

Real Estate Video Marketing and Narration Visualization



When internet visitors are given a series of Search Results in a Local Real Estate Page, they gravitate to a **Video** if one pops up? Why is that? Real Estate visitors are capable of reading and understanding text - yet when given a choice between reading or viewing a video - **they select a Video** 9 times out of 10!

It is all about Story-Telling, and if you are able to combine your Meta Tags, Keywords, and Video SEO strategies with your Web visitors you have now connected at a higher plain... Let's learn the role of Video in Real Estate Internet Marketing!

► Handouts

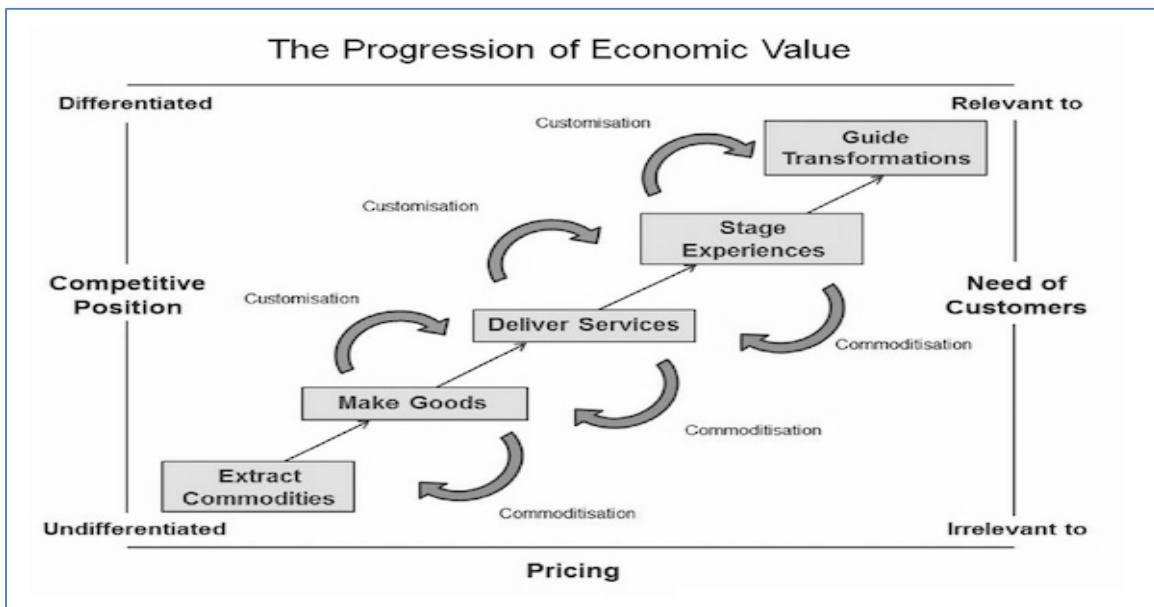
- Please make sure you are in **possession** of today's Handout. They are available the morning of the Live Session;
- There are **blanks** that you will need to fill out – the text that appears on screen "**Red and Bold**" is what you are supposed to write;
- Please **be engaged, interact, ask questions** – and trust yourself and your ability to learn. The Notes you take during the class are more important than the Handout I give you;
- Try your best to **apply** what you learn as quickly as possible; and use the **How-To Videos** to reinforce your learning

► **Big Picture:** *Reflect on these 2 quotes on Marketing:*

- "Good Marketing makes the company look smart. **Great Marketing** makes the Customer _____." – by Joe Chernov
- "Even when you are Marketing to your **entire audience**, you are still simply speaking to a _____ at any given time." – by Ann Handley

► My Job Today

- My Job Today is to _____, set the stage, and **encourage** you to see **Video Marketing** in a New Light before it passes you by;
- The Topic is quite large but I learned something that I hope will resonate with you: "**Those who get going the soonest remain _____ the longest...!**"
- In order to understand the Role of Video in Real Estate, Internet Marketing, and Customer Acquisition – we must understand the _____...



► **The New Economy – Video Clip by Joseph Pine, The Experience Economy**

► **Authenticity**

- The Good News is that _____ is the new world of Being a Marketer, an Entrepreneur, and a Real Estate Professional!
- The Bad News is many you keep looking for new ways _____ to be Yourself – Rather than realizing that _____ the Commodity that is being transacted during a Real Estate Transaction...
- You are the **Good**, the **Service**, and the _____ being bought and Sold – **Not the Home!**
- "The only person you will ever become is yourself, everyone else is already taken!"**

► **Time for Reflection - Let's take a few minutes, and write down all the thoughts that come to your mind...**

- How do you **promote** yourself and your Real Estate **Expertise**?
- What do you need to do to join **the top 50%** of Successful Real Estate Agents?
- Finally fill in this sentence: **"If You Really Knew me You would know this about me..."**

_____ "

► Listing Perception

- Consumers perceive that a Property Video offered as part of the Marketing Strategy of a Real Estate Agent _____ of their Home;
- If given a choice between 2 Agents they would pick the one who explains and offers _____ as part of their Real Estate Listing Package;
- I call it "**Listing Perception**" because _____, more than any other Strategy, Sells the Listing fastest!

