

The Double-Your-Income Real Estate Workbook

A practical 3-step guide to making more and spending less in the real estate business

By Adrienne MacIain, PhD

Real Estate has produced more wealth than any other industry, and the market is [still going strong](#). If you're willing to put in the work, there is good money to be made as a realtor.

Yes, there are a lot of real estate agents out there. It can feel like you're drowning in a sea of other realtors, which can make you feel like the market is tapped out and there's no room for you.

But honestly? There are not a lot of agents who are putting in the work that will make them successful. Either because they don't understand that the majority of real estate work is actually **lead generation**, or because they just have no idea how to go about it.

The fact that you downloaded this workbook means **you're already ahead of the game**. Why? Because you *know* you could be making more money with a little more focused effort, and you're willing to do what it takes to get there.



As in any business, you can get everything you want if you can help enough other people get what *they* want.

Read that again.

Seems pretty simple, right? To get what you want, help other people get what they want. But to do that, you first need to know who you want to help, and what those people want.

Once you know that, the rest is simply a matter of leveraging your strengths and shoring up your weaknesses so you can effectively attract the right clients and deliver the results they're looking for. So **your first exercise** is simply to **answer these two questions:**

1. Who do you want to help?
2. What do those people want?

That, my friends, is your **niche**. With that in mind, let's get down to the nuts and bolts of how to attract and cultivate that niche so you can get on with the business of helping them.

The workbook is divided into three sections:

1. **It's Who You Know.** The first section will teach you how to leverage your existing social network to get more, and better, clients without spending a single dime on advertising.
2. **It's Who Knows You.** In the second section, you'll learn low-to-no-cost ways to get known in your community as a trusted advisor.
3. **Embrace Technology (even if you're not tech savvy!).** The third and last section will show you how to win at online marketing without becoming (or having to hire) a computer nerd.

If you do every exercise in this workbook and accept every challenge, you *will* get more clients and make more money. That's not a guarantee, it's an inevitability.

It's Who You Know

Your Network is your Net Worth

When it comes to getting new clients, networking is your best friend (pun intended). It's free, it's fun (when done correctly), and it is *by far* the most effective way to find quality clients, fast.

When I say “networking,” most people think about going to specific networking events to make small-talk with other people in the real estate industry and hand out business cards, or connecting with people on sites like LinkedIn, Alignable, etc. But the fundamentals of networking go *much deeper*.

Networking is, at base, finding like-minded folks and forging connections with them. The common element could indeed be a career, industry, product, or passion. But it could also be any number of other things including proximity, common connections, common interests, kids the same age, or a solid personality fit. Networking is simply the act of finding that common element and then opening up a communication channel for future interactions.

Every time you forge a connection and establish a means of communicating—online, at work, in your neighborhood, at your gym, through school... anywhere—you are building out your network. Note I didn't say “professional network” because the truth is, **your professional network and your personal network are one and the same.**

Think about it: anyone and everyone you know is either a potential client, or is connected to a potential client. The people in your network already know, like, and trust you, so you've already done the work to create the necessary rapport for them to want to work with you. So the more you can expand and tap into that network, the larger your pool of high-quality clients will grow.

Expanding Your Network

Humans are networkers by nature. In fact, the complex circuitry of the human brain mirrors the complex network of humans in community: a massive, interwoven web of individuals firing off communications to one another so that the whole can function and



take directed action. The larger and more functional the network, the more you can accomplish as an organism.

Humans are not intended to work alone. We work best as a hive, a tribe, a thriving network. Most of us understand this intuitively, and that's why we spend so much of our collective energy on connecting and maintaining relationships with other humans.

The real estate business, and any business for that matter, is no different. The stronger your network, the more you can accomplish.

Happily, expanding your network is as easy as 1-2-3.

Step One: Ask for Introductions

Just as money attracts more money, connections attract more connections. The easiest way to expand your existing network is simply to ask the people in your network to introduce you to other people in *their* network.

