

Today's skills call is about the power of VIDEO and what it can do for you.

Now... don't close your mind... I can HEAR your monkey mind at work!

What is it saying? Let's hear from a few of you when you hear the word "VIDEO":

No... I don't like people to look at me

No... I don't have the right equipment

No... I don't know how

No... not me. That's good for others, but not me

Great job hacking all that up!

NOW...

For today... let's be OPEN.

Video used to be expensive and cumbersome. It's not now. It's easy and free. So it's ONLY our monkey mind stopping us from using it!

Let's talk first about what we are even TALKING about? Here are several areas we can take a look at, from easy to harder:

1. Using VIDEO to critique your OWN performance... JUST for yourself.

What could you video yourself doing and schedule time to watch and take notes on it?

Prospecting

Role Playing

Listing Presentation

Buyer Presentation

Objecting Handling Practice with a buddy

WHY do this? It's called working ON your business. **How much time are you doing that?**

Professionals PRACTICE more often than they perform. Can you say the same?

When we video'd our presentation it was 1000X better. IMMEDIATELY.
Changed our lives.

No one needs to see this but YOU. Who is willing to record themselves doing something and then take the time to WATCH it and take notes about what you did RIGHT, so you can consciously duplicate it... and what you could IMPROVE and specifically how you can improve it.

A 2nd video would be on the improvements until you get it how you want it to look/sound!

2. Videoing Properties. Are you marketing your listings and/or buyers? How could you imagine doing that?

Zillow Videos are 2 minutes with no sound and increase viewership by a factor of 3

<http://bombbomb.com/>

\$40 a month!

Just a little Video of pictures of a house inviting people to an open:

<https://www.youtube.com/watch?v=ur39jZsBthI>

Zingding.com

Animoto.com

Or just about a property: <https://www.youtube.com/watch?v=b9n0ud9bSEc> (made using <https://www.paradym.com/>)

Video a property you list as you walk around. If you hate it, don't post it anywhere at all...

Facebook LIVE at property so you don't get a chance to NOT market it. (but you CAN still delete it...)

Video a drawing with the winners read out loud (like after an open/event) and email the video to everyone that entered.

Video a buyer telling about themselves and what they want... for you to send to your DB who might know a matching property.

3. Videoing your OWN marketing for YOU. How can you imagine doing that?

Take a great article and video yourself reading it or telling about it. Use KCM, Monday Mindset, etc.

Tell about a case study of a client you helped changing names and details.

Tell market stats (imagine... you are the real estate "weather man" giving the upcoming predictions based on the evidence you have (stats).

4. PROFESSIONAL video like some of you have done with actual commercials for your services.

https://www.youtube.com/watch?v=t59tj_C4dZE (Todd's team video)

<https://www.youtube.com/watch?v=L4iTW0OImGM> (Todd's Buyers Agent)

5. Testimonials. Here are a few of Todd Schroth's.

<https://www.youtube.com/watch?v=HVVe0834cMs> (first one is a combo commercial/testimonial)

<https://www.youtube.com/watch?v=dHMEereU7Ko>

https://www.youtube.com/watch?v=LNDNP_NsQAQ

Any secret why Todd is kicking it this year

What are you willing to do on Video? Just ONE small sweet step?