

5 Simple Ways To Feng Shui Your Home For The New Year

Video Headline: 5 Simple Ways To Feng Shui Your Home For The New Year

Video Summary: New year is usually the time for change, including your home. Redecorating and rearranging in time for the new year is a common practice among homeowners. Using Feng Shui as a guide can help give your home a new look while radiating good energy at the same time. In this video, I'll share 5 simple ways to Feng Shui your home for the new year.

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 5 Simple Ways To Feng Shui Your Home For The New Year.

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

Do you believe in Feng Shui? Derived from the Chinese tradition, Feng Shui is a practice that relies on spatial arrangement and orientation in relation to the flow of energy and its positive or negative effects on those who dwell in the space. As we welcome the year of the Water Rabbit, redecorating your home with the guidance of Feng Shui will not only give a fresh look to your home but will also provide better energy that can influence your everyday life.

If you feel overwhelmed with all the do's and don'ts of Feng Shui practice, no need to worry too much as you can easily Feng Shui your home for the new year with these 5 simple ways:

First, the **Yin and Yang**. These opposing forces rule the Feng Shui principles, which means balance. So for every decor that you will be doing for your home this coming new year, make

sure that there will be a balance of colors, materials, layouts, and shapes. To achieve this, start by decluttering your space. This will let good energy flow freely. Also, consider the flow of fresh air and natural light. Put a lamp in darker areas, add a pop of color against neutral tones, and other decors that will ensure balance in your home.

Next, since 2023 is the year of the Water Rabbit, **wood and water elements** are thought to bring luck and harmony to homes. With this, the lucky colors for next year are azure and light green as they reflect these natural elements. Incorporate these elements into your home by utilizing a biophilic design. In case you don't know what biophilic design is, it is the concept of connecting people to nature by incorporating nature into where we live and work. You can achieve this by adding natural elements such as plants and greeneries.

Third, **add mirrors in your rooms**. Feng Shui or not, a mirror is an essential decor hack to enhance the space of a small room. But when it comes to Feng Shui, you should definitely consider its placement. It doubles the vibe of what it sees as it reflects them to the environment. So you have to be mindful of what you want to reflect in the mirror. Furthermore, full-length mirrors are great at reflecting your aura so you might want to consider putting one in your bedroom, in the hallway, or somewhere with a lot of natural light.

Fourth, **set a commanding position**. This means that whether it is the living room, bedroom, kitchen, or dining room, the main piece of furniture in each room must have a commanding position. If you are on the sofa or in bed, you must have the best view of the room situation. You must be in charge of everything happening in the room, especially knowing who is entering it. To do this, place these pieces of furniture across the entering area of each room.

Last but definitely not least, **bring meaning by adding items in your home that have a particular meaning for you**. These items should reflect positive energy. Choose items that exude happiness, calmness, and fulfillment. They can be photos with your loved ones, items from a beautiful vacation, or things that remind you of particular people. Remember that the elements in your environment influence your energy subconsciously.

IV. Conclusion [Time to wrap up]

Whether or not you believe in Feng Shui, you've got nothing to lose if you try to Feng Shui your home this 2023! You'll never know - these simple home modifications might be the one to bring further success and blessings to your life.

V. Call to Action

Do you need more tips in rearranging and redecorating your home for the new year? I may not be a Feng Shui expert but I am an agent with vast experience in real estate and homeownership!

Call me at [mobile number] or send me a message at [email address] and I'll be happy to help you!

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 favorite 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.