



Class Schedule

7 One Hour Interactive Classes

01/06/22	Introduction
01/13/22	Finding Your Niche
01/20/22	Channel Art/Baner/Cover Art
01/27/22	How to Get Ranked
02/03/22	Thumbnails that Gets Clicks
02/10/22	Making a Quality Video
02/17/22	Getting Your Phone to Ring

INTERACTIVE WORKSHOP

Getting to the FIRST PAGE of GOOGLE Organically



A letter from Brett and Robert

It's a great privilege to us to have the greatest Brokers and Agents a company could ask for. Brett and I have spent \$11,800 in YOUTUBE Training, that we're passing on to you. The agents who stay diligent videoing produce amazing results. I'm in a YouTube master group with over 10,000 agents here in the United States. The agents that post on their schedule get leads organically, which means you don't pay a thing, just your time.

That being said Brett and I would like to make this even a greater gift to you. You're going to have approximately a \$210.00 investment. Our offer today is to join the YouTube class and on your first closing using the YouTube Platform we will reimburse you up to \$210 for the equipment you purchased. Should you decide to go all out you will incur more cost but, you can count on us giving you the \$210 cash back with a copy of receipt of course.

This will be an interactive class. What does that mean? We will be building your channel live in the class. I will have minimum equipment list and apps that'll help you get noticed faster. Let's have some fun and work on capping next year.



INTRODUCTION

SETTING YOU FOR SUCCESS

EQUIPMENT, TOOLS YOU NEED, SETTING UP YOUR CHANNEL



WHAT YOU'LL NEED COMPONETS

Is it expensive to start a youtube channel? No, not really. in fact, you may already have some of the things needed! Take a look at the list below!

1. YOUR PHONE

Seriously it's perfectly fine to film with your phone.

2. A COMPANY LOGO

You can use your brokerage logo found in RXB Design Studio, and/or create your own, or the two combined.

3. A SHORT YOU TUBE INTRO

This can be just an animated logo, or even your name. (Make it 5 seconds long at most!)

4. AN INEXPENSIVE MICROPHONE

Poor video will be overlooked but bad audio will kill your watch time. Get a mic!

5. KEYWORD RESEARCH TOOL

This will help turn your video titles into leads!

6. VIDEO EDITING SOFTWARE

You can also use an editing app on your phone if it's easier.

7. CHANNEL ART

It acts as the banner for your YouTube page.

8. TUBEBUDDY

This plugin puts you on top of managing, optimizing, and growing your new channel.

9. WEBSITE OR LANDING PAGE

This captures the leads your video attracts. We will use Happy Grasshopper to integrate and send out a drip campaign.

GETTING STARTED CHECKLIST

- ☐ LOGO
- ☐ ANIMATED INTRO
- ☐ PHONE OR CAMERA
- ☐ MICROPHONE
- ☐ CHANNEL ART
- ☐ TUBE BUDDY
- ☐ KEYWORD RESEARCH TOOL
- ☐ EDITING SOFTWARE
- ☐ OPTIONAL: LIGHTS
- ☐ TRIPOD





READY AIM SHOOT CHECKLIST

- ☐ CHOOSE KEYWORD FIRST
- ☐ SET UP CAMERA
- ☐ FACE THE LIGHTSOURCE WHEN FILMING (WINDOW OR BACKGROUND LIGHTING)
- ☐ PLUG IN YOUR MIC AND MAKE SURE ITS WORKING
- ☐ MAKE A OUTLINE OF WHAT YOU WANT TO SAY
- ☐ START RECORDING
- ☐ SMILE, KEEP THE BASICS IN MIND
- ☐ WRAP UP YOUR VIDEO AND START EDITING

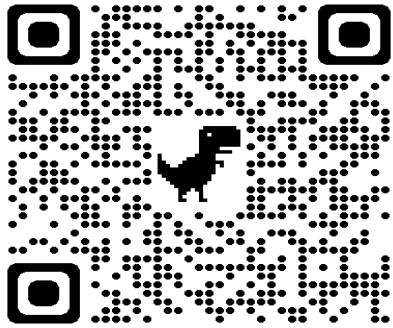


EDITING PROCESS CHECKLIST

- ☐ SAVE YOUR PROJECT NAMES AS THE TITLE OF YOUR VIDEO
- ☐ WORK FROM RIGHT TO LEFT WHEN USING EDITING SOFTWARE
- ☐ STORE ALL YOUR FILES IN ONE FOLDER FOR EASY ACCESS
- ☐ ADD IN SOME BACKGROUND MUSIC TO HELP YOUR CONTENT BECOME LIVELY
- ☐ INSERT GRAPHICS TO INVITE TO LIKE AND SUBSCRIBE
- ☐ UPLOAD TO YOU TUBE



