



Video Script

- CHEATSHEET FOR REAL ESTATE -

PorchLyte Video Script Tips

PLEASE NOTE:

This template contains everything you will need to create compelling videos so that you can leverage its power to attract, qualify and convert new customers to your real estate business.

Utilizing Facebook Live or Instagram Live will get you the best reach and you also don't have to worry about editing your video. Facebook Lives looks best horizontal and Instagram works best with vertical video. See the Facebook Live Cheatsheet for more tips on that. You can also pre-record your video if you like until you feel more comfortable doing Lives.

Consider naming your video segment if you are going to do it on a consistent basis. It will then become recognizable by your followers and they can easily tell others to keep their eye out for it!

And then finally, once you are done, consider downloading a copy of your Live and upload it to YouTube to gain maximum exposure and leads.

**Remember, be yourself! You don't have to get it perfect..... you just have to get it going!



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VIDEO HEADLINE:

MOVING CHECKLIST MUST HAVE'S

VIDEO SUMMARY:

MOVING! The very thought of it can send chills down our spine and can cause us to break out into a cold sweat. Experts say that any kind of "change" creates "stress". Moving, represents a huge change and naturally brings a great amount of stress along with it. But with the proper planning and preparation these tips will help you elevate the unwanted stress of moving!

VIDEO SCRIPT:

Intro:

Hello and welcome to [Name Of Your Show], my name is [Your Name] and I am a real estate agent serving the area of [Area Name]. Today we are going to be talking about [Topic] MOVING CHECKLIST MUST HAVE'S.

If you know of anyone whom you think this may be of interest to, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

Hook:

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.



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Content:

****[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]****

Moving, (and especially if we are relocating to a new city or state), represents a huge change and naturally brings a great amount of stress along with it. This can be a double whammy, because stress can lead to a lack of energy and motivation. Many of us tend to procrastinate during stressful periods of our lives. This is one time, though, when we must rise above that. When preparing for a move we need to put the pedal to the metal and get a lot of things done.

This must have checklist contains many suggestions that may seem like "no-brainers". However, the very act of implementing these simple suggestions and reminders can become a significant security blanket as the dreaded time approaches.

Get rid of what you don't need.

Many of us are "pack rats". One thing that we can accomplish immediately is going through all of our "stuff" and getting rid of what we don't need anymore. Moving unwanted clothing and knick knacks from one place of residence to another is a great waste of time and effort. It is surprising how much more in control we feel once we start narrowing down our "inventory" to what we actually need to keep.



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Content:

Getting rid of the unwanted items can be done by having a garage sale long before moving time and then donating the leftovers to the Salvation Army or other charitable groups.

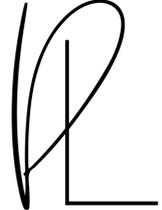
Get all important papers and documents together and secure them.

Since moving is hectic, to say the least, we need to be aware of the exact location of all of our important items. Things that we absolutely must not lose or misplace should certainly be hand carried, not put in a box for the movers:

Address Books, Birth Certificates, Bank Statements, Checks, Credit Cards and Statements, Home Movies, Irreplaceable Memorabilia, Insurance Policies, Marriage Records, Medical and Dental Records, Military Records, Passports, Photos and Photo Albums, Resumes, School Records, Stock Certificates, Tax Returns, Telephone Numbers, Valuables, Vehicle Documents, Wills.

Prepare well in advance for living at your new location.

There are many things that we can do at our new location well in advance of our move that will help smooth out the bumps and grinds of our relocation process when the actual event occurs: Open up new bank accounts. Open up a new Safe Deposit Box. Contact the new area utility companies and arrange for your new services.



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These can include Cable TV, gas, electric, oil, telephone, water and Internet access. Arrange for new medical providers.

If you are moving to a new state, contact the DMV and get forms necessary to re-register your vehicles. Contact your insurance companies and find out if your car insurance, homeowner's insurance, etc. can be transferred. If not, find an Insurance Broker in your new area and discuss your needs and requirements for new policies. Go to the post office and get a moving kit.

Prepare a change of address forms for all of your correspondents; credit card companies, other credit accounts, banks, insurance companies, current utility companies for final statements, magazines and other subscriptions, family, friends, and any other persons or businesses that you correspond with on a regular basis.

As the time approaches, organize and store important phone numbers.

As moving day approaches and when the moving process actually begins, you don't want to be hunting for phone numbers in wallets, purses, or address books. Organize them into one safe place for both your old and new contacts: Banks, Doctors, Emergency contacts, Family members, Friends, Landlords or Real Estate Brokers, Movers, Pharmacies Schools, Storage Facilities, Utilities.



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Call to action:

With proper planning and preparation your next move in to your new abode can truly endure a minimum of chaos and clutter with these handy Moving Checklist Must Have's.

Good luck on your next move and if you would like more information about this topic or need any help getting started, feel free to reach me anytime at [\[your contact info\]](#).

CONCLUSION [TIME TO WRAP UP]:

Thank you for joining me today, and don't forget to tune into next week's show!



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Facebook Live

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PROMOTE IT

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your data base, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

WRITE A SCROLL STOPPING HEADLINE

Your description about your live by the far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

SET THE TONE

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

CONNECT

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

CREATE A FEW PRACTICE VIDEOS

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

ASK YOUR VIEWERS TO INTERACT

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

HAVE AN ACTIONABLE SIGN OFF

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

REACH MORE PEOPLE AND GO LIVE OFTEN

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- Hot topics or breaking news
- Go live with an industry leader such as a mortgage broker or home inspection
- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.
- Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

PROMOTE AFTER IT'S DONE

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well. Now aren't you smart!