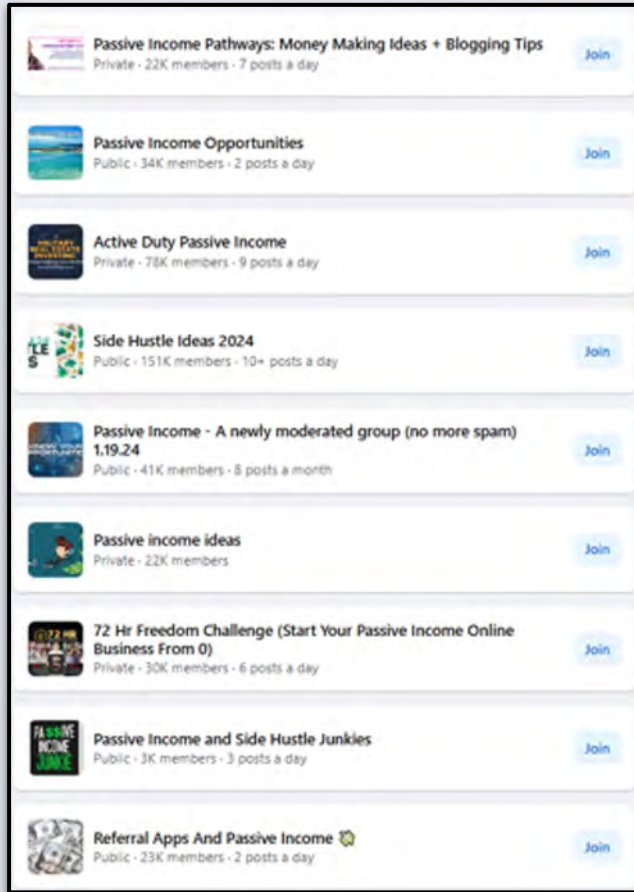




County **niche** groups.

This is where those who are specifically interested in real estate congregate. Your opportunity to be a thought leader/expert across questions and posts.



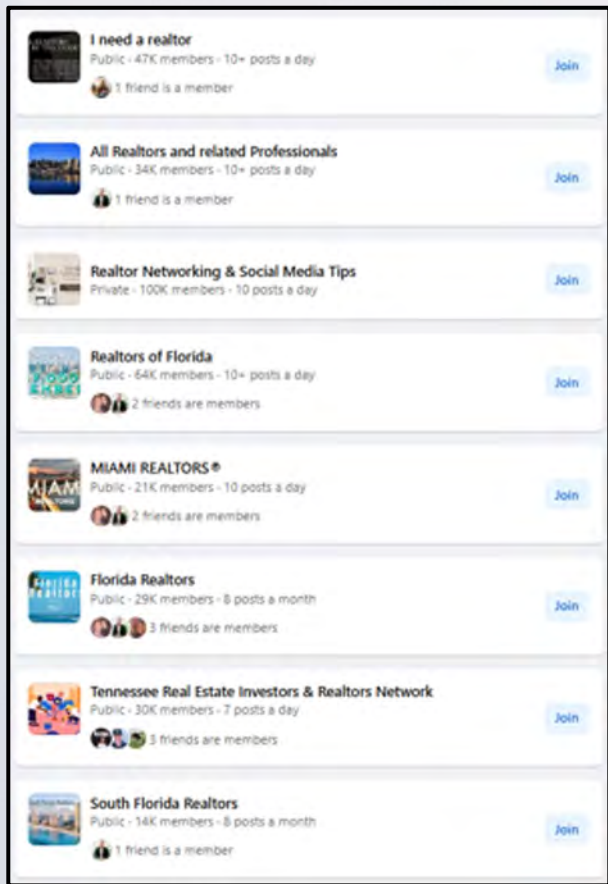


Niche-adjacent groups.

These are groups of interests complimentary to Real Estate where existing and prospective homebuyers congregate.

(I.e., side hustle, finance, wealth-building, passive income)





Niche-specific groups.

These are groups about Real Estate and realtors where colleagues, referral partners, and existing/prospective homebuyers congregate.