The key here is to do the work of choosing those people for them. **Be strategic.** Think about the people who are likely to know your ideal clients, either because of their zip code, their income level, or some other lifestyle factor. Look through the connections of those connections on social media, and make note of anyone with whom you share something in common. Then point out that common factor to your existing connection and simply ask if they wouldn't mind introducing you to their connection. Nine times out of ten, they will say yes.

Here's an example of an intro request text or email:

Hey [friend]!

I hope all is wonderful in your world. I see that you've been [note something interesting going on in their life - read their posts to mine material if nothing comes to mind immediately]. That's awesome!

I also noticed that your [friend / connection] [name] is [describe common factor that links you two]. I would love to discuss that with [her / him / them]. Would you mind introducing the two of us?

[Friendly sign-off],
[Your Name]

You want to make this as easy as possible for them, so if they hesitate or aren't sure what to say, offer them copy they can use for the introduction. Here's a short intro template you can pass on to your connections if asked. Be sure to fill in the blanks *before* you send the template! Make it as easy as possible on the friend doing you the favor of offering the introduction.

Subject: [Your Name] <--> [Their Name] intro

[Their name], meet [your name]. [Your name] is my [describe your relationship to the person sending the intro message], and is a real estate agent who specializes in [describe your niche].

[Your name], meet [their name]. [Their name] is my [describe their relationship], and is [something cool about them].

You are both [common factor], and I think you'll really hit it off.

[Friendly sign-off],
[Their Name]

If they don't make the intro within three days, follow up with a friendly reminder. People are busy and things fall off their plate. Assume they just forgot. If your follow-up gets no response, send one last message asking if there's something else they need from you to feel comfortable making the intro. If that goes nowhere, let it go and move on to the next connection. No need to push or harass: there are plenty of fish in the sea!

Step Two: Offer Them Value

Once you've gotten the introduction, make sure you follow up right away with something of value. Open up a dialogue about your commonality and look for a way you can be genuinely helpful to them. That may be as simple as sending a funny meme to

make them smile, or as complicated as solving a problem for them. If you live in the same area, offer to meet with them and buy them a (non-alcoholic!) beverage. Face to face is always best if you can swing it. Just make sure you are leading with an offer, **not** an ask.

This will endear you to them, set you up as a **Trusted Advisor** (more on that in section two), and establish an instant rapport.

Step Three: Go Further

Don't just leave it at that. Set yourself a reminder to check in with them every few months, and NOT just to ask if they know anyone who's looking to buy or sell a house. Write just to see if there's anything more you can offer *them*.

Go further also means further than your existing network. Branch out. Expand beyond the usual suspects. That's right, I'm advising you to go **talk to strangers**.

See, networking isn't so much an activity as it is a *mindset*, an openness to conscious connection. Networking can happen anywhere, any time. All you need is another human and the intent to understand them.

Some people do this by nature. I'm sure you've met one of these networking artists: social butterflies who make friends everywhere they go, and who are constantly introducing people to other people, exponentially expanding all the networks they come into contact with.

But if you're not one of those people by nature, don't panic! You can still be great at networking, you just need to create some new habits that will keep you open to the myriad networking opportunities happening all around you, all day every day.

Habit 1: Awareness

Take notice when new people enter your sphere. At the grocery store, at a bus stop, online... anywhere you happen to be, pay attention to who else is around.

Make note of anyone who seems to have something in common with you. Maybe they're expressing an opinion you agree with. Maybe they have kids your age. Maybe you like the way they dress. Maybe they are reading a book that sounds intriguing to you. Maybe

they like their coffee the same way you do. Any common factor is a possible connection point.

Habit 2: Acknowledgment

Once you've located a potential kindred, reach out and acknowledge the specific point of perceived connection. Let them know you agree with their opinion. Tell them you have that same sweater at home. It doesn't really matter what you say, as long as you are offering them validation and creating an opening for them to connect with you.