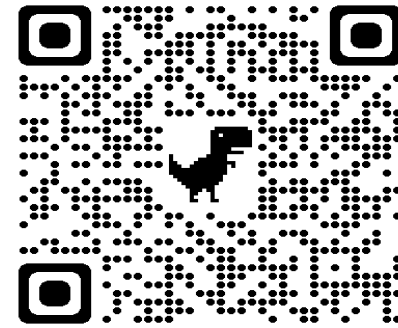
EQUIPMENT NEEDED



COST \$159.00 Start Up Kit

Movo Wireless Smartphone Video Kit V2+ with Tripod, Grip, Wireless Lavalier Microphone, LED Light and Remote - YouTube Equipment for iPhone 6, 6S, 7, 8, X, XS, XS Max, XR, 11, 11 Pro, Samsung Galaxy

For Phones with more than 1 Camera Lens



COST \$199.00 Start Up Kit

Movo iVlog4 Smartphone Video Bundle with Wireless Microphone System, Mini Tripod, LED Camera Light, Wide-Angle Lens - Cage and Cell Phone Tripod Stand - Lavalier Microphone for iPhone and Android

For Phones with 1 Camera Lens





HOW TO BE SUCCESSFUL WITH THIS PROGRAM

1. BE AT YOUR COMPUTER, WE WILL CONQUER THIS TOGETHER
2. MAKE AND SCHEDULE TIME TO MAKE A VIDEO EVERY WEEK.
3. MAKE VIDEO'S HELPFUL WITH A CALL TO ACTION.
4. WATCH ANOTHER VIDEO OR CLICK THIS LINK TO GET YOUR FREE E-BOOK.
5. MAKE A GOOGLE FORM - THAT INCLUDES, NAME, EMAIL AND PHONE NUMBER.
6. FOLLOW UP IF THEY TRUSTED YOU TO DOWNLOAD YOUR E-BOOK.
7. USE THE TITLE OF ONE OF THE 5 E-BOOKS WE'VE MADE FOR YOU TO GIVE AWAY, AND PERSONALIZE IT, EXAMPLE IS "GETTING YOUR HOME READY TO SELL IN SEATTLE", USE THE KEYWORD SEARCH TO RANK ON FIRST PAGE GOOGLE.
8. BE CONSISTANT, DON'T GIVE UP. KEEP MAKING AND POSTING VIDEOS.



THE ORDER OF YOUTUBE CHECKLIST

1. SET UP YOUR CHANNEL (See Page
 2. SET UP YOUR STUDIO (See Page
 3. FIND YOUR NICHE (Chapter 1)
 4. MAKE CHANNEL ART (UpLoad It)
 5. MAKE THUMBNAILS OF YOUR NICHE (UoLoad It)
 6. MAKE YOUR TRAILER (See Page
 7. MAKE YOUR VIDEO (Order of Video in Yellow)
 8. LINK YOUR VIDEO TO SOCIAL MEDIA, WEBSITE,
GOOGLE FOR, LEAD MAGNETS OR LANDING
PAGE
 9. EDIT YOUR VIDEO (Add Music, Shorten it etc)
 10. LOAD YOUR VIDEO (See Page
- A. YOUR HOOK, 1ST SEVEN SECONDS.
 - B. ANIMATED LOGO
 - C. INTRODUCE YOURSELF
 - D. TOPIC OF VIDEO
 - E. WRAP UP
 - F. CALL TO ACTION
 - G. TELL THEM WHAT TO DO NEXT
 - H. ADD WATERMARK



SETTING UP YOUTUBE CHANNEL

- 1. GO TO YOUR RXB EMAIL**
- 2. CLICK ON 9 SQUARES ON TOP AND CLICK ON YOU TUBE**
- 3. SIGN IN AGAIN**
- 4. GO TO MY CHANNEL THEN CLICK CREATE CHANNEL**
- 5. CUSTOMIZE CHANNEL**
- 6. CLICK ON TOP TAB THAT SAYS ABOUT, THEN CHANNEL DESCRIPTION**
- 7. INTRODUCE YOURSELF, WHO YOU ARE, WHAT'S THE CHANNEL ABOUT, YOUR COMPANY, CONTACT INFO ETC. KEEP IT BRIEF**
- 8. THEN CLICK SAVE**