TCT

Social Selling System

01

Traffic

Driving eyeballs
to your
optimized
profile by
engaging others'
content

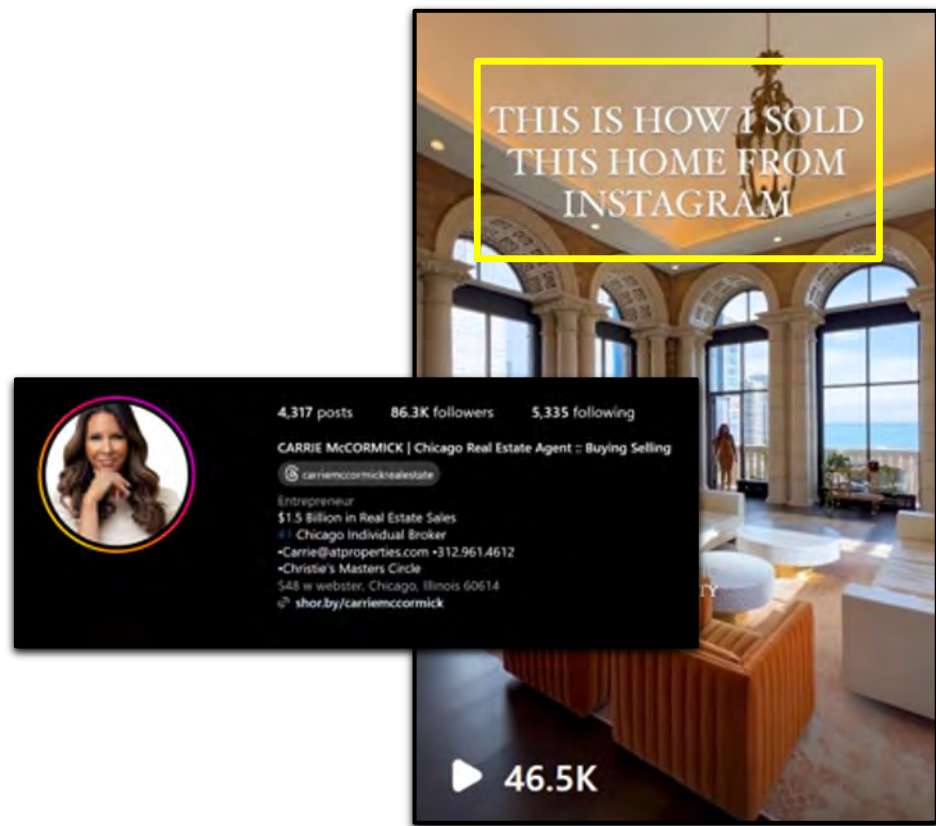
02

Content

Create
contextual
content to build
your authority &
brand



The Power of Content



The Power of Content

"It's hard to get in front of the camera all the time, but you know, my clients feel like they know me. I sold the property to a gentleman from California and I asked him, how did you find me? He said, I was at dinner on New Year's eve with my sons. And they saw your video. My sons follow you on Instagram. And they said, Hey dad, take a look at this. Dad flew in and bought it."





Content Framework

**CONTENT
GOALS**

**CONTENT
THEMES**

**CONTENT
TYPES**



Your Content Goals

The **intent of content**:

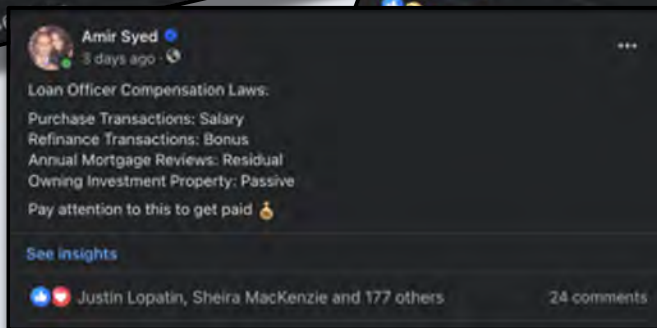
- Educate
- Empower
- Entertain



Educate:

**This person
teaches me**







Empower:

**This person
inspires me**





Amir Syed
@realAmirSyed

Jobs are never secure.

Businesses can always fail.

The best way to secure your future is
to have a network of people who trust
you.

Get that, and you'll be fine.

No matter what hits you.

Your connections are currency.

