

# 8 Easy Ways to Cut Your Home Heating Costs

**Video Headline:** 8 Easy Ways to Cut Your Home Heating Costs

**Video Summary:** Cut your home heating costs this winter with these easy tips so you can save up on money without sacrificing the warmth.

## 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 8 Easy Ways to Cut Your Home Heating Costs

If you know 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!

## 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

Nothing beats staying at home warm and cozy curled up with a good book. But if you're wondering why your bill is always so expensive during this time of the year, you might not be heating your home efficiently. Here are some ways to cut your energy costs!

**Reverse your ceiling fans.** Put your ceiling fans in reverse during the winter months so they run clockwise. This will allow the fan to push the room air up toward the ceiling and force the warm air down, and that helps to heat the room without giving you the wind chill effect.

Save money by **turning down the thermostat** 8-10 degrees when no one's at home - during your work hours or when you have a weekend family trip. If you keep forgetting, it might be worth investing in a smart thermostat instead. It can program the thermostat automatically, saving you time and money!

Welcome the sun during the day. **Let the light in** by opening the curtains as it will help naturally heat your home. Aside from getting heat, the sun is also a good source of Vitamin D. So doing this is like hitting two birds with one stone. Just make sure to cover the windows again at night to keep the cold air out.

The fourth way to save up on energy costs is to **close unused rooms**. Make sure that the doors to rooms you rarely use are always closed. Doing this actually makes it a lot warmer in rooms that you actually use, and is definitely one of the easiest ways to save energy. Make it a habit to close rooms and you'll see an improvement in your energy bill!

Dirty furnace filters can contribute a lot to your energy bill. While no one likes to handle these filters, **replacing filters** is a need. Making sure to replace the filters at least once a month or to follow the instructions on when to replace them will make it more energy efficient for your home!

Moving furniture is not only for decoration or aesthetic purposes, it can also **improve the airflow** at home. Make sure that there is no furniture or appliance blocking your heating vents. Improving the airflow at home and making sure that they are not blocked will help your home heat more efficiently.

Cold weather is a sign that **it's time to bake and cook!** I know you love baking and cooking for your family but doing it during winter can actually help you warm up your home. Once you're done baking, leave the oven door open to let out the cozy heat. Just make sure to keep kids away! We want to warm their hearts and stomach but we do not want to burn their hands.

The last yet definitely the one that you shouldn't forget is to **get an energy audit**. There are a lot of energy auditors whom you can call to conduct an energy audit for your home. For only a minimal fee, the auditor can identify the areas of heat loss and you'll be able to know where you can improve to make your home more energy efficient.

#### **IV. Call to Action**

If you would like to know more home tips for winter, feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with you!

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

Heating your home doesn't have to be expensive! Following these tips will surely help you cut down on your energy bill and make your heating at home more efficient. Do you know any more tips to save up on heating costs? I'd love to hear about your experience. Share them in the comments!

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.