

# CONTENT THAT CONVERTS

WHAT TO POST WHEN YOU WANT CONVERSATIONS, NOT JUST LIKES

This guide is built for any agent who knows they should be posting, but isn't seeing business come from it.

*"The goal of social media in 2026 is not to look busy. It's to start conversations that turn into clients."*

This guide gives you a simple, repeatable framework you can use every week; whether you're brand new or a decade in.

## The 3-Post System (Run This Weekly)

Every week, rotate through these three post types:

1. Teach Something
2. Show a Story
3. Invite a Response

That's it.

No trends. No dancing. No pressure.

Just value > trust > conversation.

## 1. Teach Something

Purpose:

Position yourself as helpful and informed.

Structure:

- One simple insight
- One clear takeaway
- One soft call-to-action

Examples:

- "Most buyers think they need 20% down. In today's market, that's rarely true."
- "Homes that are professionally staged sell faster and for more because buyers buy emotionally."
- "You don't lose your rate when you move. You transfer equity, not debt."

**CTA:**

- “Comment ‘Guide’ and I’ll send you the breakdown.”
- “DM me ‘Info’ and I’ll explain what this looks like.”

## 2. Show a Story

**Purpose:**

Show what’s possible through someone else’s success.

**Structure:**

- Situation
- Struggle
- Outcome

**Examples:**

- “They thought selling meant giving up their 3% rate. Instead, they used equity to upgrade and lowered their payment.”
- “This family thought they had to wait two years. We showed them the numbers and they moved in 60 days.”
- “He was convinced the market was stacked against him. One offer later, he’s under contract.”

**CTA:**

- “Want to know what this could look like for you?”
- “DM me ‘MOVE’ and I’ll walk you through it.”

## 3. Invite a Response

**Purpose:**

Create interaction without pressure.

**Structure:**

- One relatable question
- One clear way to reply

**Examples:**

- “Are you still in the same home you were in 3 years ago?”
- “If rates dropped tomorrow, would you move?”
- “What’s your biggest question about buying right now?”

**CTA:**

- “Vote and I’ll message you.”
- “Reply and I’ll send you what that means in today’s market.”

**The DM Bridge**

When someone engages:

- Acknowledge
- Deliver value
- Ask one gentle question

**Example:**

“Thanks for voting! Most people are surprised by what’s possible right now. Are you thinking about buying or selling in the next year?”

**That’s it.**

**No pitch.**

**No pressure.**

**Just a path forward.**

**Weekly Rhythm (30 Minutes Total)**

- Monday: Write your “Teach” post
- Wednesday: Share a “Story”
- Friday: Run an “Invite” post or poll
- Daily: Reply to anyone who engages

**AI Prompt You Can Use Every Week**

Role: Real estate content strategist

Prompt:

Create 5 social media posts for a real estate agent that:

- educate buyers or sellers
- feel conversational and human
- include a clear call-to-action that encourages DMs
- are written for a cautious 2026 market
- help start real conversations, not just likes

**Goal: Don’t just post, capture.**

**Pick ONE lead magnet: (These are examples)**

- “Seller Net Sheet Worksheet”
- “2026 Buyer Game Plan”
- “What Your Home Could Sell For” guide
- “Relocation Checklist”
- “Downsizing Plan”

CTA examples:

- “DM me NET and I’ll send it.”
- “Comment PLAN and I’ll message you the guide.”
- “Want the checklist? I’ll send it—just reply YES.”

**AI Prompt:**

Act as a funnel builder. Create 5 lead magnet ideas for my niche in [CITY], plus the CTA wording for Reels, Stories, and Carousels. Include the first DM message I should send after someone requests it.