

# 5 Ways to Simplify your Next Move

**Video Headline:** 5 Ways to Simplify your Next Move

**Video Summary:** Moving can be a stressful and overwhelming experience, but it doesn't have to be. With a little bit of planning and organization, you can make your next move a breeze. Here are five tips to help you simplify your next move.

## 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 Ways to Simplify your Next Move

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

Moving to a new home is a turning point in anyone's life. It marks a time when we are in transition — often in the middle of saying goodbye to the old and wondering what's to come. If you have experienced moving before, you will know how stressful and overwhelming it can be. It's a complex task that is often costly, emotional, and can even be chaotic if not handled properly. However, you can definitely simplify your next move with a little bit of planning and organization. Here are some tips to help make your next move a breeze!

First of all, you need to make sure that you **start early**. If you have set a date for your move, make sure that you are already preparing at least three to five months ahead of it, depending on how big your household is. The earlier you start planning for your move, the easier it will be on the day of the move. You can start by making a list of all the tasks you need to complete before the move. You can also create a timeline to make sure that you are always on track. Having a list to look at will help you stay organized throughout your move.

Next, you'll want to **purge and declutter before moving**. Moving is a great opportunity to get rid of items you no longer need or use. Take the time to go through your belongings and decide

what you want to keep and what you can get rid of. If you have a lot of time on your hands, you can even host a garage sale or donate items to charity. This will help you save time and money when it comes to packing and moving. It will also help you start fresh in your new home and help it become clutter-free.

Once you have decluttered, it's now time to **get organized**. Create a system for packing and labeling your boxes. It will be easier if all your things are sorted per room to make it easier to unpack when you arrive at your new home. Make an inventory of your things to make sure that nothing is lost along the way. It will also make it easier for you to know immediately if there are any missing or broken items.

Alternatively, if you don't want to pack and move your own things you can **hire professionals or a moving company**. Moving everything efficiently can be challenging on your own, so hiring a moving company to help make your move stress-free is a good idea if you want to lessen the stress of moving. However, it's important to look for a reputable moving company. When looking for a moving company, look for one that caters to your specific needs, search for reviews and feedback, and make sure that it fits your budget. Knowing that your personal items will be in good hands will give you peace of mind during your move.

Lastly, **set aside enough essentials**. You won't probably have the energy to unpack and fix all your things as soon as you arrive in your new home. Allow yourself to rest for a day or two by packing a specific box for your essentials. Avoid the hassle of rummaging through every box just to find your phone charger. Pack a 'moving day' bag and dedicate a box for items such as valuables, chargers, toiletries, extra clothing, and important documents you might need later. If you chose to hire a moving company, make sure to set aside the things that you'll need for the first few weeks or months as it may take a while for your things to arrive in your new home.

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

With these five tips, the daunting task of moving to a new home will definitely be a piece of cake! With proper planning and preparation, you get to turn this overwhelming transition in your life into an exciting journey and get to relax in your new home soon.

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

If you need help with your next move, I've got you! I can help you find your new home and give you the best options based on your needs.

Feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with 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.