+ Takeaways

+ Why is networking a lifelong project?



with 100+ coaches and 100+ clients

100+ coaches and 100+ clients



Amir Syed
@realAmirSyed

Apply for that job.

Ask for that promotion.

Pitch your product or service.

No matter what you do for work,
you're the head of sales at You, Inc.

Courage pays well.

Being shy doesn't.





with 100+ coaches and 100+ clients

100+ coaches and 100+ clients





Stefanie Neuman Lavelle 
★ Favorites · a day ago · 
I'm sure you've heard whispers (ok screams) about the NAR lawsuit
I'm struggling with all of the media sensationalized negativity
Here's the truth about what was decided
Starting in July all agents representing buyers must have a buyer representation agreement
Buyers commission will not be posted on the MLS
This is it! You wouldn't guess it from watching or reading the news
I hate seeing agents not know what the lawsuit findings even were and if they do, not know
how to have a conversation about the agreement or about the value they bring to a buyer
Expertise and experience will save you time, money, headache and heartache
If you want my free training on how an agent communicates this to a buyer and/or
seller's agent
DM me "Value"
my Choi, Stefanie Neuman Lavelle and 27 others

DM me "Value"



Tommy Choi, Stefanie Neuman Lavelle and 27 others



Minhy Choi •
October 31 at 2:30 PM ·
know who needs
re t

Choi
October 31 at 2:30 PM · 🌐

I don't know who needs to hear this:
People are too busy with their
Understanding this
ive a

People are too busy with their own lives to worry about yours.

Embrace your authentic life
-not seek external validation
When you...

Embrace your authentic life
-not seek external validation
When you...

You'll stop thinking about external validations

You'll stop caring what others think.

You'll stop caring what others think.

...thinking that others care.
Stop caring what others think.
Stefanie Neuman Lavelle and 193 others

...thinking that others care.
Stop caring what others think.
Stefanie Neuman Lavelle and 193 others

