



FACEBOOK LIVE

WHAT CAN I MAKE VIDEOS ABOUT?

- Just listed
- Just sold
- Open house
- Sneak preview
- Client testimonial at closing
- Client testimonial why they hired you
- Market update
- Community event
- interviewing other vendors
- Create your own show
- Local business

SAMPLE SCRIPT FOR MARKET UPDATE

Hi this is (insert name) with (insert team or company name) I am here with your market update for (insert area your providing update for)

In the (insert time frame ex. week, month, etc) there have been
(insert number of new homes) new homes on the market
(insert number of homes went into contract) Homes went into contract
(insert number of homes closed) Homes Closed
(insert number of homes expired) Homes that expired

And what that means to you is (make sure you give your expertise or interpretation on the market)

Bonus Note: People are looking for actionable information based on what you share with them.



PLAN • POSITION • EXECUTE

Position:

- Who do you want to be in the market place?
- What do you want to be the expert in?
- What do you want people to know you for?

Planning:

- Make a detailed plan on how you will execute your position in the market place.
- Block time and map out the series of your content. Think about the journey of a customer and how they
- Will relate to what you are sharing.

Execute:

- Create a content calendar and execute what you have planned. Know when you are going to release your content and don't go flying off the edge of your seat.

HOW TO THINK THROUGH MAKING A VIDEO?

3 things to consider

- What do you want people to think when watching your video?
- How do you want people to feel after they watched your video?
- What do you want them to do after watching your video?