

## GettingListings™

In "The Art of Finding, Getting, and Selling Listings," you'll use a number of different lead-generating strategies to compel prospects to contact you for more information.

This guide takes you through the steps to create up to 10 separate Web pages in the *myWebLeads/GettingListings* section of this program. You can use these various Web pages to generate leads and listings for different markets in your target geographic area. To begin, identify and market one target geographic area. When you reach Section Five of this program, you'll understand what you can do with the other Web pages.

### Getting Started

Before you begin building your *GettingListings* Web page, be sure you have completed all of the following:

- Listen to Dean Jackson's Welcome audio recording.
- Familiarize yourself with Section 1 of the *GettingListings* campaign.
- Accept the Terms of Use for the *GettingListings* campaign.
- Identify your target geographic area.
- On the BY REFERRAL ONLY Web site, click the *myWebLeads™* tab and select the *GettingListings Campaign (Realtors Only)* link.

Before you can use this turnkey tool, you'll need to set up a profile, unless you've already established a *myWebLeads* account. If you already have a *myWebLeads* Profile set up, your information will automatically populate your *GettingListings* Web page.

- To set up your Profile, click *Edit Profile*.

Main Page screen

**Note:** The list on the left of the screen is your 10 Web pages, identified by your <memberIDPage#>. As you move through the wizard and name your Web page, this will change to the name of your target geographic area.

- Click <membernumberPage1> to begin building your Web page.

## Step 1 of 4: Select Photos

From this screen, you'll identify three photos that will appear on your Web page. Alternately, you can use photos you've already saved on your computer. If you choose this option, click *Use Your Own Photo*, and a simple wizard will lead you through the process of uploading a photo from your computer.


- Click the radio buttons of the three photos from the 12 provided that will represent your target geographic area.


### Step 1 of 4: Select Photos


Instructions

- Select three photos below that represent your target geographic area.
- To use a photo of your own, click *Use Your Own Photo*. A simple wizard leads you through the process of uploading a photo from your computer.

[Use Your Own Photo](#)

  
 Choose this Photo

  
 Choose this Photo

  
 Choose this Photo

Select Photos screen

- Click *Next* to continue.

## Step 2 of 4: Update Page Name

### Step 2 of 4: Update Page Name

Complete the field below to update the Page Name for your GettingListings Web Page.

Field Name	Expert Advice	Your Text
<b>Page Name:</b>	The Page Name should represent your target area. It will appear after the URL below. Eliminate spaces if your target area is more than one word. <a href="http://www.24hrhouseprices.com/PageName">www.24hrhouseprices.com/PageName</a> .	<i>Example: Cascade</i> <input type="text" value="895607Page1"/>

Update Page Name screen

- Enter the name of the specific geographic area you are targeting in the box, e.g., **Cascade**, replacing *<yourmemberIDPage1>*.
  - **Note:** If your target geographic area is two or more words, enter it as all one word, e.g., WinterHaven.
- Your URL will automatically populate as [www.24hrhouseprices.com/yourpagename](http://www.24hrhouseprices.com/yourpagename), where your page name is the name you entered, i.e., [24hrhouseprices.com/Cascade](http://www.24hrhouseprices.com/Cascade).
  - **Important note:** You do **not** need to register this “behind the scenes” URL. This URL is already registered for you as a Web page attached to *24hourhouseprices*. Later, you will

purchase a personal URL for public view, and you will “point” it to your “behind the scenes” Web page. (See [Linking](#), below.)

- To preview the information on the published Web page, click the link in the upper-left-hand corner of the screen. Your preview will be a pop-up window.
- Click *Next* to continue.

### Step 3 of 4: Customize *GettingListings* Web Page Content

#### Step 3 of 4: Customize *GettingListings* Web Page Content

Complete the fields below to update your *GettingListings* Web Page content.

[Next >>](#)

Field Name	Expert Advice	Your Text
<b>Page Title:</b>	The <b>Page Title</b> is the text that appears as the header of the Web Page.	<i>Example: Find Out How Much Your Cascade Home is Worth!</i> <input type="text" value="Discover How Much Your Bonsall Condo is Worth"/>
<b>Property Type:</b>	The <b>Property Type</b> is the text that appears within the page content to describe the type of property type the site is for. Your Property Type should be singular, e.g., House, Condo, Single Family Home, Mansion, etc.	<i>Example: House</i> <input type="text" value="Condo"/>
<b>Target Geographic Area:</b>	The <b>Target Geographic Area</b> is the text that appears within the page content to describe the type of Geographic Area the site is for.	<i>Example: Cascade</i> <input type="text" value="Bonsall"/>

Customize Web Page Content screen

- Enter information for your Web page in the boxes to the right of the “Expert Advice” column.
  - **Note:** *Property Type* should be singular.
- To preview the information on the published Web page, click the name of your target geographic area in the upper-left-hand corner of the screen.
  - The month and year update automatically. The *Page Title* will appear at the top of your Web page.
  - *Property Type* and *Target Geographic Area* appear in your headline.
- Click *Next* to continue.

### Step 4 of 4: Preview Your Page

- Click *Preview* to check the accuracy of your Web page entries.
  - Click one of the links below *Preview* to make any necessary changes.
  - If you need to change your personal data, click *Finish* to return to the Opening Screen, and click *Edit Profile*.
- Click *Finish* when all your information is accurate.

#### Step 4 of 4: Preview Your Page

[Preview](#)

[Change Pictures](#)

[Change Page Name](#)

[Change Page Content](#)

Congratulations! You are now ready to forward your registered URL to your webpage. See the resource guide [?](#) for additional information.

Preview Page Screen

## Linking a domain name to your Web page

### Setting up a domain name (URL)

Purchase a separate URL for each Web page you develop. Your URL is *not* the one you created earlier; it is an administrative link to where your Web page is located on the server. Your URL should reflect your target geographic area, e.g., LovelyCascadeTownhomes.com. Call your Coach for assistance in choosing your URL.

- One place we recommend for registering your URL is [www.GoDaddy.com](http://www.GoDaddy.com).
- Refer to the Frequently Asked Questions tab in “The Art of Getting Listings” campaign for more details.
- There are many other service providers to use, as well.

### Forwarding your URL to your Web page

- You will be forwarding (pointing) your new URL to your “24hrhouseprices.com/**yourpagename**.” You’ll advertise your **registered** URL, and when prospects type that in their browser, they’ll see your target Web page.
- Contact your URL provider for instructions about forwarding your URL.
- **Important note:** Be sure to forward your registered URL to your entire Web page name, i.e., [www.24hrhouseprices.com/Cascade](http://www.24hrhouseprices.com/Cascade).

### Masking your URL

Masking hides your “administrative” link so visitors only see the Web address they typed.

- Contact your URL provider for instructions about masking your URL.
- If you are using GoDaddy, refer to the Frequently Asked Questions tab for more details.

## Repeat all parts this process for each Web page you will use in your *GettingListings* campaign.

- **Important note:** Wait to add additional Web pages to your campaign until you have completely implemented the entire program, “The Art of Finding, Getting, and Selling Listings,” for your first campaign.