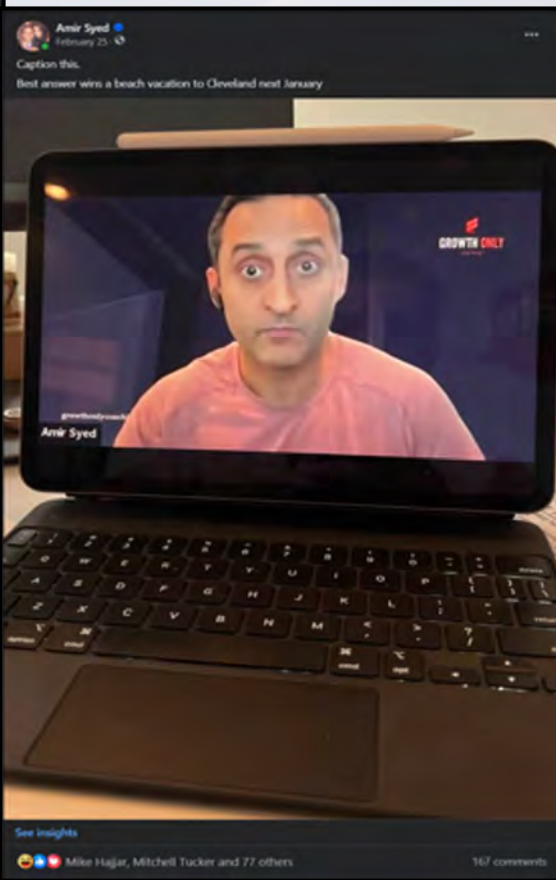
72 comments 6 shares

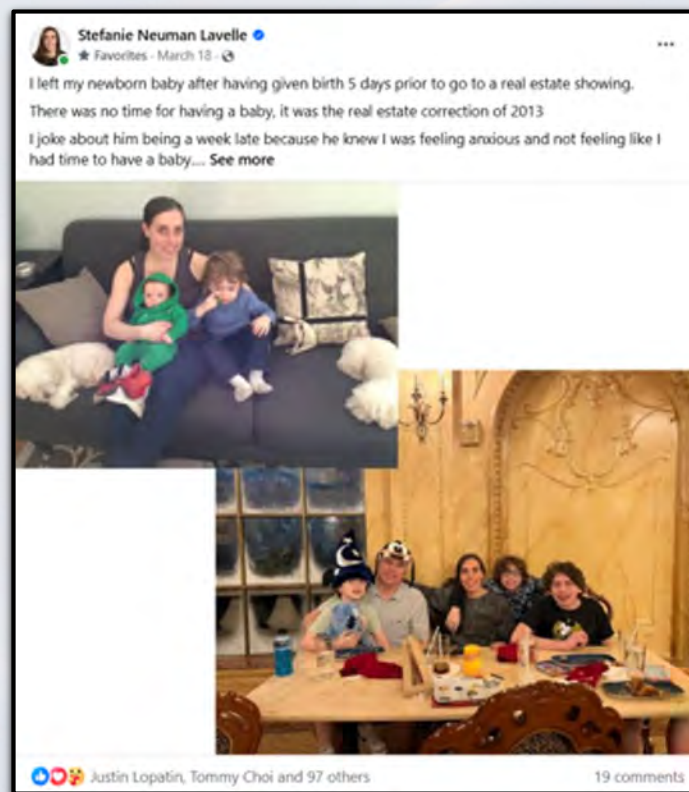
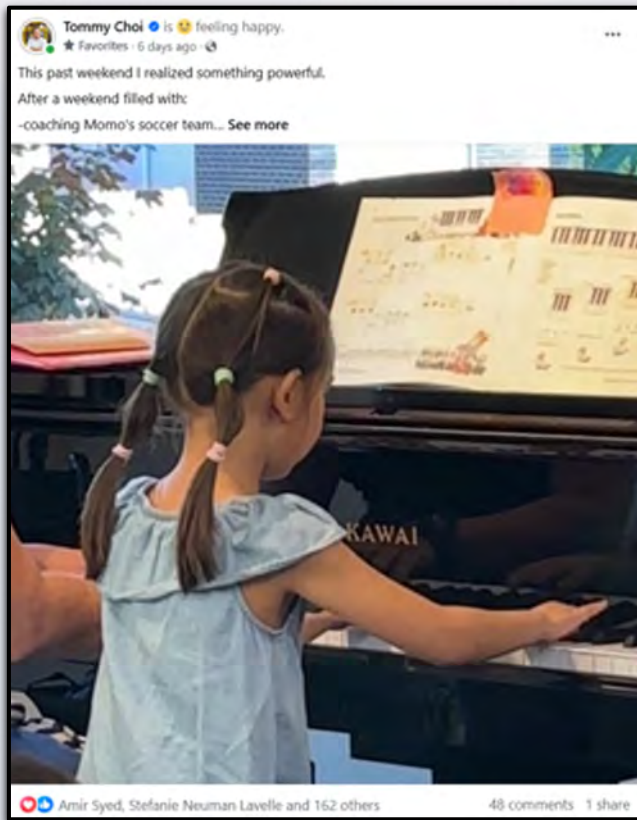


Entertain:

**This person
intrigues me**







Content Goals

Educate

Empower

Entertain



Your Content Themes

The **type of information**
that has the most viral
appeal for an audience.

What you should talk about.



Mistakes




Mistakes



Resources



Resources

 Tommy Choi is 🥳 feeling excited.
★ Favorites · June 18 · 🌐

I've just wrapped up the outline for an exclusive 45-minute virtual masterclass featuring an in-depth interview with:

NAR Chief Economist - Dr. Lawrence Yun
NAR Director of Member Research - Brandi Snowden

In the first half of our conversation, I'll be diving deep with Brandi into her extensive research on the 2024 NAR Member Profile report. We'll also explore generational trends in homebuying, home staging, and the latest technology – insights you won't want to miss!

In the second half of our conversation, I'll be joined by Dr. Yun. He'll take us on a captivating journey, reflecting on the key trends from the first half of the year and unveiling his expert predictions for the thrilling changes and opportunities awaiting the real estate market in the last six months of 2024. You won't want to miss his insights!

I'm looking forward to navigating this conversation with both of them!

As a special perk, I'm giving exclusive early registration access to this free masterclass to my fellow members of the [7-Figure Real Estate Agent FB community](#).

This thriving community of top-tier real estate professionals we are building is all about sharing knowledge and learning from one another.

Want in?

Comment 'JOIN' below to get the link and secure your spot in both the community and the masterclass!



