

**PROFIT
SHARE
MASTERY**





PROFIT SHARE MASTERY

Profit Share Mastery is a company of A-TPL, part of the McKissack Business Systems family of companies and products, and associated with Keller Williams Realty International. The tagline *Building Wealth While Changing Lives* doubles as a mission statement, while Keller Williams' Profit Share is the focal point for channeling that mission and bringing it to life.

Profit Share Mastery includes a variety of products that teach, coach, and empower real estate agents and employees at Keller Williams Realty, Inc. to build passive and generational income through Profit Share.

Feature products include an online course taught by Linda McKissack (the #1 Profit Share earner at Keller Williams Realty), Personal Recruiting Websites, the monthly Profit Share Mastery Podcast, and an annual Profit Share Virtual Summit (currently in its inaugural year).



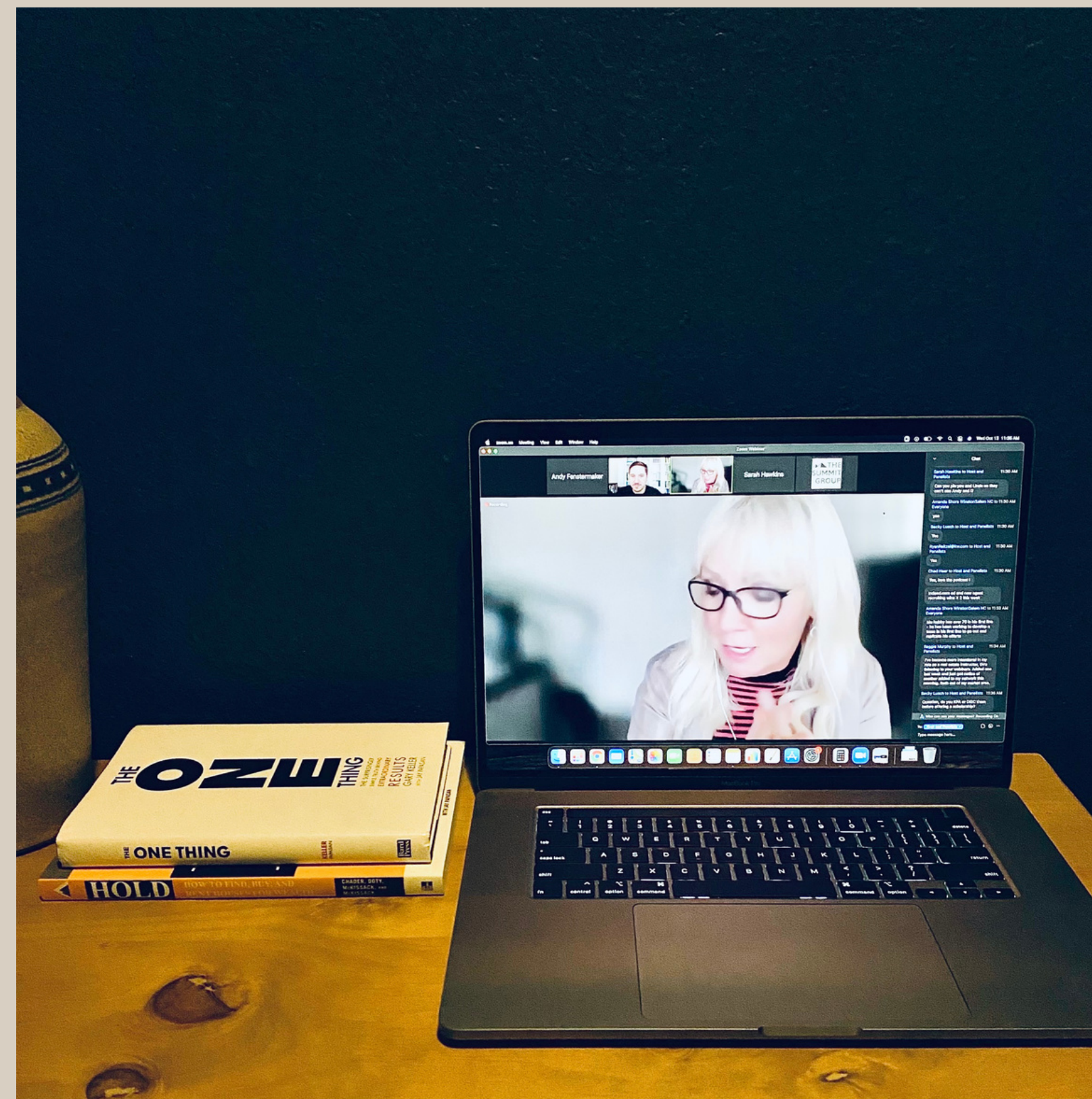
ONLINE COURSE

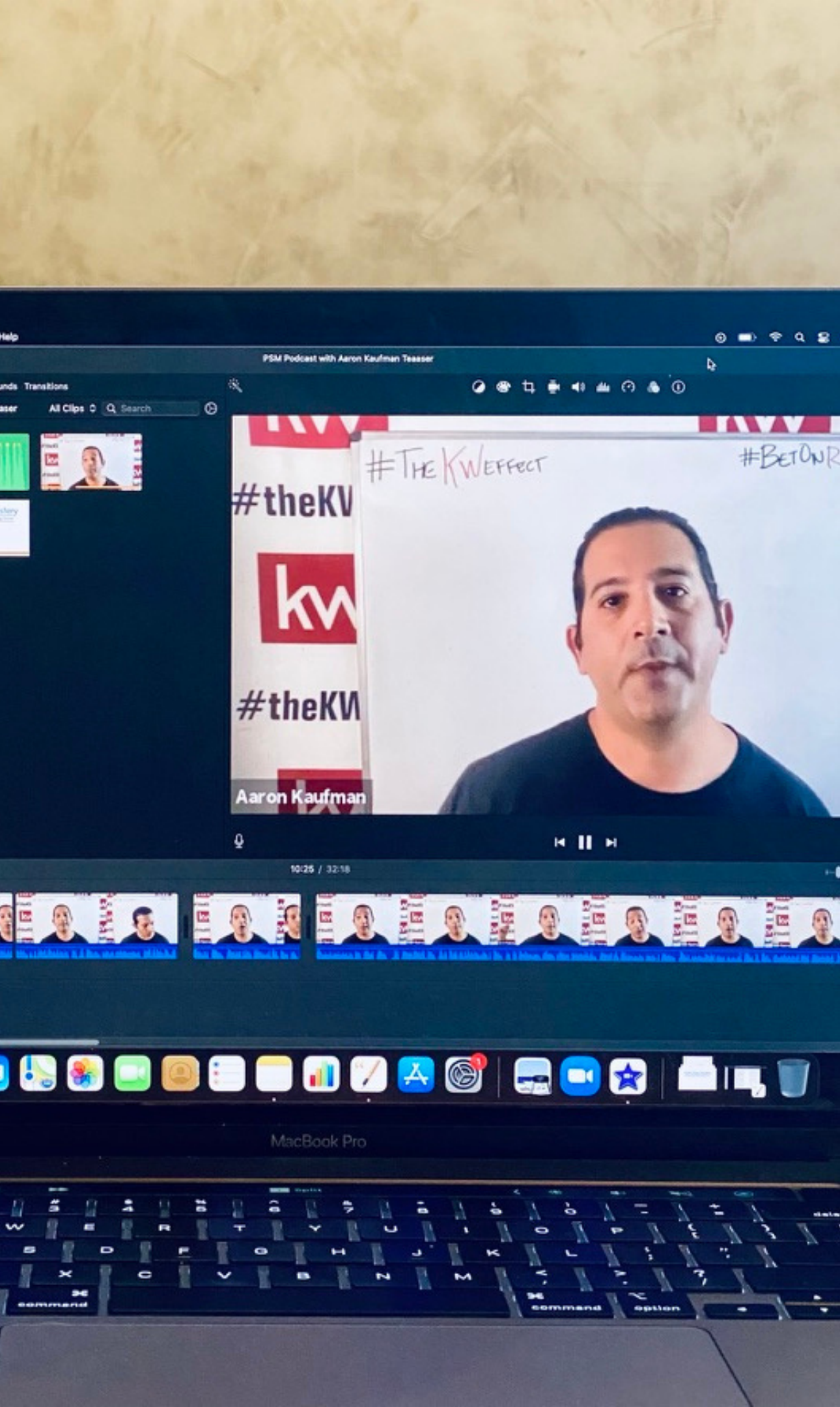
Stemming from Linda McKissack's presentations, coaching, and training on the topic of Profit Share, the Profit Share Mastery Online Course teaches Keller Williams associates everything they need to know about the topic.

