**Content Series Info**

**HOWDY!! If you are reading this, CONGRATS!! You are taking the initative to learn more**

**about this AWESOME video series. You are on the right track.**

**What makes this video series soo Awesome?**

**From a production standpoint, it will be filmed using three cameras. Two Stationery and one moving. Giving the Audience a professional viewing experience.**

**From a branding standpoint, your audience will get a full 360 of info. I suggest mixing a little business with personal, pick the questions that will bring value to your audience. You’ll be front and center shining under the lights.**

**Regarding Time, you will get it all out of the way in this one shoot that will give you content for months. NO more Stress.**

**Now the Logistics..**

1st Step – **Pick a Location** – Whatever location you’d like works for me. Keep in mind space, lighting, background, etc.

2nd Step – **Find A Partner** that you’ll be able to speak with during the shoot. He/She won’t be on camera, they will be there to make you feel comfortable and give support/eye contact during your responses. Keep you at ease.

3rd Step – **Questions/Content** – Here are some samples questions that you could consider

PICK 10

* Best Advice for first time home buyer
* Buying vs Selling General Benefits
* What % of your clients are buyers/sellers
* The Real Estate Process
* **The Power of working with a Team than individual**
* **Storytime- Tell a success story**
* Top 3 reason " Insert Topics"
* Should/Why you hire a realtor?
* 3 Easy Tips to Sell House for Top Dollar
* Core Values in your business approach
* **Market Update**
* Why You? Experience?
* How will you keep me informed
* Why Baird?
* **5 Biggest mistakes first time home buyers make**
* How will you market my home?
* How do your realtor fees work?
* **3 mistakes when purchasing in Spring ( Seasonal Video )**
* Recommended Vendors
* Favorite neighborhood/ Which Hood do you enjoy working in
* **Monthly influential interview in community**
* What clients can expect working with you
* What motivates you, inspires you
* What got you into real estate
* **If your not going to sell your home, here are 5 things to bring your home up to today’s standard**
* What did you do prior?
* Growing up you wanted to be
* What do you do outside of work?
* any particular hobbies hidden talents
* Family Life

4th Step -**Practice your answers,** Keep responses short, no more than 1:30 min. Remember body language.

Time- Plan around 2 hours for the shoot. Plenty of time for redos, etc.

**Video Goals** – Humanize your brand, become relatable, knowledgeable, showcase personality, connect with your audience with an organic, comfortable, non-scripted relaxed feel

**Wardrobe**- Bring at least 2-3 different shirts for variety.

And last but not least, HAVE FUN!!! BE YOURSELF! DON’T OVERTHINK THIS. YOU ARE A MASTER OF YOUR CRAFT. SHOW/TELL EVERYONE WHY YOU ARE AWESOME!!

I’m here to make sure everything flows for ya