

MARKETING MEETING

OCTOBER 14TH

VIDEOS

THE TRUTH

- Videos aren't going anywhere
- They're one of the most powerful marketing tools we have
- They build trust, recognition, and connection faster than any other medium
- We know they can feel overwhelming – but you're not doing this alone
- We've already done the hard part – the scripts are written for you
- All you need to do is schedule the time to record them
- Done is better than perfect

MONTHLY MEDIA DAYS

- One day every month will be our “Monthly Media Day”
- Julia will be set up in the media room all day long
- Everyone will book time to record **at least one video** on that day
- All the equipment will be set up, energy will be high, everyone will be camera ready — it will be fun!
- You are always welcome to reach out to Julia to record videos outside of these media days

NOW FOR THE
SCRIPT LIBRARY....

BUYER SPECIFIC VIDEOS

- Buyer Guide
- Pre-Buyer Consultation
- BRA Explanation



SELLER SPECIFIC VIDEOS

- Listing Leverage
- Pre-Listing Appointment
- Listing Agreement Explanation



UNDER 1-MINUTE SOCIAL MEDIA VIDEOS

- Should I Buy Now or Wait
- The First Step to Buying a Home
- Why Fall is a Great Time to Sell
- One Thing Buyers Don't Realize About Offers
- Local Spotlight
- 3 Quick Fixes Before You List
- Myth Busting: Renting vs. Buying
- What's One Thing an Agent Actually Does?



**LINK TO THE ENTIRE SCRIPT LIBRARY
(SAVE THIS SOMEWHERE!)**



MAKE YOUR PLAN

- If you haven't recorded your new Buyer Guide and Listing Leverage – start there!
- If you have – pick at least two videos you are going to record this month

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