The course goes in-depth on how Profit Share works and how it's calculated to Linda's *secret formula* on how she built her Profit Share and became the #1 earner at KW. The course includes 4.5 hours of content, monthly group coaching Zooms, and a supportive community built around the topic.

Joined by her son Pres, Linda teaches how to recruit existing agents while Pres talks about recruiting new agents.

The course amassed over 800 members in the first 18 months.





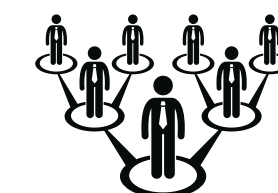
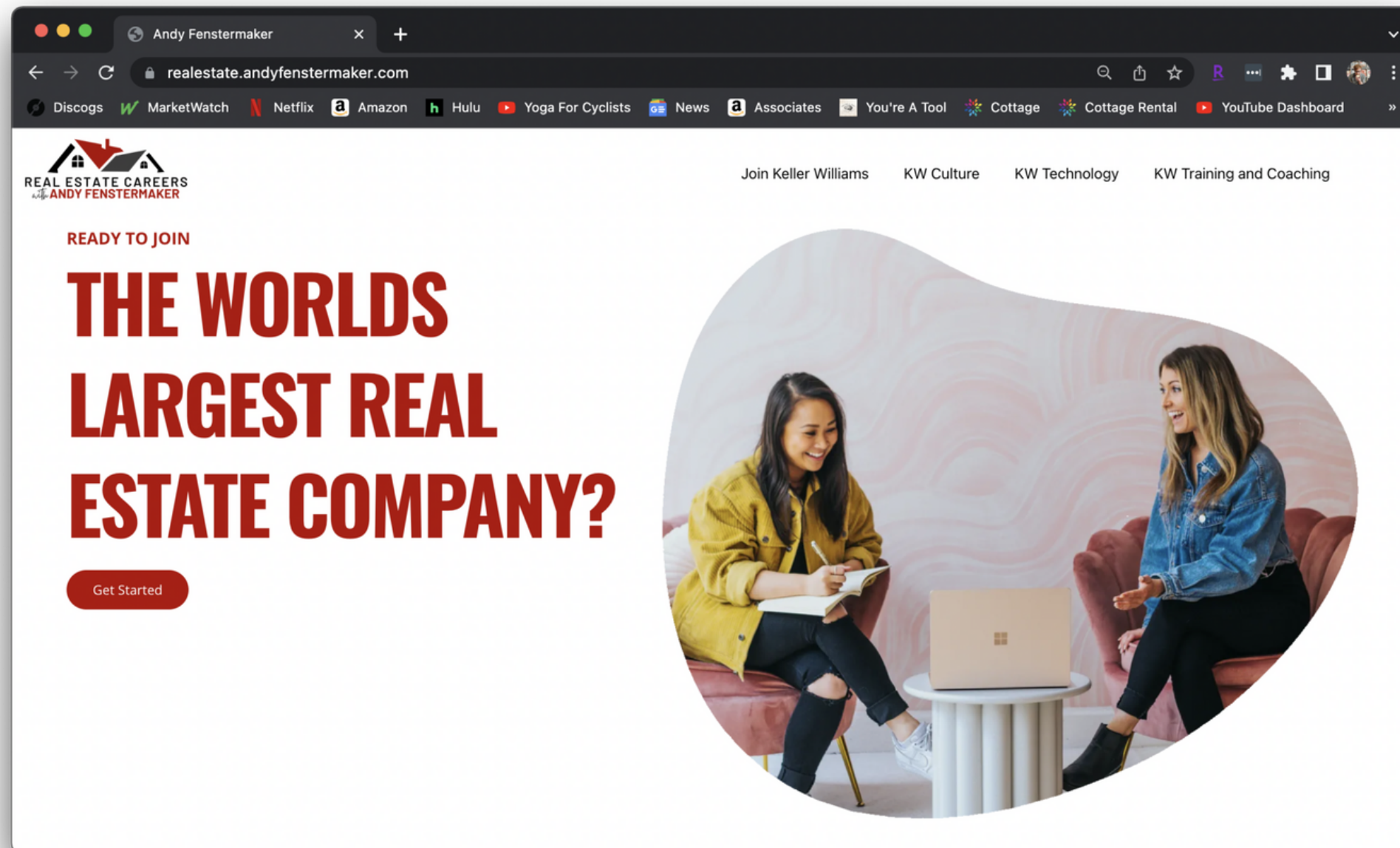
Profit Share Mastery Podcast