SETTING UP YOUTUBE STUDIO

1. **WWW.YOUTUBE.COM** CLICK ENTER
2. THEN GO TO YOUR AVATAR IN RIGHT HAND CORNER CLICK YOUTUBE STUDIO
3. SEARCH UNDER DASHBOARD FOR SETTINGS CLICK ON **CHANNEL TAB**
4. THEN ADD YOUR KEYWORDS, CLICK SAVE, NO LIMIT ON KEYWORDS
5. ADVANCED SETTINGS, LINK YOUR PAID ADWORDS ACCOUNT IF YOU HAVE ONE, YOU CAN PAY TO BOOST, ADWORDS ETC. I DON'T USE ANY OF THESE
6. SCROLL DOWN AND CHOOSE WHETHER YOU WANT CHILDREN TO WATCH, CLICK NO
7. THEN SCROLL DOWN TO UPLOAD DEFAULTS ADVANCED SETTINGS MAKE SURE YOU USE THE STANDARD LICENSE, CHOOSE ENGLISH, COMMENTS CHECK THE HOLD POTENTIALLY INAPPROPRIATE COMPANIES.....DONT CHOOSE CREATIVE COMMENTS BECAUSE ANYBODY CAN USE





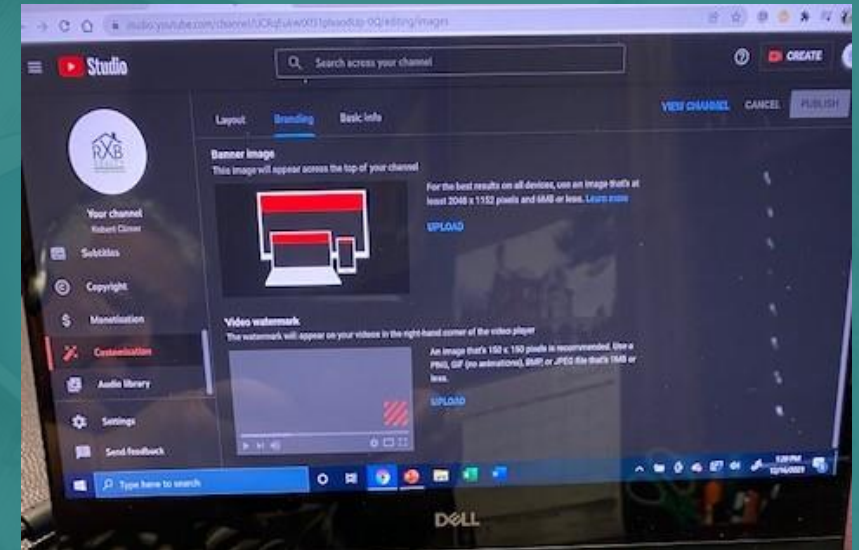
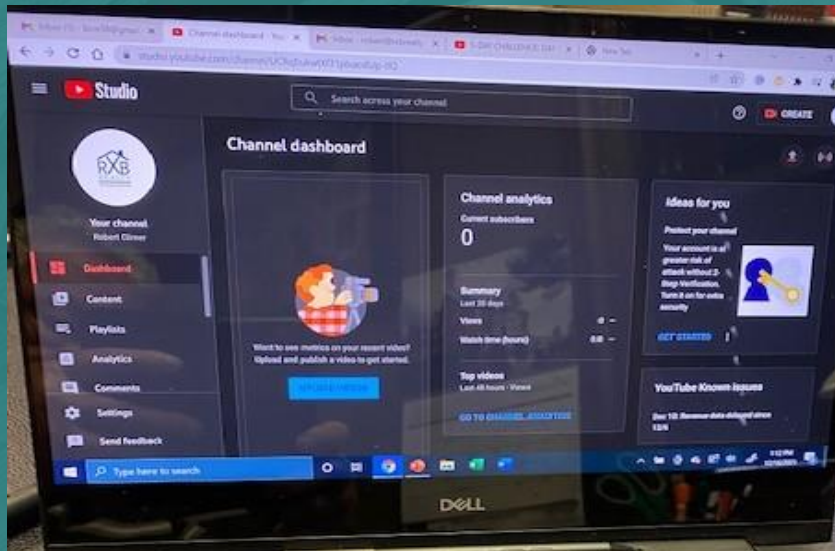
SETTING UP YOUTUBE STUDIO

