WARM UP, THEN SHOW UP!

Create conversation first. Make the important post clear.

1 WARM UP YOUR AUDIENCE

Before sharing a new listing, open house, price improvement or Reel you really want people to see, start a genuine conversation 12-24 hours earlier.

CONVERSATION STARTERS

- Is it too early to put up the Christmas tree? When does yours go up?
- What is everyone watching right now? I need a new show!
- It is crockpot season. What is your favorite recipe?
- Planning a date night - what is your favorite local restaurant?
- What local business does everyone need to try?

THE SIMPLE STRATEGY

1. ASK

Post one easy, relatable question.

2. RESPOND

Reply genuinely and ask follow-up questions.

3. SHOW UP

Share your important post with its own hook and CTA.

THE CONVERSATION IS THE STRATEGY.

Do not post the question and disappear. Also, do not turn every response into an immediate sales pitch.

REMEMBER

This creates recent engagement and reminds people that you are active - it is not a guaranteed algorithm trick.

2 USE THE SILENT TEST

Before posting a Reel, turn the sound off. If someone cannot understand the topic and next step, strengthen the on-screen words.

HEADLINE + CAPTIONS + CTA

EACH TYPE OF TEXT HAS A JOB

HEADLINE	Tell viewers the point immediately.
CAPTIONS	Show the complete spoken message.
EMPHASIS	Highlight one important moment.
CTA	Tell viewers what to do next.

OPENING TEXT EXAMPLES

PRICE DROP DOES NOT MEAN BAD HOUSE

SELLING THIS SPRING? START NOW

WHAT DOES A BUYER'S MARKET MEAN?

BEFORE YOU POST

- ☐ Is the topic clear in the first second?
- ☐ Are the automatic captions accurate?
- ☐ Does the final frame include a clear next step?

THIS WEEK'S ACTION PLAN

1. Choose one real-estate Reel or listing post.
2. Post a conversation starter 12-24 hours before it.
3. Respond to the comments and keep the conversation going.
4. Run the silent test, then publish the important post.