

Welcome Email

One year from now, what do you want your career to look like?

Knowing how we want our careers to grow is the easy part. Knowing how to take steps in the right direction is harder.

Leigh Brown University is a leap in the right direction. I've looked back at my career spent in this business, all the truths that I've learned, and designed a program to help others learn about what being successful in real estate looks like from the inside.

Now that you've enrolled with Leigh Brown University, it's time to hit the books! With over eighteen years experience in real estate, I've put in the work to earn a spot in the top 3% of realtors in the country. This course isn't designed to be a "quick fix" to sales; you can only be truly successful if you're willing to put in the work.

To begin, [login with your username and password](#). Once your account has been created, join the Facebook group [LeighBrownU](#)! Once you've been added to the group, tell us about yourself! This group will become a community that you can learn from and share successes with. I'll be answering questions and posting, as well!

1. We need a modified version of this for Tier 3 Premium enrollees. Keep the above 2 actions and add:

As a part of the Premium Membership at Leigh Brown University, your Gold Team has exclusive access to private Facebook groups with fellow students. This will be a space to ask each other questions or ask for feedback. To access this group, you MUST have a Facebook account that is linked to the email address on your LBU account. If your accounts are not linked, email leigh@leighbrown.com for access to the group.

Along with unlimited access to the [LeighBrownUGOLDteam](#) group, once a month you'll be able to tune in live with me for exclusive Q&A sessions focusing on the course content! Live videos will be scheduled in advance, so there will be ample time to prepare questions beforehand.

Tune in live and ask away!

1-Month Email

With the first month of Leigh Brown University coming to a close, it's important to reflect on what has been learned and what improvements can be made over the upcoming months.

What tangible steps have you taken to build a personal brand that reflects who you want to be as a realtor? After one month of attending LBU, how well do you feel you're projecting your

image? Where can you improve over the upcoming months? Once you know who you are, it's easier for potential clients to know who you are, and why you stand out from the competition.

If you haven't already, make sure your Value Proposition Statement is completed and submitted to hello@leighbrown.com. Your personalised VPS will be a guiding light as you continue to discover who you are as a real estate agent.

Any questions or concerns about this month's content? Stay connected in the exclusive Facebook group [LeighBrownU](#) to ask any questions!

2-Month Testimonials

As our second month comes to an end, how have your interactions with clients changed? How do you feel before, during, and after those interactions compared to two months ago? Make sure you're sharing with [LeighBrownU](#) on Facebook! Not only is the exclusive Facebook group a place to ask questions, but it is a place to share how LBU has informed your interactions with clients! We want to hear about your successes!

As we continue learning and growing, make sure to come back to what you've learned already to make sure you're staying connected with all the information available to you through Leigh Brown University. Each module contains important lessons that culminate into becoming a more authentic, successful practitioner.

As the sessions continue, stay dedicated to the avenues of social media you decided to pursue. Tell us on Facebook why you decided to make that platform a priority, and how you plan on implementing new strategies in the upcoming weeks and months!

Month 3: Lights, Camera, Action

It's been three months! Congratulations for sticking to it for a third of a year! As this month comes to an end, take some time to reflect on everything you've done so far. How have you grown as a salesperson? What are your goals for the next nine months? This month might've been a little outside your comfort zone, and while recording yourself doesn't come naturally to everyone, with every video it gets easier and more natural.

During the upcoming weeks, be conscious of how your interactions with clients are being impacted by the videos you're putting out. Share your experiences and tips with us and your peers on Facebook LeighBrownU! Have specific questions about editing? Remember that LeighBrownU is a tool, a community made of students dedicated to helping each other get better every month.

Month 4: Sphere of Influence

It takes a village to sell a village.

The people around you are a reflection of you by extension, whether it helps or hurts. While we're working on elevating the people around us and making ourselves a better salesperson, we have to make sure the people around us are elevating us, too.

How has your sphere of influence helped you this month? After taking stock of the people in your immediate professional circle, take extra time to thank them for being a solid foundation that you can rely on.

Do you feel like you're missing out on having a group of trusted professionals? It takes time to find your tribe, and that's part of growing within any profession. If you're missing elements of your personal sphere, head over to the LeighBrownU Facebook page to connect with professionals you can rely on!

Month 6: Halfway Done

We're halfway there! As month six comes to an end, take a moment to look at how you've changed since enrolling at Leigh Brown University. How have your interactions with clients and agents changed? What has been the most challenging or rewarding change? Set a goal to tackle specific changes you want to make during the next six months.

Head over to LeighBrownU and tell us your biggest success story from the last six months! Whether it was closing a deal, or connecting with a new FSBO prospect. While LBU is a space to ask questions and learn from your peers, it's also a space to share victories!

Month 7: Presentation Skills

A client's confidence in you, as a person and professional, needs to be established within the first interaction you have with them. We all know that if a client doesn't feel like they can trust you, they're going to find someone else. It's a hard truth that can be based off the client's intuition, but sometimes it's based on our lack of confidence in ourselves.

This month you worked on your content, learning how to tailor it to your client while remaining truthful and consistent. Now is the time to take everything you learned, and combine it with the most confidence you can muster.

If you're someone that is naturally very confident, you've been given a gift. If confidence is something you have to work towards, make up a mantra and keep it on a post-it note in your car, somewhere you'll always see before meeting with clients. Make up a ritual that helps you get in the confidence zone. Fake it until you make it if you have to, because you will make it.