- 8. CLICK CATEGORIES AND CHOOSE BEST ONE FOR YOUR CHANNEL**
- 9. CAPTION CHOOSE HAS NOT AIRED ON TELEVISION BEFORE**
- 10. CLICK CHECK THE BOX USERS CAN SEE RATINGS**
- 11. PERMISSIONS, IF YOU HAVE AN ASSISTANT LOADING VIDEOS, CLICK MANAGE PERMISSIONS, NOTIFY YOUTUBE THEIR NAMES AND EMAILS**
- 12. COMMUNITY IS FOR LIVE SHOWS, BLOCKING PEOPLE YOU DON'T WANT, ETC. WHEN YOU BLOCK SOMEONE GO TO THEIR COMMENT, CLICK BLOCK, THEN DELETE AND THAT USER WILL GO INTO HIDDEN USERS**
- 13. BLOCKED WORDS, ADD WORDS INAPPROPRIATE FOR PEOPLE TO USE IN THEIR COMMENT**
- 14. CHECK BOX ON BOTTOM BLOCK LINKS**
- 15. CUSTOMIZATION NEXT PAGE**



WHERE ON YOU TUBE DO I LOAD MY BANNER

1. GO TO YOU TUBE → SETTINGS → ACCOUNT → CHANNEL STATUS AND FEATURES → CUSTOMIZATION → BRANDING → **UPLOAD OR CHANGE IF YOU HAVE ONE** → THEN HIT UPLOAD



HOW TO CHANGE YOUR CHANNEL NAME

Log in on Youtube.

Click on your icon in the top right corner, go down to Settings.
Under the Account tab you'll see your channel name.
Click Edit on Google.



CHAPTER 1

FINDING YOUR NICHE

**Identify your ideal client and
attract them.**





FINDING YOUR NICHE

CHOOSING A NICHE, MAKES YOU A **SPECIALIST**, NOT **GENERALIST** AND HELPS YOU AS MUCH AS **YOUR VIEWERS**, STAND OUT IN A SEA OF OPTIONS.

WHOSE YOUR IDEAL CLIENT? DOES YOUR CHANNEL CLEARLY TELL VIEWERS

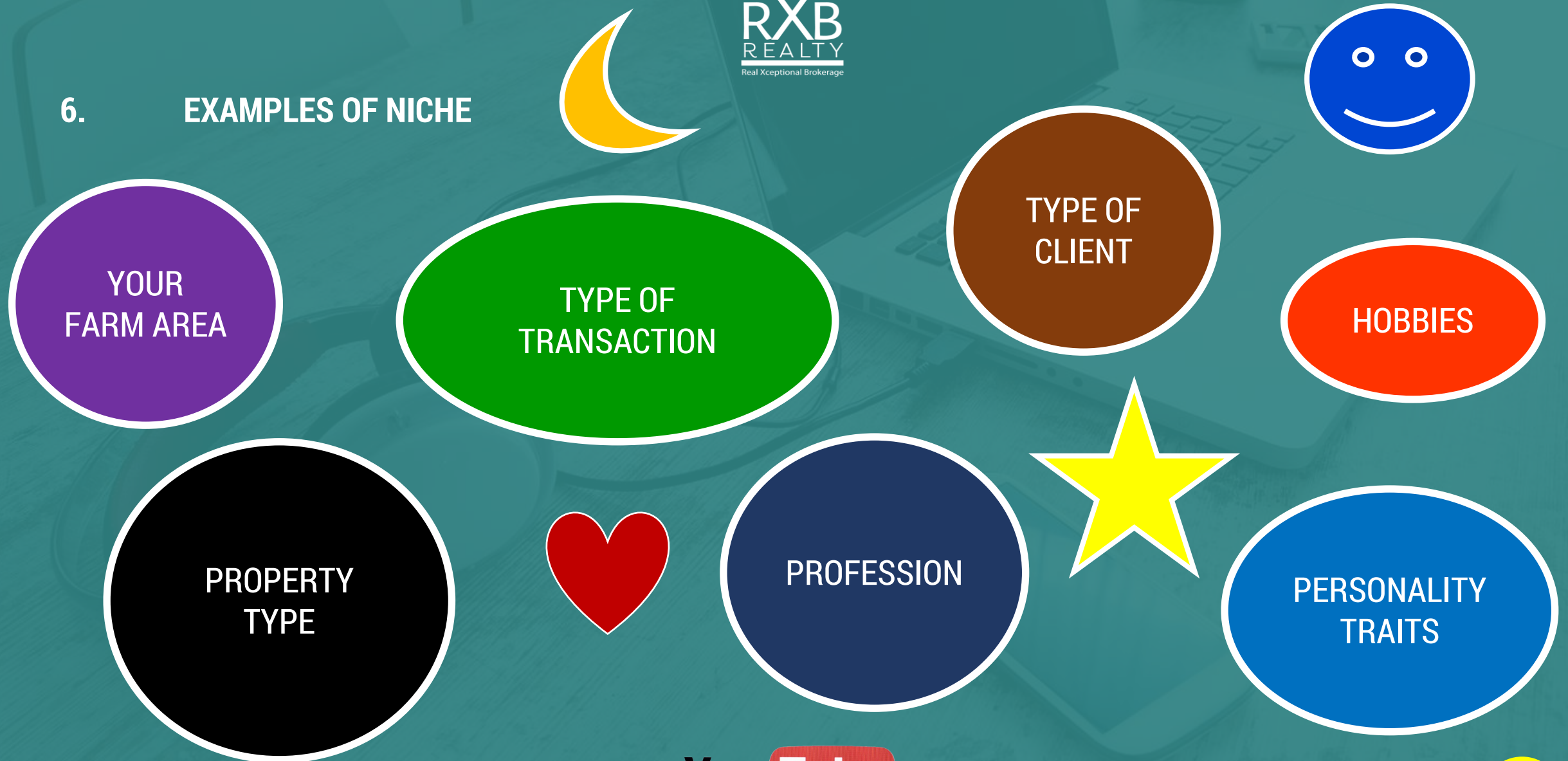
- A. What is your channel about?
- B. Who is the video for?
- C. Why they should care?
- D. What your unique value proposition is for?