► Engagement

- According to Forbes, _____ of Business Executives would rather watch a video than read text;
- Even when the amount of time spent reading the text is equal or shorter than viewing a video;
- The Internet is about _____ **Consumption** of information – Make it Visual!
- Don't just **Tell Them** – _____! Video does this better than any other medium.

► Your Brain

- According to Neurologists: _____ of information transmitted to the brain is **visual**, and Pictures and Videos are processed **60,000X** faster in the brain than text;
- Reading and Writing require **Concentration**, Analysis, and in a sense you are in a Working Mode!
- Video adds a dimension of _____, and **passive absorption**... This does not mean we abandon the Writing Process – No, we turn it into Visuals!

► Validation

- "Before you can tell me How _____ your service and/or brand are to my Real Estate Needs, you need to get _____!"
- _____!
- Getting attention leads _____ – The Selling and "The Falling in Love" happen at the appointment – --- We want our Future Customers to _____!

► Video Topics

- Agent Intro Videos;
- _____;
- Neighborhood Intros;
- Designations;
- _____;
- Awards/Recognitions;
- _____;
- Special Reports;
- Educational Videos;
- Intro to your Website;
- How to Use and Navigate your Website;
- _____; ...

► Why should I care about You?

- Live with these types of Questions and you will come up with lots of Video Ideas:
- "Why should I _____ to help me with my Real Estate Needs?"
- What _____ are you Providing your Real Estate Customers? And what have they said about you?
- How do you _____ your Value Proposition? What Educational Topics can you share to reveal it?

► Video Platforms

- _____ is the Main Social Media Video Server;
- _____ allows you now to upload Videos;

- _____ is worth knowing – it offers a Free Version but also a Paid Video Server that you control everything;
- If you are a blogger _____ your Videos in your Post – Consider even _____;
- You can also **upload** Videos to LinkedIn, Twitter, Instagram, etc...

▶ How was this Video Recorded?

- Let us **watch**: <https://vimeo.com/114606907>
- Topic: **“3 Things You Should Know Before Buying or Selling Land”** with **Kristen Maley** and **Bob Keeran**;

▶ Equipment

- The Video recorder is actually the **Galaxy Note 3**, which is a _____;
- They have a **Tripod** with a Smartphone holding Clamp;
- They have 2 **External Microphones** hooked to a Splitter;
- Before shooting they ____ their main ideas, write down their Bullet Points, then shoot...

▶ Audio

- You must get yourself the proper **Microphone** for your device – Search for your device and **Lavalier Mic** and you will find the appropriate one;



► Holding the Phone

- Avoid holding your Smartphone by the body, it will wobble in your hand – Get a **hand Stabilizer**, _____, or Selfie-Stick with a clamp – it will help you take better Narration Video.



► Tips to Help you with your Videos

- Ideas to Control _____; <http://bit.ly/key-lighting>
- Learn The Rule of _____;
- Keep your Eye on _____;
- _____ your Shots makes your Video Interesting;
- But Most importantly focus on _____ genuinely, authentically, and talk past the Camera – _____ the Camera. Work with Colleagues and you will get better!

► Embedding YouTube Videos

- Go to your YouTube Video, and below it click on the **Share** Icon, and go the 2nd Choice called **Embed**;
- Click on the **SHOW MORE** so you can Select the Size that works best for your Blog or Web Page;
- Uncheck the 1st Box called '**Show suggested videos...**';
- The Embed Code named **<iframe ...** has been updated and is ready to be copied - **Copy the code**;
- Go to your Website or Blog and Paste it there...

► Make your Voice-Over Videos

I understand that some of you have a fear of making Videos; especially with cameras that are pointed at you...

Remember: You have a story to tell and you must try to tell it; in fact _____ **the most important part** of your Real Estate Story

Embrace the idea of using _____ and capturing for the internet to place on YouTube. Especially those of your listings.

► Your voice

If you do not want to capture yourself live on Video then you _____ capture your own voice describing or talking over the slides...

Your _____ and very important to potential clients; you will spend more time talking to your customers over the phone than you will in person;

Slide Narrations help you **cement** your voice! Those of you who have eListings should experiment with the voice over there as well.

► Software

This is easy...

On the Mac iMovie is what most people use;

On the PC most people use Windows Movie Maker;

And there are thousands of web Services, like animoto, software like Camtasia, and apps on phones and tablets...

Let me share with you an idea you ought to consider... it does not require any editing, it is immediate, and in my opinion a very good start for Agents: **Screencast-o-matic.com** ...

► Screencast-o-Matic.com

I like it because of its simplicity...