Knowledge Gaps



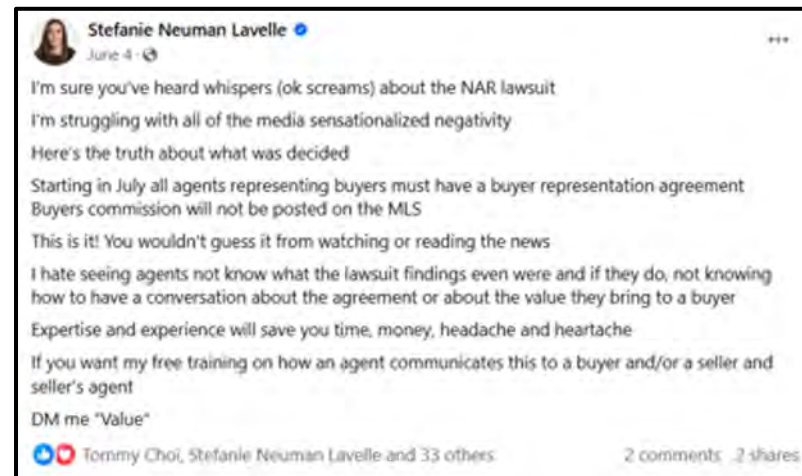
Knowledge Gaps



Industry News



Industry News



Trend Translator



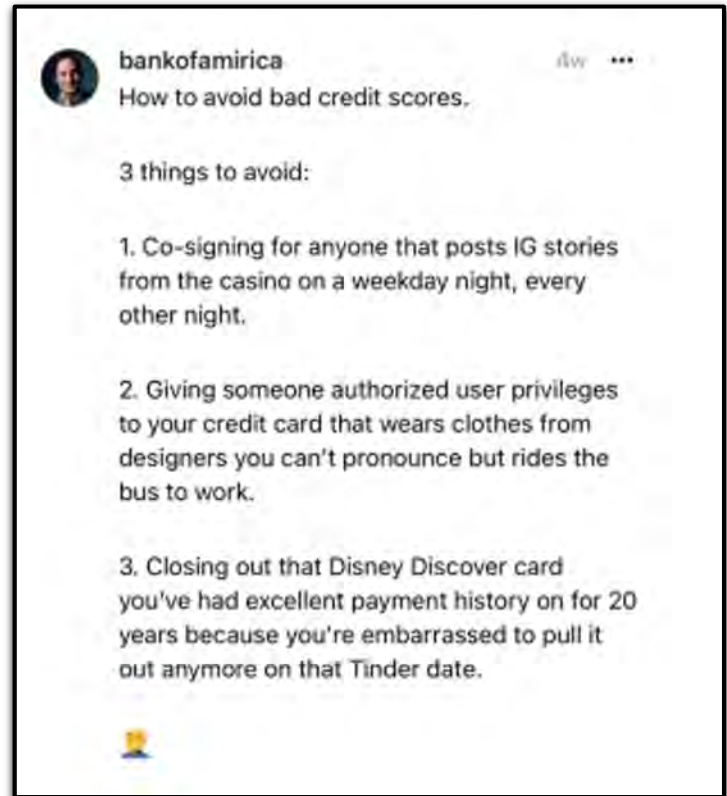
Contrarian



FAQs



FAQs



Content Themes

MISTAKES

RESOURCES

KNOWLEDGE GAPS

INDUSTRY NEWS

TREND TRANSLATOR

CONTRARIAN

FAQs



Your Content Types

The **best formats**
that have the most viral
appeal for an audience.