WHEN THEY LAND ON YOUR CHANNEL, QUESTIONS ABOVE SHOULD BE ANSWERED IN YOUR VIDEO.
CONSUMERS WILL DECIDE IN 1ST FIVE TO SEVEN SECONDS.
YOU DON'T NEED TO BE BETTER, JUST DIFFERENT.

Several real estate professional's make videos on why move to a specific location, try and be different than them. **EXAMPLE**, one agent might be in a suit, all business no fun.



6. EXAMPLES OF NICHE





- A. **YOUR FARM AREA;** Could be a CITY, Could be a COUNTY, Could be a ZIP CODE, Could be a MASTER PLANNED COMMUNITY,.
- B. **Type of PROPERTY;** Beach Homes, Golf Course Communities, Log Cabins, Tiny Homes, Manufactured Homes, Urban Lofts, Condos in the City, Luxury Homes, Penthouses, Retirement Communities.
- C. **Type of TRANSACTION;** Probate Sales, REO Sales, Short Sales, Distressed Property. (How to Buy These.)
- D. **PROFESSION;** Military Buyers and Sellers, Relocation Expert, School Teachers, Medical, Fire and Police, Restaurants.
- E. **PERSONALITY TRAITS;** White Board with Flip Chart, They Want Stats, Market Numbers, The Engineer Type.
- F. **TYPE of CLIENT;** Buyer, Seller, Consultant, First Time Home Buyer etc.
- G. **HOBBIES;** Flying Clubs, Investor Clubs, Church Groups, Golf Membership, Time Share, etc.

HOMework

PICK 5 VIDEO TOPICS THAT YOU WOULD LIKE TO
MAKE VIDEO'S ON NICHE DOWN.

GET A PHOTO OF YOU

NO FORMAL HEADSHOTS, SMILE, FRUSTRATED,
ANIMATED AND FOLLOW YOUR TOPIC





CHAPTER 2

CHANNEL ART – BANNER – COVER ART

Set your channel *apart* with an eye-catching banner.





Questions You Should Ask Yourself Before Making Your Channel Art and Videos

QUESTION #1 What area do you service? What's the population?

QUESTION #2 How often will you upload videos? What can you commit to?

QUESTION #3 What are your branding colors? Choose 2 main colors and 1 accent color, plus black and white.

QUESTION #4 What will your channel name be? Aim to make it short, easy to spell and easy to remember.