That said, I strongly recommend you avoid anything that could be construed as a pick-up line, particularly if you are male-presenting. This includes any compliment or commentary on their physical attributes. In addition to reading as creepy, those sorts of compliments are very superficial and don't speak to who this person really is. After all, we have no control over our genetics, so it doesn't feel very validating to be judged by those characteristics, even in a positive light.

Instead, focus on their actions. What have they chosen to do, wear, or carry? How are they showing up in the world? What brave, admirable, or wise words are they putting out into the world? These are the things on which you should focus your validation.



The reach-out is the scariest part of networking, to be sure. You do risk rejection any time you reach out to a stranger with an offer of connection. But if you are offering validation, and you do it casually and without attachment to the outcome, the vast majority of the time it will be accepted in the spirit it was offered, and maybe even returned!

Habit 3: Listening

Really pay attention to anything they offer up in response to your reach-out. Give it focus, and respond authentically. Ask a lot of questions, and really learn from the answers. Be interested as well as interesting.

Bottom line: aim to **forge a real connection**, not just collect contact information. Again, try not to get too attached to the outcome here. Getting to know someone and learning a bit of their unique story is an end in itself.

Habit 4: Follow-Up

Offer them a way to contact you in future, and ask for their info in return. Then use it! Cultivate the connection, and if it thrives, wonderful. If not, **let it go**. Not every connection is intended to be long-term, and that's okay. Another connection will come.

Go for quality over quantity, and the network will multiply without your having to lift a finger, as the right people will bring more and more of those kinds of people into your life by proxy.

Which brings me to the last, but possibly the most important habit...

Habit 5: Pruning the Garden

You are not for everyone, and not everyone is for you. Networking isn't about amassing a collection of acquaintances indiscriminately. It's about strategically creating a community of like-minded individuals. When you have that, there is nothing you cannot accomplish.

Now, not everyone in your network needs to be your best friend, of course, just like not everyone in your network needs to turn into a client in order to help you grow your client base. There are many degrees of connection, and everyone brings something different to the table. That's the beauty of a network.

That said, everyone in your network should be enthusiastically *on your team*, and it's your job to prune out those who are not.

Pruning is of course a very personal pursuit, based largely on your sense of whether or not this person is getting you closer to (or further away from) your goals. But here are some behaviors that are definitely grounds for dismissal from your network:



- Badmouthing you or your business / brand

- Naysaying or discouraging you from following your dreams
- Questioning you or asking you to justify or explain yourself publicly
- Consistently taking more than they give
- Jumping to negative conclusions about you or your opinions without asking questions
- Trolling, mocking, or provoking flame wars
- Generally being unkind or disrespectful

If you continually weed out those who don't belong, you'll leave plenty of room for your beautiful hand-picked flowers to flourish. And with a network full of enthusiastic supporters, how can you help but succeed?

Working Your Network

Okay, I can hear you saying, I've created this awesome network of supporters. Now... what do I do with them?

You may have all the friends in the world, but if you're not asking for their support, you're probably not going to get it. Everyone is busy, and everyone is different. You can't expect your connections to be mind-readers and guess what would be most helpful to you. It is your job to **ask for what you want**. Clearly, and directly.

Do all your friends know what you do for a living? Are you sure? Make sure you are mentioning your real estate work in your social media posts and other interactions. Not to the point that they're sick of hearing about it, of course, just every so often. One or two mentions a week is a good number.

Do they know you're on the lookout for new clients? Do they know what kinds of clients you're looking for? TELL THEM! Create a post *and* send out a direct message to anyone who falls even loosely into your niche letting them know you're accepting new clients, and describing your ideal clientele. Ask the recipient to please pass on the message to anyone who fits that description. Such a simple ask. Who would say no to that? It takes only seconds and makes a huge difference for you.

If anyone in your network has a strong negative reaction to such a small request, congratulations! You have found your first volunteer to be pruned.

