7-STEPS ACTION PLAN CHECKLIST FOR REALTORS

“Implement this for 7 days and start attracting quality inquiries.”

INTRODUCTION

If you're a realtor in Nigeria trying to stand out online, whether you sell land, houses, smart estates, off-plan projects, or short-let apartments, this 7-step action plan is your shortcut to instant visibility and quality leads. By now you should know you cannot get leads if you are not visible online, except you want to constantly rely on referrals which is good but not reliable and cannot be scaled.

These are the exact steps top-performing, digitally-dominant agents use to build authority, attract high-intent buyers, and stay in demand.

Follow 1 step per day.
Each step takes **10–30 minutes**.
By Day 7, you will already notice:

- more profile views
- more WhatsApp clicks
- more inbound inquiries
- more trust from prospects (especially diaspora buyers)

This is the **fastest "visibility-to-inquiry" framework** for realtors.

DAY 1 — BUILD A PREMIUM SOCIAL MEDIA PROFILE

Goal: Make your online presence look like money.

Checklist:

- ☐ Add a clean, professional headshot with bright background (You can take this with a smart phone and good lightening)
- ☐ Write a 3-line bio clearly saying who you help and what you sell. (Use the magic prompt below)

  "Act as a top 1% Nigerian real estate marketing expert who deeply understands what makes Nigerian and diaspora buyers trust a realtor online.
  Write me a powerful social media bio that positions me as an authority, attracts high-quality property buyers, and makes people click my WhatsApp link immediately.

  The bio should:
  – Be short, sharp, premium, and high-trust
  – Show credibility and expertise
  – Highlight the type of properties I sell (land, houses, off-plan, etc.)
  – Include a clear value statement (who I help and what I help them achieve)
  – Include a trust element (verification, documentation expertise, developer access, or investment advisory)
  – Include a CTA that drives clicks to WhatsApp.

  Give me 5 variations:

  Professional tone

  Authority tone

  Friendly-consultant tone

  High-ticket luxury tone

  Diaspora-focused tone

  Make all variations optimized for Instagram, Facebook, and WhatsApp Bio."

- ☐ Add your WhatsApp click-to-chat link (get this from your WhatsApp business)
- ☐ Add highlights labelled: *Properties*, *Prices*, *Clients*, *Site Visit*, *Testimonials*
- ☐ Post 1 "Authority Intro **Video/Picture**" (30 sec) (make sure to weave in your name, phone number and what you do in the caption. This will help with SEO)

Result: Your page now communicates *trust*, *professionalism*, and *competence* which is the first step to attracting quality leads.

DAY 2 — PUBLISH THE 'MAGNET CONTENT TRIO'

Goal: Create content that pulls buyers to you organically.

Checklist:

Post these 3 pieces of content today:

1. ☐ **Educational Content:**
   "3 Things to check before buying land in Lagos / Abuja / Ibadan"
2. ☐ **Value Content:**
   "Why developers increase prices and how to take advantage early"
3. ☐ **Authority Content:**
   "A property I inspected today and why it's a great investment opportunity"

Result: You immediately position yourself as a knowledgeable, trustworthy advisor.

TIP: You can use AI (ChatGPT to generate more titles within those content pillars.)

DAY 3 — SETUP A HIGH-CONVERSION WHATSAPP SALES FLOW

Goal: Become impossible to ignore once someone messages you.

Checklist:

- ☐ Create an auto-welcome message (See sample below)

  Hi there 👋
  Welcome! This is [Your Name].
  Let me know what property you're interested in and I'll guide you immediately.

- ☐ Save your FAQ responses (pricing, payment plan, inspection, documentation)
- ☐ Create a "Property Catalog" folder with pictures, videos, prices
- ☐ Add a "Lead Tracking Sheet" to follow up intentionally

Result: Prospects feel like they are talking to a top-tier professional from message one.

DAY 4 — POST A STRONG AUTHORITY VIDEO

Goal: Make people see you as an industry expert.

Checklist:

Record a simple 45–60 sec video:

- ☐ Share 3 insights from a recent site visit
- ☐ Explain a real estate principle in simple language
- ☐ Show your face clearly
- ☐ Add CTA: “DM/WhatsApp me for inspection or brochure”

Result: Diaspora buyers especially trust realtors they can see and hear consistently.

DAY 5 — RUN THE 'INBOX ACTIVATOR' PROOF STRATEGY

Goal: Trigger trust instantly using proof.

Checklist:

- ☐ Post 1 client testimonial
- ☐ Post 1 screenshot of a client discussion (hide sensitive info)
- ☐ Post 1 site visit photo or video
- ☐ Repost all to WhatsApp Status
- ☐ Write a caption: "If you want me to help you secure a verified property, message me now."

Result: Proof builds instant credibility and increases inbound messages.

DAY 6 — LAUNCH YOUR LEAD MAGNET POST

Goal: Attract people who are actively thinking about buying property.

Create 1 highly compelling post with a call-to-action like:

"Get my FREE guide: 4 things to check before paying for any land. Comment 'Guide' or DM me 'Guide' to get it."

Checklist:

- ☐ Create the post
- ☐ Post on IG, Facebook, WhatsApp Status
- ☐ Reply instantly to anyone who comments or DMs
- ☐ Save these new prospects in your lead sheet
- ☐ Start your follow-up sequence

Result: This post alone can generate 10–40 quality leads.

TIP: You can use AI (ChatGPT to generate the content of your ebook. Make it short, not more than 12 pages.)

DAY 7 — GO LIVE OR POST A 2-MINUTE EXPERT VIDEO

Goal: Stamp your authority and expand your visibility.

Go live for 5–10 minutes or record a short video:

Suggested Topics:

- "How to buy land safely in Nigeria (2025 guide)"
- "Why property prices rise every quarter — and how to take advantage"
- "The truth about documentation: C of O, Governor's Consent, Excision"

Checklist:

- ☐ Go live or record video
- ☐ Repurpose it for IG, Facebook, WhatsApp
- ☐ Add CTA at the end: "If you want me to recommend a verified property, send me a message."

Result: Live sessions and expert videos boost your credibility more than any other format.

ACTION BONUS — THE DAILY 10–10–10 ROUTINE

To maintain consistent results:

- ☐ **Send 10 DMs** to new followers daily
- ☐ **Reply to all comments** within 10 minutes
- ☐ **Post comments on 10 top pages related to your field.**

This alone guarantees continuous visibility.