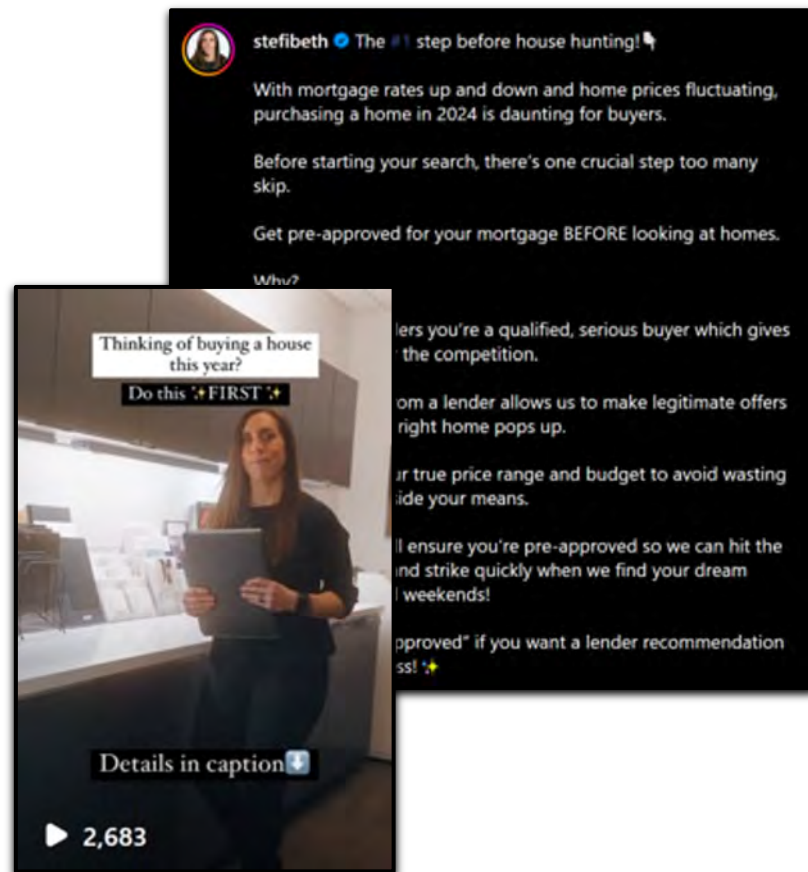




Longform Video



B-Roll Video



stefibeth • The #1 step before house hunting! 🏠

With mortgage rates up and down and home prices fluctuating, purchasing a home in 2024 is daunting for buyers.

Before starting your search, there's one crucial step too many skip.

Get pre-approved for your mortgage BEFORE looking at homes.

Why?

Thinking of buying a house this year?

Do this '➕FIRST' ➕

Details in caption ➡

2,683

...ers you're a qualified, serious buyer which gives the competition.

...om a lender allows us to make legitimate offers right home pops up.

...r true price range and budget to avoid wasting side your means.

...ll ensure you're pre-approved so we can hit the and strike quickly when we find your dream weekends!

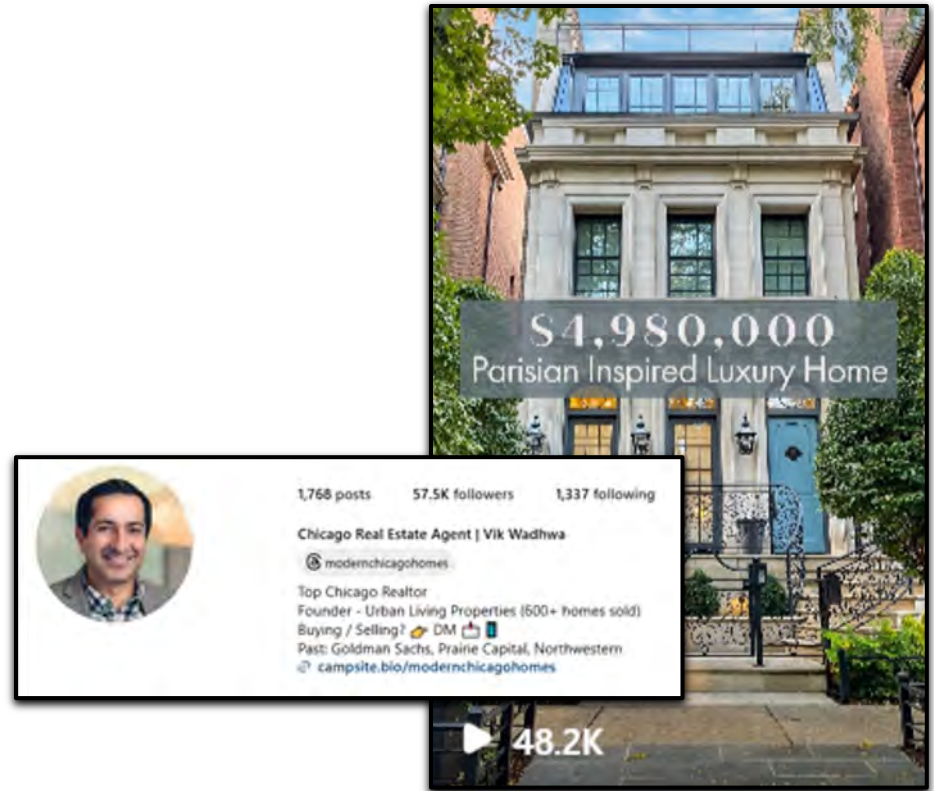
...pproved" if you want a lender recommendation ss! ➕