PODCAST PRODUCTION & PROMOTION

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Profit Share Mastery
PERSONAL RECRUITING WEBSITES

PERSONAL RECRUITING SITES

These Personal Recruiting Websites with automated drip campaigns were created by Pres McKissack and Josh Boatman to help Keller Williams associates recruit new agents into the company either locally or nationwide, and thus build their downline and Profit Share.

My role was to build out marketing campaigns to launch the product, create the resources for subscribing members with sites, and manage the online member community through Kajabi and on Facebook.

Within the first quarter, nearly 200 sites were sold to associates across the United States and in Canada.

RECRUITING SITES LAUNCH VIDEO

As part of the launch for Personal Recruiting Websites, I crafted a teaser hype video to announce and showcase what all the websites include, features of the sites, and how one person used the same system to become the #2 recruiter in Keller Williams in 2021.

The video was first featured on a live Zoom with Pres and KW Profit Share evangelist and influencer Aaron Kaufman.

Watch the video here:

<https://www.youtube.com/watch?v=5Ft9ng263vg>

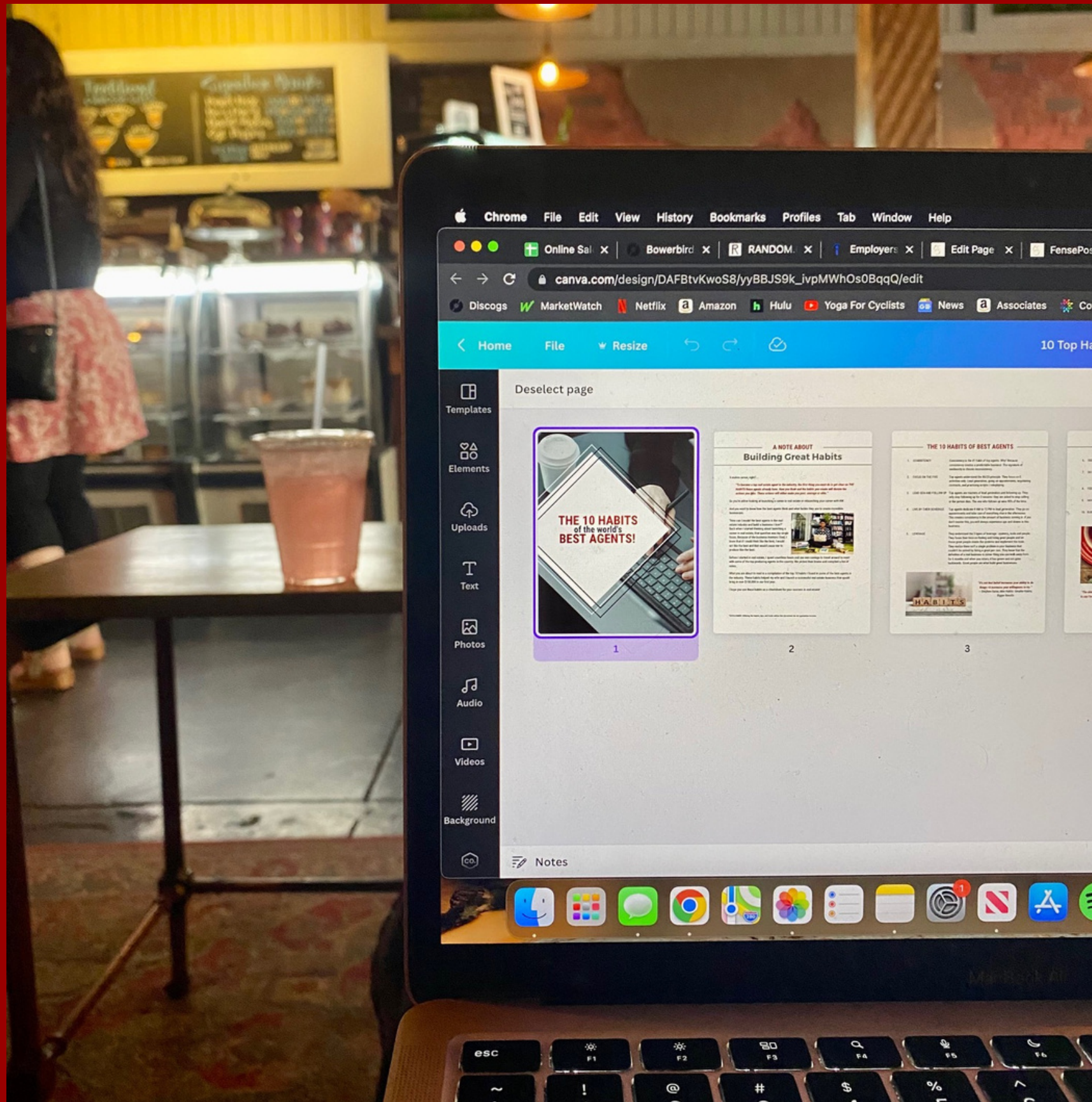


REAL ESTATE CAREERS EBOOKS & WHITE PAGES

Part of the Personal Recruiting Sites, the automated drip campaigns feature targeted content based on how potential recruits and applicants self-select during the application process. When applying through Indeed ads, recruits are landed on an opt-in page where they choose which applies to them: Not in School, Enrolled in School, or Licensed Agent.

From there, the first two options drip weekly emails into their inbox that introduce them to a career in Real Estate. These automated emails are white labeled to the recruiter and feature a variety of content including an eBook, a launch blueprint, and other pertinent information.

