

De-stress

WHILE GROWING
YOUR MARKETING
STRATEGY

A REAL ESTATE EBOOK FROM





Stress

AND YOUR MARKETING EFFORTS

As you probably know, there are many natural and effective ways to diminish stress: exercise, read, do puzzles, eat healthy, get enough sleep... By now, we've all clicked on enough "5 Ways to Diminish Stress in Your Busy Schedule" articles to know the most common ways to combat stress. Yet, we do nothing about it.

As a real estate professional, you know the hustle and bustle of the job. It's also partly your excuse for not trying to de-stress in the first place; when your day is packed full of house tours, meeting clients, and keeping up on your administrative tasks, there's just not enough time to focus on yourself. But what if you could combine healthy action with your marketing strategy?

De-stressing + MARKETING

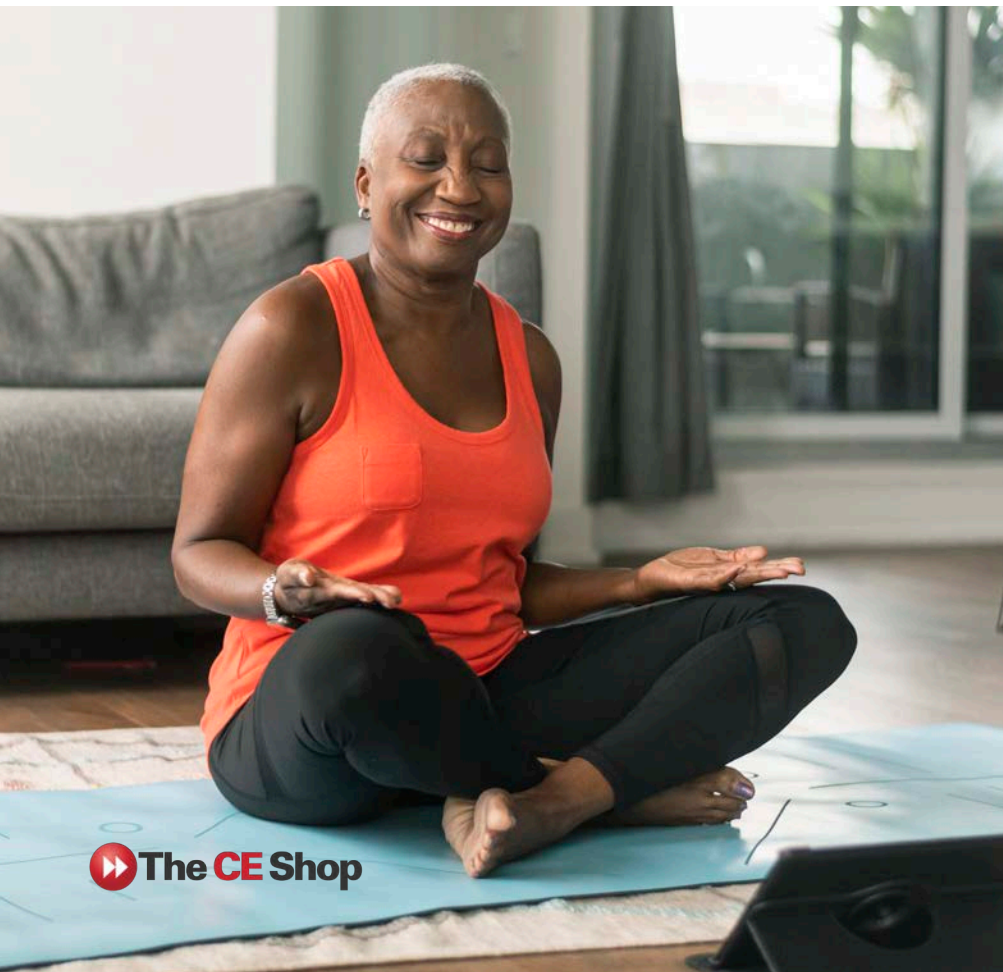
Combining your marketing efforts with stress-reducing activities kills two birds with one stone. You may wonder what we mean when we say to combine these two aspects of your life. In short, we recommend utilizing healthy activities as collateral for your professional branding on social media, newsletters, advertisements, and across any awareness campaign you may be running. So, for example, let's say you want to pick up knitting. Instead of just knitting by yourself, try and create content or marketing around this activity, such as online knitting clubs, how-to tutorial videos (when you become an expert), or anything else that engages followers.