Let's see how much you've absorbed!

Name one way you can expand your existing network:

What are the 5 habits that can transform anyone into a master networker?

1. _____
2. _____
3. _____
4. _____
5. _____

How can you help your network help you?

CHALLENGE #1

This week:

- Ask for 3 introductions from existing connections
- Chat up 3 strangers and offer to exchange contact info
- Make 2 mentions on social media of your real estate biz
- Send out a message to all your supporters letting them know you're in the market for new clients

It's Who Knows You

How to become a Trusted Advisor in your community

What is a “Trusted Advisor?” It's a person that other people within a given community know, like, trust, and admire. It's someone with a positive reputation as an expert in their field and an important contributing member of the group.

Becoming a Trusted Advisor doesn't happen overnight. It takes time to build a reputation. But there *are* ways to fast-track the process. So, buckle up, because we're about to pull into the fast lane.

To be a Trusted Advisor (henceforth TrAd) is to be:

- Known
- Liked
- Trusted
- Admired / looked up to as an expert in their field

Let's take those one at a time.

Getting Known

The first step to becoming a TrAd is to get know within the community where you're going to be doing most of your business. The good news is that, as a real estate agent, that community is easily defined as the neighborhood(s) you want to sell in, and the people who are most likely to live there.



Getting known within a geographically-defined area is startlingly simple and straightforward. You just need to have as many positive face-to-face interactions as you can with the inhabitants of that area.

Wait, I can hear you thinking, Are you talking about door-knocking? Please tell me I don't need to go door-to-door bothering strangers while they're trying to have dinner in order to get known...

Relax. Door-knocking is not the only way to get yourself known in a neighborhood. I'll be honest, though: **it is the fastest way to get yourself known.** By a significant margin.

Keep in mind, though, that door-knocking doesn't have to be painful for you and annoying to them. That's only the case when you are soliciting something from them and/or are intruding at an inopportune time. If you come by at 11 AM on a Saturday, give them some free SWAG (a cool fridge magnet, for example), and offer to do a free

value assessment of their home, you are likely to get a warm reception and forge some real connections.

Again, **always lead with an *offer*, not an ask.**



The most important thing you can do in these interactions is to simply *be yourself*. Let them get to know the person you authentically are, not some fake mask of friendliness intended to fool them into thinking you are something other than yourself. Any hint of dishonesty will leave them with the uneasy feeling that you are trying to put one over on them, and the effort will backfire on you. You definitely do *not* want to get a reputation as fake, or in any way untrustworthy. That is the opposite of a TrAd: a FRAUD. So always tell the truth and just allow yourself to be your relaxed, casual self. The right people will be drawn to you effortlessly, and the wrong people will simply forget you ever came by. Win-win.

If the idea of going door-to-door *still* makes your skin crawl, here's a different strategy. Get yourself a garbage bag and a long-handled grabber or a rake, and start picking up trash and/or dead leaves in the neighborhood you most want to work in. This works best in your own (extended) neighborhood, but can also work in another neighborhood entirely. As long as it's not a heavily guarded gated community, you should have no problem walking around looking for refuse to pick up and chatting with anyone you run into.

This strategy works on several levels. First, it gives you a reason to be out on the street for long stretches of time: you are helping to beautify the neighborhood! Second, it gives the people you interact with something to ask you about or comment upon, since they're likely to be curious about your motivation (HINT: the answer is always "I just love this neighborhood and I think it's everyone's responsibility to keep it clean and beautiful!"). Third, it immediately identifies you as being *on their team* and furthering their interests by helping keep their property values up.

You should of course have business cards on you at all times while doing this, but don't throw them at people the first opportunity you get. Remember, this is just about getting

yourself known as a friendly, familiar face within the neighborhood. Someone they will unconsciously recall as a positive presence in the community.

