



SEPTEMBER

CAPTIONS + CONTENT

GET YOUR FREE CONTENT AND CAPTIONS FOR THE
MONTH. CHOOSE BASED ON YOUR CONTENT PILLARS.

QUICK NAVIGATION

CONTENT PILLARS

1 THE FRIEND

2 THE TEACHER

3 THE ROLE MODEL

4 THE LEAD GURU

5 THE REALTOR

MENU

THE FRIEND

CONTENT

Relatable + Personable

OUTCOME

Connection + Likeability

The Friend helps to balance your content and create a more personal connection with your audience.

CONTENT PROMPTS	Weekend Activities: Share your favorite local spots to visit during the weekends in September. Ask your followers for their recommendations too!	Home Décor Tips: Post about autumn home décor ideas. Include DIY projects or where to shop locally for the best fall decorations.	Community Events: Highlight upcoming community events or festivals in September. Share why you're excited about them and encourage followers to join.	Local Business Shoutout: Feature a local business you love. Explain what makes it special and encourage your followers to check it out.	Personal Anecdote: Share a personal story about why you love the fall season. It could be a memory from childhood or a tradition you continue today.
CAPTIONS	Happy weekend, friends! 🌞🍂 Here are my favorite spots to visit in September: [Spot 1], [Spot 2], and [Spot 3]. Where are your go-to places for some weekend fun? Drop your recommendations below! #WeekendAdventures #LocalLove	Fall is here, and it's time to cozy up your home! 🍁🕯️ Check out these autumn décor ideas: [DIY Project], [Local Shop], and [Tip]. What are your favorite fall decorations? Share in the comments! #HomeDecor #FallVibes	September is packed with exciting community events! 🎉 Here's what I'm looking forward to: [Event 1], [Event 2], and [Event 3]. Will you be joining any of these? Let's make some memories together! #CommunityLove #FallFun	Shouting out one of my favorite local businesses today: [Business Name]! 📁👏 They have the best [Product/Service], and their customer service is top-notch. Have you been there? Let me know your thoughts! #SupportLocal #CommunityMatters	Fall has always been my favorite season! 🍁🍂 Growing up, my family had a tradition of [Tradition/Memory]. Now, I love continuing that tradition with my own family. What's your favorite fall memory? #FallNostalgia #FamilyTraditions

THE TEACHER

CONTENT

Educational + Added Value

OUTCOME

Credibility + Trust

The Teacher is exactly how it sounds, you're using your expertise to teach and guide your audience and potential clients

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THE ROLE MODEL

CONTENT

Inspirational + Aspirational

OUTCOME

Trust + Impact

The Role Model guides their audience through stories of triumph, motivational anecdotes and inspirational stories.

CONTENT PROMPTS	<p>Charity Involvement: Highlight any charity work or community involvement you participate in. Encourage your followers to get involved as well.</p>	<p>Mentorship Story: Share a story about someone who mentored you in your real estate career. Explain how they influenced your journey and what you learned from them.</p>	<p>Professional Development: Discuss the importance of continuous learning and professional development. Share any courses or certifications you're currently pursuing.</p>	<p>Success Tips: Offer tips for success in the real estate industry. Focus on mindset, habits, and strategies that have worked for you.</p>	<p>Inspiration Quote: Share an inspirational quote that motivates you in your work. Explain why it resonates with you and how it impacts your approach to real estate.</p>
CAPTIONS	<p>Giving back to the community is close to my heart. ❤️ This month, I'm supporting [Charity/Organization]. Learn more about their amazing work and how you can help too: [Link]. #CharityWork #CommunitySupport</p>	<p>Grateful for the mentorship of [Mentor's Name]. 🙏 Their guidance and wisdom have been invaluable in my real estate journey. Who has been a mentor in your life? #Mentorship #Gratitude</p>	<p>Never stop learning! 📖 Currently working on [Course/Certification]. Continuous improvement helps me serve my clients better. What's the last thing you learned? #ProfessionalDevelopment #StayCurious</p>	<p>Success in real estate comes from hard work, determination, and a positive mindset. ✨ Here are my top tips: [Tip 1], [Tip 2], [Tip 3]. What strategies help you succeed? #SuccessTips #RealEstateLife</p>	<p>Feeling inspired by this quote today: '[Quote]'. It reminds me to stay focused and passionate about helping others find their dream home. What quote inspires you? #MotivationMonday #Inspiration</p>

THE LEAD GURU

CONTENT

Educational + Free Offer

OUTCOME

Curiosity + Lead Gen

Think of the Lead Guru as "The Teacher" with a twist! You want to add value and teach like The Teacher but then add a CTA to capture leads.