- Think of this way: **if it is on your screen it can be capture on video** showing everything that you see, or showing a portion of the screen that you have blocked out;
- You can have as many takes as you want; the videos do not upload until you decide to so;
- You are limited to **15 minutes per video** which is perfect!
- You can upload to YouTube directly! and it's **Free!**

▶ **Choose Creativity! With Ira Glass, Radio Host of This American Life**

▶ **Your Business Plan**

- Create and Enhance your **Business Plan for 2018** & make sure you tackle these questions:
- What are my _____ in every aspect of my life? **My Career; My Family; My Well-Being;** and **My Community;**
- Why is Real Estate _____ to me?
- What am I willing to _____ that is superfluous in my life in order to achieve my Dreams?
- Here are 2 versions: bit.ly/bp-long or bit.ly/bp-short

▶ **Habit #1**

- _____!
- This is the process of _____ 30' to 45' a week, preferably on a Friday Afternoon or Saturday Morning in which you go over all of the leads of the week, making sure they have been added to your contact management system;
- This process will help you stay up to date, and start generating **Organic Productive To-do Lists** for the upcoming weeks.

“If you want to make an easy job seem mighty hard, just keep _____ doing it.” -
- Olin Miller

► Habit #2

- Visit your _____!
- Don't wait until you have a listing to visit your Farm Areas;
- If you do have listings, or your office has them, hold _____ with the intention of Prospecting with the Neighbors;
- Remember this simple question: " _____ ?"

"A year from now you may wish you had started _____." -- Karen Lamb

► Habit #3

- Start Writing _____;
- A Long Description is simple 5 or more paragraphs describing your listing first by _____ and geography, 2nd by **Amenities**, and finally by focusing on the _____ around the Neighborhood;
- This Unique content is **not** Syndicated and if it appears in your Website it will help you grow your Google index and influence...

"Procrastination is the fear of success. Because success is heavy; it carries _____ with it, and it is much easier to procrastinate and live on the 'someday I'll' philosophy." -- Denis Waitley

► Habit #4

- Start Taking Pictures of your Listings _____;
- In addition to taking pictures for the MLS, consider additional _____ that you can use in your Website, as well as Social Media to promote yourself and the property;
- Also Consider a channel of pictures in **Pinterest** or **Instagram** for these pictures;

"Don't wait. The time will almost never be just _____." -- Napoleon Hill

► Habit #5

- _____ **once every 2 Weeks; or at least once a month;**
- Those who control their **content**, control their Blog Marketing;
- Think of Blogging as _____; and the more localized your blog posts the more you are reaching out to the local Sellers;
- Get in tune with your community and start becoming the **Lifestyle** Real Estate Go To Person.

“In a moment of decision, the best thing you can do is the right thing to do. The next best thing is the wrong thing, and the worst thing you can do is _____.”

-- Theodore Roosevelt

► Habit #6

- Grow your** _____;
- Remember this important concept: Social Media Marketing is the process of _____ and reinforcing the connections you already have with the people you know, in order to _____ to their sphere of friends and acquaintances that you do not know;
- Add your clients to Social Media Methodically;

**“You do not need to see the whole Staircase in order to climb; Just take _____
_____!”** -- *Paraphrased by Key*

► Habit #7

- _____ **with you in it once a month;**
- Many Real Estate Agents have yet to embrace Video Marketing, and tend to _____ the process;
- You will only get good at Video by doing it; Embrace _____ of your Listings; Share short clips of Videos of the upcoming Open Houses you are going to hold; etc...

"Much of the stress that people feel doesn't come from having too much to do. It comes from _____ what they started." -- David Allen

► Habit #8

_____ **the moment you close a deal;**

Your Website should be strewn with **testimonials**; Many of you have done a great job for others and because you waited too long to ask for a testimonial you end being seen as having the same experience as a new agent;

Strive for **Video** Testimonials;

"The Winners in life think constantly in terms of _____, _____, and _____. The others concentrate their waking thoughts on what they should have or would have done, or what they cannot do." -- Denis Waitley

► Habit #9

_____ **on a regular basis to past clients - preferably including a video to you!;**

As an industry we sometimes do a terrible job of _____ with past clients;

Worse, our Newsletters are never turned into _____ within our websites so they can gain longevity;

And Worse, Worse, Worse... Some of us do not even _____ or modify our own Newsletters...

"Motivation is what gets you started. _____ is what keeps you going." -- Jim Rohn

► Habit #10

Start Adding your _____ in your website;

Why you ask? The word _____ is a powerful message for _____ – Our Websites need to become attractive to not just buyers;

The second reason is that you are adding Pages and Pages of content to your website, which increases your **scale and index** with Search Engines.

➔➔➔ Tweet Assignment

Post a Tweet that includes **your Hashtag** and **#LiveTrainingRE** sharing why you love the Real Estate Business;

➔➔➔ Easy Assignment

Set an **Appointment** with your Broker and discuss your 2018 Business Plan; if you do not know how to put one together he or she will know how to help you;

Take a step towards video – it is ok to be a bit afraid and unsure of yourself – jump in;

Fill your life with **Gratitude** – it is a deposit in your soul that will pay you back greatly!

▶ Big Picture - Reflect on these ideas:

“Good business planning is 9 parts _____ for every 1 part strategy.” – Tim Berry

“ _____ for what is difficult while it is easy, do what is great while it is small.” – Sun Tzu