QUESTION #5 Consistent branding is good, what is your website URL, your facebook link, your internet profile names, etc. consider using the same name on all platforms.

QUESTION #6 How can you identify your niche, how about with your photos on your banner?





Channel Art/Banner Steps

1. Please go to Canva.com and create a free account, or log into your own account.
2. Then click on Create a Design.
3. Upload your pics, logos and art you may want to use in Canva.
4. Scroll down to SOCIAL MEDIA then CLICK YouTube thumbnail or YouTube Channel Art. (channel art is your header on channel, thumbnail is for your video's and how they'll be displayed.)
5. You can pick a template or start from scratch.
6. On the following pages you will see the elements I believe your channel art should contain, and the recommended dimensions.
7. After you've made your design, go to the upper right corner and download it as either a .jpg or .png.
8. Then go upload it to your YouTube channel.



YOUR CHANNEL ART SHOULD INCLUDE

- **ALSO KNOWN AS BY YOUTUBE**
- **ALL THE SAME NAME**
- **SAME AS ABOVE 2**

**CHANNEL BANNER
COVER PHOTO
BANNER IMAGE**

BENEFIT

**CLEARLY TELL THE
VIEWER WHAT THE
CHANNEL IS ABOUT
AND WHO IT'S FOR**

VALUE

**WHATS IN IT FOR
THEM, WHY
SHOULD THEY CARE
LEAD MAGNETS**

LOCATION

**WHERE YOU ARE
LOCATED AND AREA
YOU SERVE**

LEGAL

**YOUR BROKERAGE
INFO AND ANY
DISCLOSURES
NEEDED**

STYLE

**YOUR STYLE VIBE,
AND BRAND
SHOULD SHINE
THROUGH**



LEAD MAGNETS

A lead magnet is a downloadable document, a printable, an opt-in to your database. It's something that people want a copy of so they will give you their contact info to get it.

What are good lead magnets? It can be anything!

First time buyer's guide

Staging guide

10 Tips to Sell for Top Dollar

Your Guide to the Best Dog Parks in Bloomfield Township

VA Buyer's Guide

Relocation Guide

Daycare facilities in your town that have free pre-K programs

The possibilities are endless!

*I have provided you a few lead magnets in GOOGLE SUITE that you can edit to use in your own business, such as my
HOW TO GET YOUR HOME READY TO SELL.*





Set Yourself Up to Succeed

You'll need a high resolution photo of yourself, preferably of you smiling and in a business casual setting. No formal headshots! You also need your brokerage logo, your personal logo (if you have one), and whatever disclosures your state requires.





This is a template from Google. You can put it in front of your design, adjust the transparency, and make sure all the Important Info is within the Text and Logo Safe Area.

FOR YOUR LOGO AND TEXT SAFE AREA 2048 X 1152 PIXELS WILL FIT ALL DEVICES.

FOR TABLET SAFE AREA 1855 X 423

MAXIMUM FOR DESKTOP 2580 X 423.