Getting Liked & Trusted

Once you've established yourself as a known, positive presence within the community, you can start taking strategic action to demonstrate that you are a trusted, and trustworthy, community member. In other words, a TrAd.

Join any and all organizations you are eligible to join within the neighborhood. If you're a parent, join the PTA. If there's a neighborhood association, go to the meetings and volunteer to be on the board. Sign up on NextDoor, join the local Buy Nothing community, and become an active participant in those groups. Be generous with your time and offer value wherever and however you can, be it in the form of advice, offers of assistance, free stuff, etc.

Yes, this is a large investment of your time and energy. But it is hands-down the most effective way to build the kind of reputation that no amount of advertising can pay for. And best of all, it doesn't cost you anything except kindness!

Being the Expert

In addition to responding immediately whenever a question about real estate or property comes up in any of the forums you've now involved yourself in, you're also going to want to proactively establish yourself as an expert in your field.

Here are some ideas:

- Volunteer to present at community meetings
- Volunteer for housing-related charities
- Set up a booth at local events and offer free advice to homeowners
- Organize trivia nights, dinner parties, or other social events at your home at which you offer free investment advice

In short, become known in your community as the go-to person to ask whenever someone has a real estate related question, as well as a person who just... makes good things happen!



If you're an introvert and can't stomach the idea of that much in-person interaction, then focus your efforts online instead. Create social media groups for people interested in earning passive income via real estate investment. Start a blog. Do whatever you can to establish yourself as a thought leader--not just another agent--in the real estate space.

Again, be generous with your expertise. Give it away for free. The more value you can offer others in this way, the more that value will come back to you as wealth.

Let's see how much you've absorbed!

What is a Trusted Advisor (TrAd)?

What are the 3 ways to establish yourself as a TrAd in your target community?

1. _____
2. _____
3. _____

How can you establish yourself as a thought leader in the real-estate space?

CHALLENGE #2

This week or next:

- Print out a map of your target neighborhood & grab a highlighter pen. Pick a small area--just a few blocks--and challenge yourself to spend at least 4 hours out and about interacting with people in that area (door knocking, beautifying, etc.). Once you've done that, highlight the area, and then move on to a new area. Repeat until the map is completely highlighted.
- Look up any and all groups and associations in the neighborhood and ask to join any that apply
- Sign up on Next Door, Buy Nothing, etc. Become a conversation starter
- Pick 2 ways to proactively establish yourself as an expert within the community

Embrace Technology

Make online marketing work for you, not the other way around

In the first two sections of this workbook, you've learned how to build and leverage your social capital to get quality clients *without* spending money on advertising. Those techniques are solid and time-tested, but they do require a sizeable investment of time and energy. And of course, they aren't going to help you capture the growing number of buyers who prefer to start their search for a new home, or a realtor to find them the right home, online.¹

For those of you who want/need to **scale up fast**, don't have endless hours to spend getting to know your neighbors, and want to make sure you're capturing the full spectrum of available leads, you're going to need to embrace technology in addition to working your network.

Embracing technology means making the best use of **cutting-edge online marketing techniques** to get you the maximum number of leads for the most minimal effort on your part.

Here's what embracing technology does NOT mean:

- Wasting countless hours trying to learn a whole new skill set (web development, copywriting, online marketing, etc.) from scratch, a.k.a. re-inventing the wheel
- Putting yourself through hell only to end up with a mediocre product that *still* isn't converting
- Hiring an expensive team of experts to fix / build and run it for you
- Hiring a marginally less expensive team of freelancers who do only a marginally better job than you could
- Going into debt or even going under because your online marketing spend outweighs your income

If the technology you're using is putting more work on your plate and/or taking more money out of your pocket than it's bringing you in the form of warm leads, then you're using the wrong technology. Period.

