



Video Making: Best Practices

Making the Videos

- Your TNT Marketing videos should follow a distinct format.
 - Introduction – who are you and where are you or where are the people you serve
 - Connect with the viewer – the goal is to get each viewer to identify with you and reach that moment where they say “This video is relevant to me!” For example, “I help homeowners in Northern California avoid foreclosure” or “I sell muffler belts for 1986 Camaros” Whatever your niche is, we want the viewer to realize immediately that this video is for them.
 - Display your expertise – inevitably, you know more about your product/service than somebody searching for your product/service. Let them know that you are the expert they are looking for. Give the viewer a reason to choose you or your product/service.
 - Call to action – Tell the viewer what to do next. The average web surfer is only looking for what they can click on next. So, TELL THEM what to click on next.
- For more regarding format of your videos, nobody does it better than Josh and Sarah at <http://shortsaleshift.com>
- Try to keep your videos short. We recommend 3 minutes max. Statistics show that the average viewer is tuning out after about 2 minutes, but if they haven’t had enough of you after two minutes, they’ll find your next video.
- Making several videos at a time SAVES you time and helps keep your marketing efforts on schedule.

Topics

There is a good chance that I’ve seen more short sale videos than anyone in the world. So, if you are ever having trouble thinking of topics, just let me know. Here’s a nice little list to get you started.

- Frequently Asked Questions – You talk to the homeowners. So you know better than I do what the popular questions are. If they are asking you, they’re also searching the internet for them.
- Banks that you work with – I’ll assume that you work with ALL banks, but homeowners only care if you work with their bank. That’s why people commonly search for things like “Wells Fargo Short Sale” “Chase Short sale” Bank of America Short Sale” -- These, and any other banks, make great topics.

- Reasons to short sale – Divorce, job loss, relocation, strategic default, avoid foreclosure, failed loan mod
- Compare short sale to the Alternatives – loan mod, deed in lieu, bankruptcy, etc.
- Steps of the short sale process

After a 15-20 videos you can repeat topics if you'd like. Nobody will no the difference.

Uploading To YouTube

When you upload your videos to YouTube you have the opportunity to add a title, description and tags. Take advantage of those opportunities.

- Title should include a keyword or phrase like “short sale” or “avoid foreclosure” even if it doesn't come naturally. Also, throwing in a location doesn't hurt either. For example...
Tax Implications With Your Short Sale – Roseville, CA

If you continually change the location, you'll cover all of the areas that we are targeting.

- Description should ALWAYS start with your domain (<http://yourdomainhere.com>). If a viewer is watching the video on YouTube, they're one click away from your website. The remainder of the description should be brief and loaded with relevant Keywords. For example...
<http://yourdomainhere.com> The Superstar Real Estate Team, short sale specialists in California, discuss the steps that you need to take in order to qualify for a Bank of America short sale. Contact the The Superstar Real Estate Team today for help with your short sale questions at XXX-XXX-XXXX
- Tags are just keywords that are relevant to your video. Bank names, locations, and other keywords are good. Also, I'd recommend adding “unemployment”, “foreclosure”, and “short sale” to the list of tags EVERY time. They are all heavily searched on YouTube.