



Z57 Academy Course List





Course Name	Appointment Info	Course Description
 101 Fast Start	Date: _____ Time: _____ Taught By: _____	<p>This course is designed to get your website set up quickly to generate immediate results.</p> <p>During this course, you will learn how to:</p> <ul style="list-style-type: none"> • Increase internet marketing credibility through Z57 Academy Courses to earn your ZPro Certification. • Engage buyers through home searching tactics on your website. • Customize your website layout to enhance your brand.
 102 Posting for Results	Date: _____ Time: _____ Taught By: _____	<p>This course is designed to generate immediate traffic results by posting your property listings to craigslist.</p> <p>During this course, you will learn how to:</p> <ul style="list-style-type: none"> • Increase your web traffic and overall awareness of listings using craigslist. • Promote your listings through professional ads. • Learn about timing your posts for best results.
 103 Selling with Single Property Websites	Date: _____ Time: _____ Taught By: _____	<p>This course is designed to show you how easily to use Single Property Websites to promote your listings and increase referrals.</p> <p>During this course, you will learn how to:</p> <ul style="list-style-type: none"> • Add client value by offering Single Property Websites for each of your property listings. • Increase referrals and drive more traffic using Single Property Websites as a part of your marketing strategy. • Boost your professional appearance by incorporating Single Property Websites into your listing presentations, marketing strategies and closing talks.



Earn an additional \$200 in design upgrades for your website



 104 Promote Your Website for Results	Date: _____ Time: _____ Taught By: _____	<p>This course is designed to integrate your Z57 website into all aspects of your marketing for the best lead conversions.</p> <p>During this course, you will learn how to:</p> <ul style="list-style-type: none"> • Convert leads more effectively by integrating your online and offline marketing. • Highlight your Z57 website as the centerpiece of your entire marketing program. • Begin promoting your new website immediately in three easy ways.
 105 Selling with Facebook	Date: _____ Time: _____ Taught By: _____	<p>This course is designed to show you how to use Facebook to increase your communication with your clients and boost your referrals.</p> <p>During this course, you will learn how to:</p> <ul style="list-style-type: none"> • Maximize your business exposure by adding a Facebook Business Acct. • Boost referrals by expanding your book of business via Facebook. • Increase awareness of your property listings through Facebook.



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Graduate with ZPRO Certification