¹ <https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics>

Here's what embracing technology DOES mean:

- Making good use of the tools that already exist to solve the specific problem of generating warm leads
- Using customizable templates to quickly and easily build targeted landing pages that have already been proven to get results
- Creating different funnels for different niches to build out a robust list of qualified buyers, sellers, property owners, etc.
- Automating your sales funnel process so you can literally generate leads while you sleep
- Integrating your marketing software with your CRM software to create a seamless, automated process from start to finish
- Reserving your time and energy for the one thing technology *can't* do for you: building relationships with your ideal clients.

I know your time is precious, so I'm going to bottom line this for you: the best online marketing tool on the market for real estate agents is **ClickFunnels**. No contest.

What makes **ClickFunnels** the best tool for the real estate market?

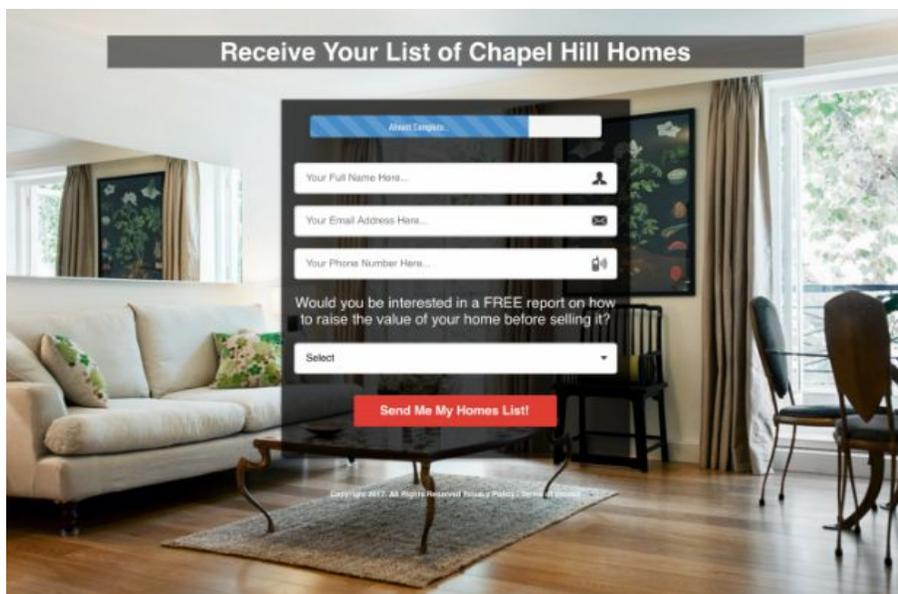
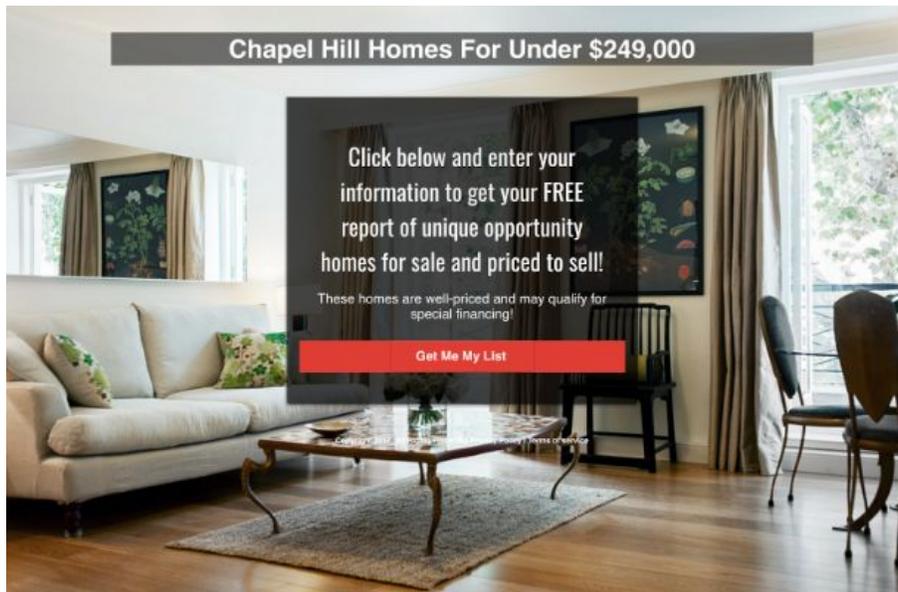
Ease of use

