

# 10 KEYS TO LAKEFRONT MARKET DOMINATION

LAKEFRONT LIVING INTERNATIONAL, LLC

- |     |                                      |  |   |
|-----|--------------------------------------|--|---|
| #1  | <b>Specialization</b>                | 100% Niche Dedication<br>Specialization Trumps Branding      |    |
| #2  | <b>Dedicated Website</b>             | LakefrontLiving.com<br>Solves the Big 3 Barriers             |    |
| #3  | <b>Seller Connect<sup>©</sup></b>    | Targeted Marketing Tools<br>Direct Niche Connection          |    |
| #4  | <b>Buyer Connect<sup>©</sup></b>     | Educate and Prepare Buyers<br>Establish Expertise            |    |
| #5  | <b>Lakefront e-Newsletter</b>        | Stay Top of Mind<br>Develop Relationships                    |  |
| #6  | <b>Lake Life Blog</b>                | Local & National Focus<br>Connects People to Brand           |  |
| #7  | <b>“Keys” Seminar<sup>©</sup></b>    | Communicate Expertise<br>Establish Credibility               |  |
| #8  | <b>Community Connect<sup>©</sup></b> | Local & National Visibility<br>Connecting Like-minded People |  |
| #9  | <b>Social Strategies</b>             | Control the Conversation<br>Humanize Your Brand              |  |
| #10 | <b>GbR Program<sup>©</sup></b>       | Organic Business Growth<br>Fully Automated Referrals         |  |

KNOW / LIKE / TRUST CYCLE

*Changing lives, one lake house at a time*