Still a little confused on how this all would work? Turn the page, and peruse some example activities you can do to help yourself and your marketing goals in one fell swoop.



CREATE AN **Exercise Series**

Tracking your fitness progress is a great way to connect with leads and clients. People love this sort of content because it taps into the universal belief that exercise, especially running, can really suck. But the long-term dividends of your exercise journey can do wonders for your stress levels, waistline, and social media following.



HOW YOU CAN DO THIS:

Implement this idea by creating a social media video series centered around running. Something like “Five-Minute Runs with Jimmy the REALTOR®” where you discuss the state of the real estate industry during the middle of a run. Or try a “Making Gains in Real Estate” series where you track your fitness progress while drawing connections to your professional tips for making a profit by investing in real estate.

Fitness and physical activity is such a broad category that there are a million ideas you can choose, and it doesn't have to be a series. So pick your exercise of choice, track your progress, and create a concept that works for your skill level and real estate agent persona.

WALK THE **Golf Course**

The sport of golf has seen a massive increase in popularity due to social media and social distancing restrictions. It's also a game widely known for enhancing social interaction amongst friends and strangers while ridding you of stress. Plus, everyone loves watching duffers shank their 7-iron approach shot into the member's parking lot.

HOW YOU CAN DO THIS:

One way to get in the golf groove is to find a business partner you work with or a client you're close with, and film your golf round every week. Interview them and discuss whatever comes to mind: sports, culture, your career. It's up to you and what you feel your followers will enjoy. This medium is great for people trying to get to know you and can help establish trust before you even start working together.



START YOUR OWN Online Gaming Group

Online video and strategy games are some of the great escapes of the 21st century. Whether you're into high-octane shooter games like Call of Duty or simple games of genius like chess, you can capitalize on these stress-reducing electronic bouts by getting your followers involved in the game to play with or against you. In many ways, this is the ultimate type of engagement that can create meaningful relationships over time.

HOW YOU CAN DO THIS:

Let's choose chess for this example. Visit [Chess.com](https://www.chess.com) and create a username. Then, go on social media and share that you're looking for competitors to play online. If you get enough players involved, you can even set up weekly or monthly tournaments with prizes for the winners. Take it a step further and print your *Chess.com* username on your business card and provide instructions for recipients to add you as a friend. As with all of these ideas, there are many ways to go about this strategy. As long as you are trying to get your leads and clients involved in a fun and engaging activity that helps foster relationships while reconnecting with or learning a hobby, you're doing everything right!



OTHER **Stress-Reducing** ACTIVITIES FOR MARKETING

At the end of the day, marrying your marketing efforts and stress-reducing activities centers on choosing the activity that works best for you. Since you're the person who's trying to develop your brand, whatever double-duty activity you choose needs to mesh with your interests. Once you determine your activity, conceptualize ways you can engage followers, leads, and clients with that activity. Again, you're trying to do two things at once: market your brand while reducing your stress. The more ways you can do this, the better your likelihood of finding success. **Here's a list of other activities that can expel stress and build your brand at the same time:**

- Create Crafts
- Brew Your Own Beer
- Rate Wine Online
- Practice Yoga or Meditation
- Hold a Weight-Loss Challenge
- Host Your Own Cooking Series
- Have an Online Dance Party
- Start a Knitting or Sewing Club
- Draw and Share Doodles
- Form a Book Club



Benefits OF REDUCING STRESS

Whether you decide to capitalize on your stress-reducing exercise to build your brand or not, the benefits of engaging in these activities can help you live a longer and healthier life. Finding a way to incorporate de-stressing hobbies into your daily life can help lead to the following benefits:

- Eliminate energy drain
- Improve mental and physical health
- Decrease irritability and anger
- Increase focus and short-term memory
- Get better sleep more often
- Help increase confidence
- Learn faster at work



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