



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:

4 WAYS TO COZY UP YOUR KITCHEN FOR FALL

VIDEO SUMMARY:

In this video, we're going to talk about 4 easy ways to cozy up your kitchen for fall. This magical season only comes once a year so why not enjoy it from the heart of your home? Decorating your kitchen for fall doesn't need to be time consuming or expensive, with these tips you'll get your kitchen fall-ready in no time!

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] 4 Ways To Cozy Up Your Kitchen For Fall.

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.

While telling a story, you can also ask your viewers to share their own fall décor stories and ideas via the comments section.



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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.]****

Fall is finally here! It's the season to be festive. This magical season only comes once a year; so why not enjoy it from the heart of your home while preparing your daily meals?

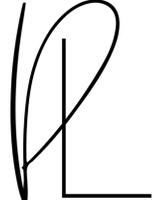
Decorating your kitchen for fall doesn't need to be time consuming or expensive. I'm giving four easy tips that you can do to achieve that cozy fall kitchen feel.

First, set the mood by decorating with fall-themed accessories. Start with the colors. Match the colors outside. Go with earth tones and warm wood accents. Add elements of dark textiles for a cozy effect.

Now is also the time to change those rugs and hand towels to colors and prints that match the current season. I really love how I can easily replace these items and give a completely different feel of an area in the house.

Finish decorating by putting up a nice fall-themed painting or artwork to add to the cozy feel.

If you want to be a little extra, why not get some fall-themed kitchenware to go with your accessories? Functional items can also be used as fall-themed decorations. Place a woven basket on your countertop and put your supplies in there. Store goods in attractive jars. Use wooden spoons, wooden chopping boards, and copper pots.



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Content:

Beauty and function in one. Your actual kitchenware adds to the coziness of your space. Who wouldn't be excited to work in the kitchen with these decors and items?

Moving on to our third point, stock up on seasonal produce.

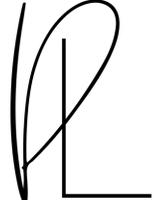
Nothing beats fall dishes if you ask me. I love everything pumpkin- and apple-themed! So if I were you I would take advantage of this season to stock up on seasonal produce, not only for cooking and baking purposes but to decorate your kitchen too!

You can place fresh pumpkins on your countertop to make the space feel more organic and natural. It will also perfectly complement your copper cookware.

This is also the perfect time to add amazing fall aromas to your kitchen. I'm thinking cinnamon, pumpkin spice, nutmeg, and anything that brings back good fall memories to you and your family.

Finally, my fourth and final fall décor advice is to add indoor plants. Don't get me wrong, I love indoor plants all-year-round! But fall really has this amazing trick to turn everything magical.

Imagine your earth-toned accessories, pumpkins, and then a cute little succulent beside it! It's just perfect.



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Content:

Of course, the thing with indoor plants is that they need care and affection. If they die, they're definitely not going to look good and you have to throw them out. So if you have a history of killing plants, better stick to plastic plant ornaments for the meantime. I mean, it won't be the real thing but it will serve its purpose as fall décor.

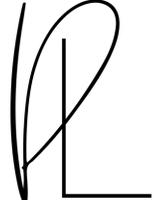
Call to action:

Decorating your kitchen for the fall is a fun way to really get a good feel for the season. Fall is so unique and magical in its own way, and it only comes once a year. So why not go the extra mile to really soak in this season? If you want to know more about this topic, feel free to reach me anytime at [\[your contact info\]](#).

CONCLUSION [TIME TO WRAP UP]:

Once you're done with your fall-themed kitchen, please share the photos with us through the comments section of this video. We'd love to see how you transformed your kitchen.

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

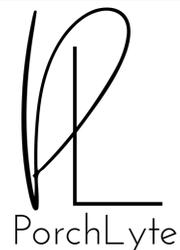
By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- 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!



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