

# Is Your House Haunted? 6 Chilling Ways To Find Out

**Video Headline:** Is Your House Haunted? 6 Chilling Ways To Find Out

**Video Summary:** Have you been sensing a different presence at home or is it just the Halloween vibes? Here are six chilling ways to find out if your house is haunted for real.

## I. Introduction

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 talk about “Is Your House Haunted? 6 Chilling Ways To Find Out.”

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

## II. 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.

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

## III. Content

Have you ever had that eerie feeling that someone else is in your house? During Fall, it's sometimes normal to sense more darkness and otherworldly energy around us. Nights become longer and it tends to be more cold and gloomy. But if you've been feeling haunted at home lately, here are six signs to know whether you are just imagining things or if there is really a ghostly presence at home.

The first thing to know is **whether your home has a spooky history**. When you buy a home, there's always a home disclosure that should include any crimes or grim events that have happened in the house. Make sure that you also asked your real estate agent of the home seller about the house's history. Aside from that, you can also do your research. You might be surprised to find out that the house was built on top of an old cemetery or hospital.

Once you've figured out your house's past, let's move on to other signs that you might be feeling personally when at home. **Are there any cold spots at home or do you feel sudden changes**

**in temperature?** Unless your HVAC system needs some repairs, cold spots or sudden temperature changes can be a sign of a ghostly presence. Try to purposely heat up the area where you feel cold spots and see whether it still stays cold to know if something is really up.

**Do you hear weird sounds or see mysterious shadows?** Sometimes, it's normal to see things and to hear random noises at home. It could be your neighbors, the wind, or trees and animals outside. But when you are constantly experiencing unexplainable scenarios, maybe it's time to consider calling a medium.

The fourth sign of having a spirit at home is when **things aren't always where you left them**. Although sometimes, it can be your memory or other people at home moving things. But ghosts can be playful and mischievous and there can be moments when you know exactly where you left something, and the next instant, it's not there or in a different location.

The fifth sign is when your **pets suddenly behave strangely**. Many believe that pets can sense spirits and ghosts. Take note of your pet's weird behaviors at home - barking at thin air, whimpering, or crying - and you might realize that they are sensing another presence.

Last but not the least, **technological glitches** are sometimes caused by ghosts. Spikes in electromagnetic field readings (EMF) are often used by paranormal experts to detect whether there are spirits. If you've noticed technological glitches or high EMF readings at home, then it could either be faulty wiring or ghosts - both of which are alarming!

#### **IV. Conclusion [Time to wrap up]**

Having a haunted house can be cool and creepy at the same time. No one knows your home better than you, so if you think that there might be ghosts or spirits lurking, then it can be best to trust your guts. Don't be afraid to contact a professional if you need help handling any paranormal activity at home.

#### **V. Call to Action**

If you have questions about ghost-free homes in [area], feel free to reach me anytime at [your contact info]. I'd love to have a chat with you!

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

# FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

## **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 database, 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 is by 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 More 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 It 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.