ClickFunnels is incredibly user-friendly. You can create an effective landing page in minutes with simple drag-and-drop tools. You don't need any background in or knowledge of coding, web design, or copywriting. All you need is a basic familiarity with using a P.C. and handling a mouse.

If you know who your target audience is, you can build a landing page with ClickFunnels.

Not only is it easy to get started with ClickFunnels, it's easy to run. Once it's set up, the system is fully automated so you can sit back and watch the leads pour in.

You want to make changes? No problem. No more paying your web dev or risking breaking your site every time you want to make a change. You can easily customize, A/B test, and refresh your copy and design as desired.



Powerful tools for generating and nurturing leads

ClickFunnels has the most robust set of tools available for online marketing, across the board. But it's especially powerful for realtors, since so much of the biz is about generating and nurturing leads.

In addition to quickly and easily creating as many landing pages as you please, ClickFunnels also allows you to:

- Respond immediately as leads come in so you can strike while the lead is hot
- Integrate with autoresponder / email series apps to make sure every lead gets an immediate reply as well as appropriate follow-up
- Automate your social media marketing
- Link funnels to other funnels to make sure you capture your entire audience: buyers, sellers, investors, and so on.
- A/B test to ensure you're using the most effective copy, layout, and images for your target market
- Add upsell pages and one-click shopping carts to keep the flow of incoming traffic pointed in the right direction
- Easily integrate your favorite CRM software so your sales and marketing funnel are one and the same
- Swipe tons of free templates, best practices, and tips and tricks to save you time and help you succeed

In other words, ClickFunnels has everything you need to take a stranger on the internet from interested to invested, with minimal effort from you. That frees you up to do what you do best: help match the right people to the right home!

Results

The bottom line is that the ClickFunnel tools are effective. They get results.

If you're serious about wanting to double your income, then you should seriously consider investing in a ClickFunnels package. The best package you can afford. Yes, it's an investment. But the return you will get on that investment makes it well worth the money.

The majority of people using ClickFunnels for their online business report being [“very satisfied” with the platform](#). That's because it does exactly what it says on the label: it helps busy people:

- Build beautiful landing pages without design experience
- Grow a large and targeted email list
- Automate your marketing and sales processes
- Convert more customers

ClickFunnels are very good at what they do: converting visitors into leads. That said, you still need to be great at what you do: pulling in visitors in the first place and converting those leads into sales!

Embracing technology, in other words, is an essential part of a winning real estate strategy. But it is only one part. You will need to integrate all three sections of this workbook if you really want to not only survive but thrive as a real estate agent!

Let's see how much you've absorbed!

What do you need to be good at to succeed at online marketing?

What do you NOT need to be good at in order to succeed at online marketing (provided you have the right tools)?

CHALLENGE #3

Today:

- Sign up for a free 14-day trial on ClickFunnels
- Build your first landing page
- Let yourself enjoy playing mad scientist: run experiments and see what happens!

Conclusion

You *can* double your income as a real estate agent. You *can* win at the game of realty. All you have to do is know your niche, leverage your strengths, and shore up your weaknesses.

In this workbook, you've learned a wide variety of techniques to help you attract and nurture your ideal clients. From the old-school to the cutting-edge, and from the work-heavy and investment-light to the high-end and time-saving, you've got tools for every occasion and any situation.

Accept the challenges. Try out the tools. See what works best for you. Use what gets you results, and discard what doesn't.

Just, whatever you do: *don't give up!*

Remember: the only way to fail at something is to stop trying to succeed.