I redesigned the collateral for the eBook, Blueprint, and White Pages to be consistent and on-brand with how we wished to present the material potential recruits and applicants received.





COMMUNITY DEVELOPMENT

As part of the resources provided to any associates who purchase a website, I built a resource section within the online course platform Kajabi that provided members with an overview of the onboarding process, resources and best practices on recruiting new agents, and sample ads, scripts, and more.

Additionally, I created and am Admin for the Personal Recruiting Sites private members-only Facebook Group. This group includes over 75% of subscribers and has become a treasure trove of engagement, success stories, and troubleshooting for anyone with a Recruiting Site.

The engagement within the Facebook Group has helped us expand our Kajabi resource section with additional content and frequently asked questions, pull in testimonials and success stories, and recruit potential guest speakers for the Profit Share Mastery Podcast.



PROFIT SHARE VIRTUAL SUMMIT

The Profit Share Virtual Summit is an upcoming one-day summit of speakers, panels, and networking for KW agents and associates who wish to learn about Profit Share, learn strategies around recruiting that others are finding success with, and more.

While not yet announced or launched, the Virtual Summit will feature top keynote speakers from Keller Williams Realty International, influencers and top earners of Profit Share within KW, and panels featuring speakers who are finding success in recruiting new agents and recruiting existing agents. The panels will include discussion on strategy, how-tos, and more.

The plan is to make the Profit Share Virtual Summit an annual digital conference and grow it to feature added networking opportunities. In its inaugural year, I aligned with digital vendor Hubilo to help host the event.