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3 Innovative Productivity Tips (insert sarcasm here)

by Josh Schoenly



Ok, so I love creating content for my online **real estate marketing** profiles, sites and blogs. In fact, there are tons of great ways to express myself within minutes. For example, I can talk all about my frustrations, likes, dislikes, breakthroughs, family news, real estate business strategies, dog, food, procrastination and all kinds of other controversial, aggravating content for my audience. And the best part is, the more of this tapping I do on my keyboard, sending out articles and posting great or blasé information for people just like YOU, the better my business does, even if you rather watch CSPAN than listen to what I'm talking about.

It's when I start lollygagging around in the morning, checking email, answering all kinds of customer support issues and wondering if the cream in my coffee was a day too old that I get stagnant. In fact, I become an emotional basket case. I get so busy thinking about all kinds of other details around me, that quite honestly, don't require my attention within the next 2 minutes but could actually wait until after lunchtime. And then before I even know it, half of my day is spent going back and forth via email as if I'm on instant messenger with

a client and nothing really gets done! Nothing of value to my *real estate marketing* campaigns that is.

Don't get me wrong. It's great to maintain the business we already have and keep customers happy, but it's also massively important to continually bring in more! We need to prioritize our time better.

Therefore, there are certain things we can start to do right now, starting today, and especially first thing tomorrow morning when you get out of bed to...check your email!

Hey, don't you do it! "Handslap!"

Not so fast you addicted fiend you! Trust me, I'm just as guilty as you are. I love seeing those little messages drop into my inbox followed by a cool chime noise. It makes me giggle.

But seriously, what can we do right now to overcome this productivity waster?

Check your email twice a day. That's it. 12 pm and 4 pm. In fact, most issues that need to be resolved during the morning can wait just a few hours for you to check back. You're only human. The world doesn't rely on your quick response to keep spinning. The rest can be covered at the end of the day. Heck, 100 years ago, were we dealing with all this mass confusion? People didn't have to check their email, voicemail, tweets, pages, blackberry's, etc. every hour to make sure that the person on the other end didn't have a brain aneurism!

Create 2 articles and 1 or 2 videos each day. Whenever you have the opportunity, make more content. Improve your SEO. It doesn't have to be as long as this article, but you should always be improving your real estate lead generation, squeeze pages, blogs, websites, social media and other stuff that is going to bring in more leads and more traffic. Produce quality content for your

audience. Make them want to contact you and do business with you. Be interesting, not dull.

Study the industry. Learn what others are doing to improve their real estate marketing systems. Get on forums, read articles, find out new and creative ways to market yourself. Stay ahead of the curve with this stuff. Things are constantly changing. Yesterday's news is old news. Be a pioneer with this stuff and you will blow your competition away. Most of them aren't doing this stuff. That's what's going to make you stand out. The times are changing, so make sure you're riding the wave in the right direction.