CONTENT PROMPTS	<p>Market Update: Provide a detailed market update for September. Discuss current trends, average home prices, and what buyers/sellers can expect.</p>	<p>Expert Tips: Share expert tips on how to navigate the real estate market this fall. Focus on actionable advice for both buyers and sellers.</p>	<p>Client Success Story: Highlight a recent client success story. Explain how you helped them achieve their real estate goals and what others can learn from their experience.</p>	<p>Investment Opportunities: Discuss investment opportunities in the local market. Include potential areas for growth and why now might be a good time to invest.</p>	<p>Q&A Session: Host a live Q&A session on social media. Encourage your followers to ask their real estate questions and provide thoughtful, expert answers.</p>
CAPTIONS	<p>September Market Update! 📊🏠 The current trends show [Trend 1], [Trend 2], and [Trend 3]. If you're thinking about buying or selling, now is the time to get informed. DM me for more details! #MarketUpdate #RealEstateTrends</p>	<p>Navigating the fall real estate market can be tricky! 🏠👉 Here are my top tips: [Tip 1], [Tip 2], and [Tip 3]. Ready to make your move? Let's chat! #ExpertAdvice #RealEstateTips</p>	<p>So proud of my clients who just closed on their dream home! 🏠🌟 We navigated through [Challenge] and came out on top. Their story is a testament to patience and perseverance. Congrats! #ClientSuccess #HappyHomeowners</p>	<p>Looking to invest in real estate this fall? 🍁🏠 Here are some hot opportunities in our market: [Opportunity 1], [Opportunity 2], and [Opportunity 3]. Interested? Let's explore these together! #RealEstateInvesting #OpportunityKnocks</p>	<p>Got real estate questions? I've got answers! 💬🏠 Join me for a live Q&A session this [Day] at [Time]. Bring all your questions about buying, selling, and investing. See you there! #RealEstateQandA #AskAnExpert</p>

THE REALTOR

CONTENT

Offer + Contact

OUTCOME

Sale or New Lead/Client

The Agent is you showing up as, you guessed it, a real estate agent. Here you're a salesperson.

CONTENT PROMPTS	<p>Open House Tour: Share a virtual tour of an open house you're hosting in September. Highlight key features and what makes the property unique.</p>	<p>Listing Spotlight: Feature a new listing each week. Provide detailed information about the property and its benefits.</p>	<p>Behind-the-Scenes: Give a behind-the-scenes look at your day as a real estate agent. Show the different aspects of your job and what you enjoy most about it.</p>	<p>Client Testimonials: Post client testimonials that showcase your dedication and success in helping them find or sell their home.</p>	<p>Just Sold: Share photos and details of homes you recently sold. Explain what made the sale successful and any unique aspects of the transaction.</p>
CAPTIONS	<p>Join me for a virtual tour of this stunning open house! 🏡✨ Check out the beautiful [Feature 1], [Feature 2], and [Feature 3]. Want to see it in person? Let's schedule a visit! #OpenHouse #DreamHome</p>	<p>New Listing Alert! 🏡📌 This beautiful home in [Neighborhood] features [Feature 1], [Feature 2], and [Feature 3]. Don't miss out on this gem! Contact me for more details. #JustListed #HomeSweetHome</p>	<p>Ever wonder what a day in the life of a real estate agent looks like? Here's a peek! 📷🏡 From [Task 1] to [Task 2] and [Task 3], every day is an adventure. What part of my day would you like to see more of? #BehindTheScenes #RealtorLife</p>	<p>Nothing makes me happier than happy clients! 😊🏡 Here's what [Client Name] had to say: '[Testimonial]'. Thank you for trusting me with your home journey! #ClientLove #TestimonialTuesday</p>	<p>Just Sold! 🏡🎉 Congrats to the new homeowners of [Property Address]. It was a pleasure helping you find your perfect home. Wishing you many happy memories! #JustSold #HappyClients</p>

KELLERWILLIAMS
Luxury
LA JOLLA