Listicle Videos



Property Tours



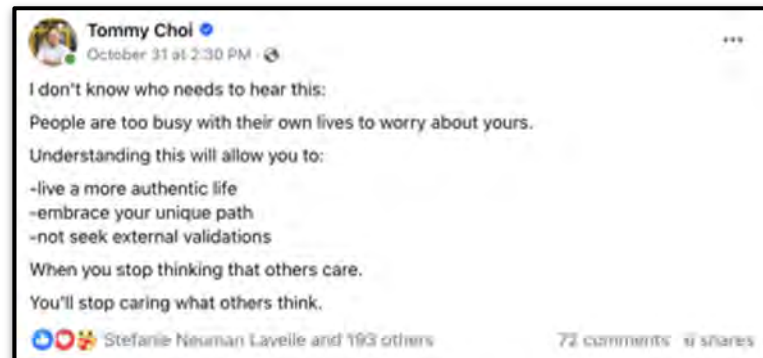
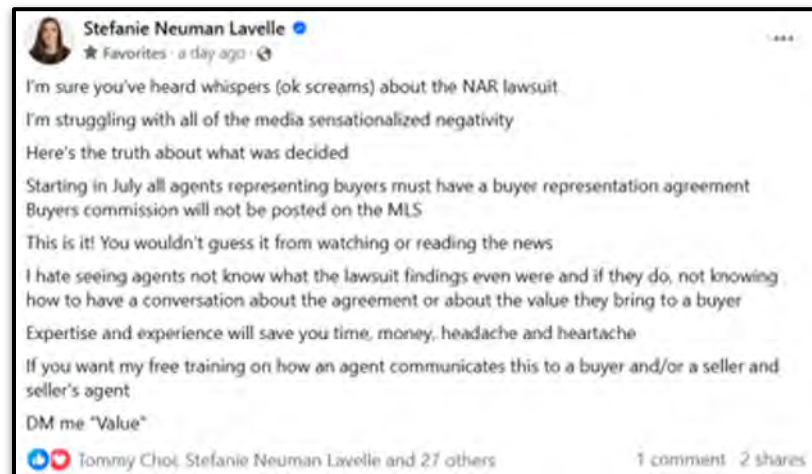
Green Screen Videos



Shortform Videos



Shortform Written



Content Types

Longform Video

B-Roll Video

Listicle Video

Property Tours

Green Screen Video

Shortform Video

Shortform Written



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contextual
content to build
your authority &
brand

03

Conversation

Engage visors
thoughtfully,
publicly and
privately



Engagement Best Practice:

Never post
and ghost.



Engagement Best Practice:

**Engaging your content
within the first 30–45s
after posting will drive
up more engagement.**



SLIDE INTO YOUR DMS LIKE





[Redacted] • 4:25 PM

DePaul & Nothshore Connection - JPMorgan Private Bank

Hi Amir,

I hope you had a great weekend! I wanted to reach out and introduce myself. My name is [Redacted], and I'm a Private Banker at JPMorgan Private Bank. We just opened our newest office in down town Fort Lauderdale, and I noticed that you are from Chicago went to DePaul & New Trier.

I did my MBA at DePaul and went to GBN for High School. My team and I work with wealth Business owners in helping them reach their goals, grow, and plan for the future.

I would love to connect more and learn about your company Lower.

Let me know what the best # or email to reach you at is. Hope to connect soon, thank you.

[Redacted]

J.P. Morgan Private Bank

[Redacted]

[Redacted]@jpmorgan.com



7 ways to connect with people wisely in DMs:

1. Drop a helpful resource
2. Highlight them in your newsletter
3. Connect them to someone meaningful
4. Compliment them on something specific
5. Invite them to be a guest on your podcast
6. Congratulate them on a personal achievement
7. Send a quick Loom video with valuable content

Send 3x DMs every weekday morning with a value first approach, always.



