

Meet Tricia Andreassen

Tricia Andreassen is well known for her infectious enthusiasm and authentic joy for life. Her extensive background in both real estate and business strategy has allowed her to create massive changes in the businesses of the Realtors® she works with and earned her the title of, "Web Strategist and Marketing Maven with a Motivational Message."

From buying her first investment property at age 19, to becoming a sales manager and trainer at age 23, to being a National Speaker for REALTOR.com®, and training the entire national Realtor.com® sales force, she has empowered thousands of people on how to create a plan to build one's brand, one's business and make more sales using critical marketing methods.

For the last 9 years, Tricia has led Pro Step Marketing, the leader in web strategy for the real estate industry. Taking the guess work out of how to pull it all together, her company offers "All – In – One" turn-key web systems that include a recipe of design with strategy that showcases your target market and brand with the technology tools of automated lead follow up and lead management as well as Search Engine Optimization. Over the last 24 months, Pro Step Marketing has experienced exponential growth, expanding its client base by 210%. It is living proof that if you have a clarity of vision, the mindset for what you want to achieve and a roadmap to follow, anything is possible.

Tricia Andreassen is a force for positive change; she combines heartfelt enthusiasm with a "tell-it-like-it-is" approach. She creates an emotional connection with her audiences and teaches them to do the same with their business in order to attract the right clients – the same clients that they desire to work with every day. Her upbeat, lively, musical and passionate presentation style instills audiences with the belief they have the power to transform their goals into a reality.


What People are Saying!

"Tricia has the incredible talent of being able to embrace each person in a group no matter the size. She meets people where they are, opens the doors of their minds through her singing and inspiring message. She inspires others to dream and achieve more than they imagine. She 'practices what she preaches' and she 'walks the talk' in leading the way that empowers others to succeed!"

-- Karen Storey, NAR educator

"Your life, and the lives of your clients, will be forever changed for the better when you let Tricia inspire your group. Her knowledge in the real estate industry combined with hands-on marketing 'know how' makes her unique. There are speakers that give ideas but Tricia gives ideas and then shows you how to implement them. To me that is powerful."

-- Kristan Cole, Kristan Cole Team
Keller Williams Realty

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 twitter.com/TriciaSings

TheRealEstateSpeaker.com

866-799-9888

TRICIA ANDREASSEN

Get inspired!

Ignite the fire in your business strategy.

Engaging and Inspiring...

An inspiring speaker, Tricia presents real-life stories with proven web-centric marketing strategies that work. Her stories are memorable and will leave your audience smiling and ready to take action.

In Real Time...

Tricia delivers solutions to your audience that work in today's market. Working with nationally ranked agents, Tricia brings only the best tips and latest tools to share with your group.

From Mundane to Memorable...

Tricia brings to her presentations over 20 years of experience in effective marketing, web strategies and Interfusion Marketing® (blending web to offline to social media marketing). She crafts the presentation to the target market she is working with so that it is relevant and powerful to the audience.

Fun and Enjoyable...

An infectious enthusiast, Tricia makes sure your group has fun while they learn. You'll be glad you booked her!



Tricia Andreassen
Web Marketing Strategist, Speaker and Author
President/CEO and Founder Pro Step Marketing

866-799-9888

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Ignite the fire...

"The time is "NOW" to shift our mindset and create a revolution in the way we do business."

- Tricia Andreassen

Visit www.TheRealEstateSpeaker.com to view more topics and calendar schedule.

Book Tricia today!

Email: Info@TriciaAndreassen.com

or call 866-799-9888

Some of Tricia's Topics

🔥 7 Key Elements to a Successful Web Strategy

What this course covers:

By the end of this session you will know what KEY ELEMENTS are imperative (no negotiating!) for a solid web strategy. Tricia will share the Step-By-Step plan to help you prioritize a website strategy that brings results. You will walk away understanding:

- What elements are imperative when the consumer first lands on your site so it creates "stickiness" and lead generation
- How to integrate the MLS search (IDX) in so that you are generating maximum leads and at the same time with the highest quality
- Why unique "calls to action" engage the buyer and seller with value and at the same time keep you positioned effectively in front of them
- The value of automating your email follow up campaigns and using landing pages to incubate the lead and build the relationship
- How to track, manage, and rate your leads in your website dashboard
- The importance of integrating in Social Media, Video, and Blogging into your website for maximum results
- How to start with a solid foundation to get sales and keep improving

🔥 How To Create an Interfusion Marketing® Strategy

What this course covers:

You will walk away from this course with a solid action plan on how to blend and weave your website, web marketing, offline marketing and social media into a cohesive system. A workshop setting environment, students will have a deliverable plan to work from.

- Understand your vision of business and who you want to target
- Create main buttons on your homepage to show them they have come to the right place
- Build content and site navigation that PROVES it
- Sprinkle in Engagement Point (AKA calls to action) to compel visitors to click through
- Hook up an automated email follow up to the specific engagement point so you build rapport and raise conversion
- Understand IDX and the strategy behind it. How to leverage it for lead capture.
- Use domain names to capture more leads
- Leverage "calls to actions" by blending them throughout all marketing channels
- Take the guess work out of a social media marketing and advertising strategy (Craigslist, Facebook, blogging, video)
- Steps to stay cutting-edge in your plan of attack so you Re-invent, Re-tool and Re-focus with Consistency

🔥 Marketing To Sellers Facing Foreclosure

What this course covers:

You've been versed and trained on how to handle a short sale and all its details. Now you want to attract distressed sellers so you can help them with their situation and at the same time grow your listing inventory. This class will provide visuals and marketing strategies on how to farm for this business and build a marketing plan to hit the ground running.

Some of the key elements you will learn in this powerful session are:

- Understanding the emotional mindset of the seller and how to tailor your marketing to their needs
- How to implement a PR campaign to attract sellers to your expertise
- Ideas on how to research the local market to uncover sellers in a distressed state
- Create a website that compels the homeowner to engage with you
- Develop a farming, print strategy and PR campaign that will allow you to go "straight to market"
- Use social media marketing strategies to connect with the target market and generate high-quality leads

🔥 Create A Memorable Brand That Eliminates Your Competition

What this course covers:

When it comes to creating and building a brand, you need to understand that it's more than just having a logo. This class will give you essential steps on how to build a brand that reflects the "heartbeat" of your business and creates consumer trust and loyalty.

In this powerful session, you will learn:

- Three questions to building your brand and how to answer them
- Why branding is important in the way you do business today
- How presentation can play in the "law of attraction"
- How to position your business for long term recognition
- The importance of building an exit strategy with brand sustainability

🔥 Building Your GPS For Balance and Success

What this course covers:

What is your GPS set for? In this motivational workshop you will learn how to set your personal GPS for a course to achieve the results you've always wanted in your business. Learn how to set a business focused goal, work towards accomplishing what you've set out to do and sustain the course for long term results. Fun, engaging and with a personal flair, this session will ignite the drive within you to reach your goals!

In this session you will learn:

- The 3 most key components to achieve success and keeping it
- How to get a clear vision of the big picture
- How to stay focused on your vision for the duration
- Understand the power the electricity and energy within yourself to achieve what you want