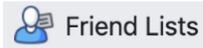


The Human Algorithm: Marketing in 2020



Friend Lists

CREATE FRIEND LISTS | A better way to focus on your SOI

1. Start on personal Facebook page
2. On left-hand side, under Explore>Click on Friend Lists
3. Choose +Create List
4. Name list, i.e. Sphere
5. Add one member (Note, in order to add friends to your Friend List, they must be friends with you on your personal Facebook page.)
6. Choose Create
7. Now click on your list to open it and choose Manage List > Edit List
8. Drop down from On This List > Friends
9. Now build your list by choosing all of the friends that you want to add to this list by clicking on their photo
10. Choose Finish



FRIEND LIST STRATEGY | Spend 10-15 daily listening.

- Like their posts
- Comment on their posts
- Have a 1-to-1 conversation in FB Messenger
- Implement the Online-2-Offline strategy
 - Call
 - Text/Video Text
 - Send Gift/Flowers-set a follow up reminder for 2 days out
 - Pop-by
 - Handwritten note

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INSTRUCTIONS FOR SETTING UP A NEW GOOGLE MY BUSINESS PAGE | google.com/business

- Business Name: Enter name, Example: Wendy Lunt Real Estate > click on the highlighted version of your business name > click to next screen
- Do you want to add a location? YES
- Office address: Same as on your website & add line if there is a suite
- *Possible question:* Is this your business? If it displays the name of your office, choose “This doesn’t match”
- Do you serve clients outside this location? YES
- Choose from dropdown: Counties, Cities, or a combination
- Category: Real Estate Agents
- Contact Details:
 - Phone number
 - Website: Open a new window, copy & paste your website URL, do not key it in manually
- Finish
- Google will then verify you by one of three methods, follow the instructions on your screen
 - Text
 - Mail you a postcard-if Google chooses mail, it will arrive within 5 business days. Go back to your GMB Dashboard and enter the verification code within 10 days of receiving it.
 - Auto verify-if you are auto verified, your dashboard will open automatically
- Get Started screen pops up > next
- If \$100 offer for Google Ads pops up > choose no thank you

You are now on your Google Business Dashboard!

When you want to find it again, open Google, click on the APP waffle next to your picture > Google Business app

GOOGLE MY BUSINESS | NEXT STEPS | www.wendylunt.com

GMB Masters Livestream Course

GMB 2: SEO & Hyper-Local Hacks Livestream Course

LOCAL BUSINESS + SOI x GIVING = FUTURE REFERRALS

1. Find local businesses in your Sphere of Influence-Purchase gift cards
2. SOI-Invite your Sphere of Influence to participate in a Home Scavenger Hunt
3. Home Scavenger Hunt-winning teams receive local business gift cards

Sample template made on www.canva.com [Home Scavenger Hunt](#)

