Help! I’m Camera Shy and Don’t Know What to Say!

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Two biggest video obstacles for real estate professionals
“I don’t know what to say!”

- Where do I find content?
- What if I say something that is wrong?
- How do I not sound “sales-y”?
- Do I have to write a script?
- How long should it be?
- Can I use bullet points or should I wing it?
Your Solutions:

• Start with what you know
  • FAQ’s
  • Commonly misunderstood real estate terms
  • Explain the next step in the transaction
  • Something interesting happening in the area
  • Market Updates
  • Your cocktail party script

• Youtube.com/kellerwilliams

• eEdge, KWU and MAPS Coaching content (mykw.kw.com)

• KW Video program
“I’m camera shy!”

• I hate the way I look/sound on camera!
• What should I wear?
• What if the lighting or sound is bad?
• What do I do with my hands?
• Help! I sound stiff … nervous … sales-y … like I’m reading!
Your Solutions:

• Practice by doing
  1. Dress for a buyer/listing appointment
  2. Start in a quiet, private space at home or in office
  3. Face a window – use natural light
  4. Focus your thoughts into 3 bullet points (stick below camera)
  5. Make your message authentic and offer value
  6. Record in one take. Keep going even if you make mistakes. You can delete.
  7. After three practice runs, keep the last or best one and share it.

• KW Video program
KW Video

• Over 160 customizable videos
• Listing Videos (NEW!)
• Freestyle Videos (NEW!)
• Weekly Live Training
• $50 off and Free Professional Video at Booth!
Family Reunion Video Breakouts

• Optimize your YouTube Channel
  • Tues @ 1:30pm  Room W306B

• Add Video to your Email and Website
  • Tues @ 5:00pm  Room W306B
Thank You!

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