How to build a magnetic social media presence

Extreme beauty, dynamic personality and social media marketing savvy are just three of the reasons I've been stalking Claudine Ellis on Facebook for about a year now — and likely how she became known as a "Dream Girl."

Claudine Ellis

Her radiant smile and infectious laugh drew me in.

Ellis is highly sought-after for speaking and training events.

You might have caught her on the main stage at Inman Connect San Francisco.

I couldn't resist taking the opportunity to sit down with her to chat for a half hour, but in truth, our interview went way longer because I couldn't stop asking her questions.

Here's what I learned:

Don't cry in the middle of a war

On social media, we are connecting with billions of people every day. We have the technology at our fingertips and can show the entire world our daily activities.

We can show our audience negative emotions, or we can be the light in the world. You will never see Ellis have a bad day on social media.

There are times when a deal is going sour, when moments seem so unbearable that you just don't think you're going to get through to the next minute.

It’s imperative that you put your best foot forward. Post the positive things, and be happy. People are attracted to the happy.

Be authentically you

Ellis’s no. 1 rule for success: shameless self-promotion. But what’s so appealing about her is that she’s 100 percent authentic. We see her family, her daily real estate interactions, her vacations — her life.

You cannot be anyone else. We all have lives. We are human beings. So if that means that you are taking your kids with you to a showing, then post you taking your kids with you.

If that means that you post your workout, then you post it. People want to know you, not some made-up person that you think they want to know.

Business is a grind — show up

Business is a lot of showing up — despite your circumstance. If you want to be successful, you must show up and do the job.

Ellis said that there are followers out there who do not believe that she closes as many deals per year as she says she does. Funny, isn’t it?

The naysayers and the haters always want to assume that if you are working hard, hustling and getting it done, then it’s not real.

After following her for more than a year, I’ve seen the homes she posts video of, the interactions she has and the gumption she uses to drive her business. They say imitate your heroes, and she’s one to mimic.

Melinda Goodwin *is a Luxury Real Estate Advisor with* The Real Estate Collective*, Utah. Follow her on* Twitter *or* Facebook*.*

Source: click here