Hi Amir,

On behalf of my team at Goldman Sachs, I would like to welcome you to Miami! I have taken the liberty of attaching a Goldman Sachs resource I found useful when I first changed my residency to Miami from New York City three years ago. My team at Goldman Sachs is focused on working with a multi-generational family-owned businesses and entrepreneurs– the majority of whom founded, grew, and sold part or all of their business. Our goal is to help our clients protect, invest, and grow their wealth in the most tax efficient way.

I would like to connect and see if there are ways that Goldman Sachs could be helpful to you. Please let me know if you have time to connect in the coming weeks – I am happy to host a Zoom call or arrange a meeting where convenient. Hope you have a lovely day.

Warm regards,
Cherie

[REDACTED]
Private Wealth Advisor

Consumer and Wealth Management Division | Private Wealth Management
Goldman Sachs & Co. LLC | 200 S Biscayne Blvd. | Suite 3700 | Miami, FL 33131
[REDACTED]

Email: [REDACTED]



DEC 31, 2023



Amir Syed • 7:24 AM

Hey Evan, I love your Financial Planning playbook post.

It's so rare to find approachable Financial Advisors on social like you.

I have a large active database of transacted homeowners across the country that I have a lot of influence over (through dialed-in nurturing systems).

Are you taking on new referrals?

If so, let's coordinate a 30-minute introductory Zoom meeting, if you're up for it, to learn more about one another.

I'm excited to see how I can help you.

Thanks, Evan,

Amir



[Redacted] ChFC® • 12:23 PM

Amir if love to connect with you in general. It's always nice to go beyond the content section.

What dates and times are convenient for you next week?



Always Be Opening

[Compliment] [Specify] [Double down] [Anchor]

[] (Insert their name), your content is really good. Nice work!

[] I especially appreciated (X piece of content) and (specific takeaway).

[] Wanted to say hello as a fellow (list industry) pro. Keep going!

[] Excited to stay connected.



Always Be Closing

[Propose] [Specify] [Ask]

[] We should jump on a zoom call together to further connect.

[] I'd love to share with you some of the tactics I am deploying that are helping me (specific outcome) and would potentially help you.

[] I can send you over my scheduler so you can choose a time at your convenience.

Would a short 30-min call be crazy?



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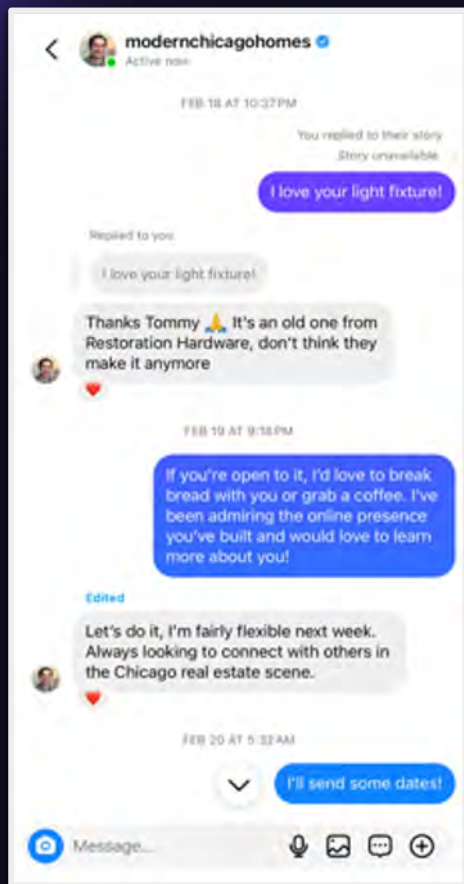
Engage visors
thoughtfully,
publicly and
privately

04

Close

Book a 1:1 virtual
appointment





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05

Transaction

Receive leads,
close deals.





YOUR OPPORTUNITY IS NOW

BE SEEN BEFORE YOU ARE KNOWN, LIKED & TRUSTED

BE SEEN AFTER YOU ARE KNOWN, LIKED & TRUSTED

BE *EVERYWHERE*

