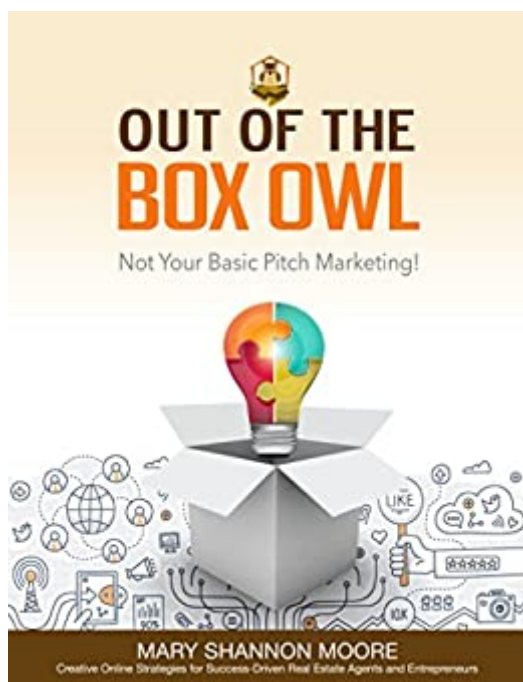


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# Out Of The Box Owl: Not Your Basic Pitch Marketing!



## Synopsis

Out of the Box Owl isn't your average marketing book: Mary Shannon Moore has expertly crafted something that will forever change the way people build and expand their businesses by leveraging the power that social networking provides. After 12 years of dedication and millions of dollars worth of profitable investments, Moore has revealed her proven marketing plan that guided her to becoming one of the leading realtors in Southwest Florida. She has fine tuned the exact strategies she used to build a massively successful brokerage in one of the most competitive markets in the world, and laid them out for you to take full advantage of. Moore went above and beyond with Out of the Box Owl. Every chapter is simply packed with value, including step-by-step instructions on how to implement online strategies that you can utilize to grow your business immediately. From choosing the most effective social media platforms for your business, to lead generation and converting your leads to sales at a rate you never thought was possible, everything is included for you to succeed. Here's a few more of the specific topics covered: Building your Brand and Business Networking and Building Relationships How to Reach Customers Far and Wide How to Minimize Advertising Cost How to Boost Sales through Engagement How to Enhance your Search Engine Ranking & Website Traffic This book was written to help you develop an excellent understanding of online marketing, and give you the tools needed to act on the limitless opportunities that social media provides. You will learn what it takes in order to build a highly lucrative business that will truly stand the test of time, and how to take advantage of social media to develop profitable win-win relationships. It is important to note that the principles and techniques taught in this book are not exclusive to real estate; they're proven tactics that any entrepreneur can apply to grow their business. Out of the Box Owl will provide everything you need to know in order to execute on strategic online marketing techniques for your real estate ventures, and will guide you through the process of choosing your one most effective channel to start building. Remember, building a loyal client list is a marathon, not a sprint. Give yourself time to become consistent with your online marketing strategy, and start now!

## Book Information

File Size: 5475 KB

Print Length: 217 pages

Publication Date: December 20, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01MXYW1U4

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #87,396 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #51

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#107 in Books > Business & Money > Real Estate > Buying & Selling Homes #19579

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## Customer Reviews

The author has helped me grow my business with these tips that anyone can use. The book is full of ideas you can put to use immediately and free! Real Estate marketing isn't easy, but this book has really helped me out.

I am a member of the authors Facebook group which is one of the best there is. The ideas and help that Mary Shannon Moore brings to the group is tremendously insightful, and extremely helpful and encouraging. I am constantly learning new ways to market real estate, as well as to bring old ways into the future of technology. When I heard she had written a book about marketing, I knew that if it was half as good as the group she administers on Facebook, then this was a must have. This book surpasses even my expectations. Mary Shannon Moore, you have outdone yourself!!! This book is a MUST have!! Thank you for your dedication and your willingness to share your experience and ideas along to the rest of us, and to be there when we need your help!!! .

Stay top of mind, they tell us as new real estate agents. Grow your sphere. Build your database! This book is about doing all those things using social media, without spending a lot of money. Mary Shannon Moore walks the reader through ways to use Facebook and other media to build your presence in your community. She shows you how to reach out to potential buyers and sellers organically, by drawing them to you. This book should be part of every agent's arsenal. While written for the real estate professional, the methods explained within can be adapted to many professions who work directly with the public.

“Out of the Box Owl” by Mary Shannon Moore is much more than a book about becoming successful by marketing your real estate business on the internet. The book can be used to make any business more profitable. Better than that, you can do it on a shoestring. The West Coast Florida realtor takes the reader through the step-by-step process of using the various internet sites to generate business. She not only tells you how to use the site to your advantage, Moore always gives you the dos and don'ts about the best way to make the site work for you. “Out of the Box Owl” is written by a Florida Real Estate broker who's had years in the business trying out what works and what doesn't. She provides the inside scoop on how to make your business much more profitable. It's a no-brainer: “Out of the Box Owl” is the book that could make your business thrive if you follow Moore's advice whether it's real estate or something else. Thomas Moore Englewood, Fla. I received a complimentary copy of this book to review.

I am not even half done with this book, and I had to write a review! I think I've maybe written one other review in my life, so that should say something. All of her marketing techniques are broken down step by step and are fool proof. For real estate agents, this is a must read. Everyone knows about postcards and all of the "typical" marketing protocol, but Mary's ideas are anything but. 2017 will be a game changer thanks to this book.

Mary Shannon Moore, I am on the second reading of your book. Last night I read the accounting of your daughter Willow's adventures to my husband David (also a Realtor) and he loved the story--I think he was jealous of a 14 year old buying her first home! Anyway, to follow everything in your book is a work in progress for me. You did not become so successful by accident my dear! For an older agent this is the perfect book to get started on the social media band wagon. Your advice is clear, concise, and "do-able" for someone any age or experience level. Like some of the other reviewers we follow your Facebook group and find that experience enlightening as well. Keep up the good work Mary!

I received this book as a gift from my BFF and WOW! Best Real Estate book out there!! This was not just a bunch of "fluff" and "pep talk" mumbo jumbo. This gave me detailed steps - starting from the first chapter of what I can do to improve my business! I think the very first chapter had 5 things

that I could do right away to make huge difference! Do yourself a favor - GET THIS BOOK! It's a HUGE Game Changer!! I seriously have NEVER written a review for a book - but this author poured her heart and soul, years of research and life changing steps into one book that will ROCK your business!- Lauren, The Energetic Realtor

I loved this book. Very well thought out creative ideas you won't find in run of the mill real estate marketing books. I plan to employ some of these ideas this week. Some of them I was already doing but not consistently. Consistency is key to anything you implement. The section on social media is fantastic. I think this. Ok is sure to help you get off and running and keeping your pipeline full. When you wake up and wonder what you should be doing that day to generate leads, open this book and you will find a million things to keep your day full of lead generation. Thank you Mary Shannon Moore for letting me in on your secrets!!

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