JPG OR PNG FORMATS ONLY **NO PDF'S OR VIDEOS**

DESK TOP
2580 X 423
PIXELS

TABLET
1855 X 423
PIXELS

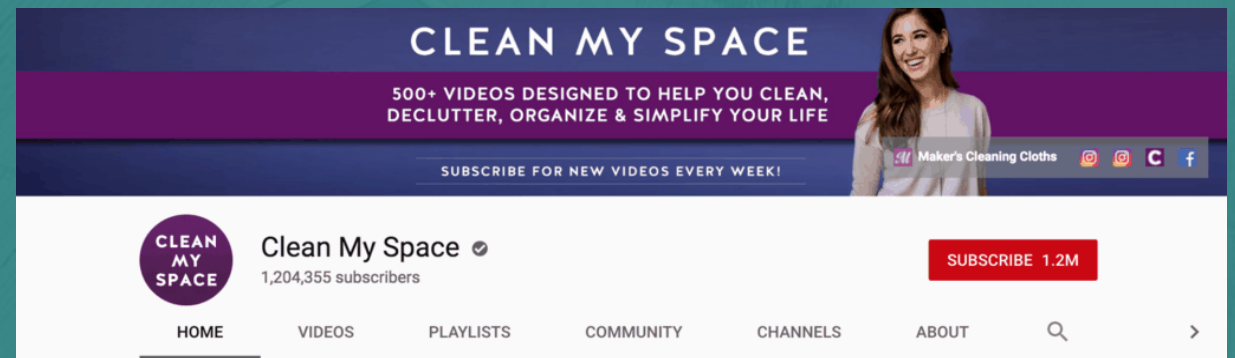
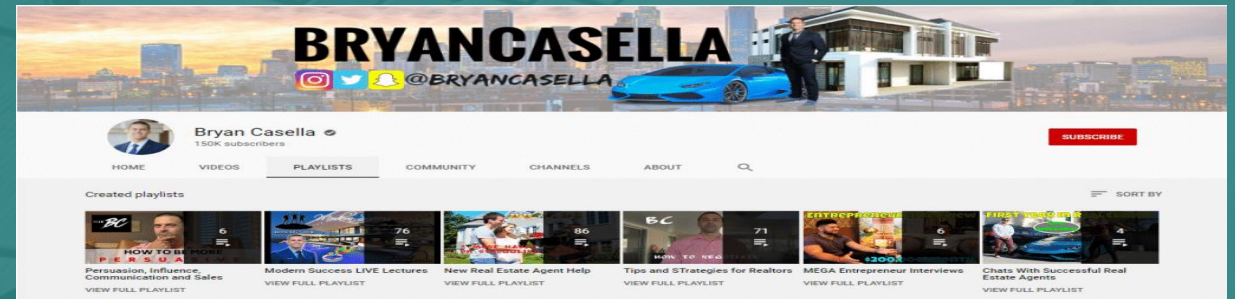
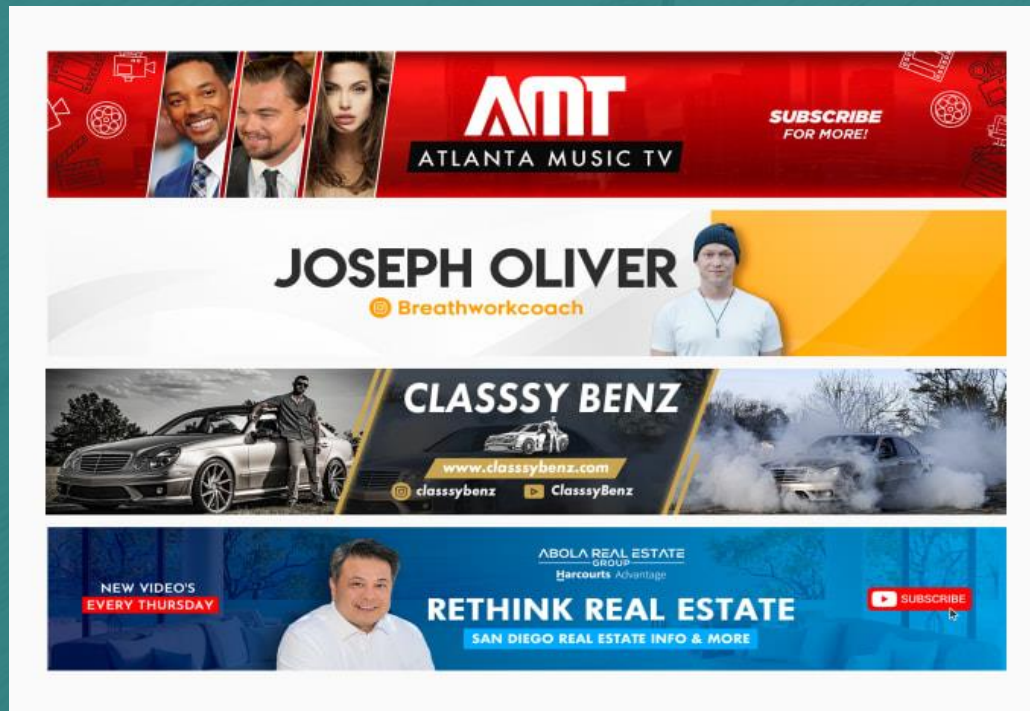
TEXT AND LOGO SAFE AREA
1546 X 423 PIXELS
CELL PHONES

TABLET
1855 X 423
PIXELS

DESK TOP
2580 X 423
PIXELS



Keep Banner Simple, Clean Easy to Read. See the example below. Be sure all the most important info (your name, brokerage, your photo, and the channel name) appear in the very center of the design inside what Google calls the Text and Logo Safe Area.



HOW DO I CREATE MY CHANNEL ART?

DO IT YOURSELF

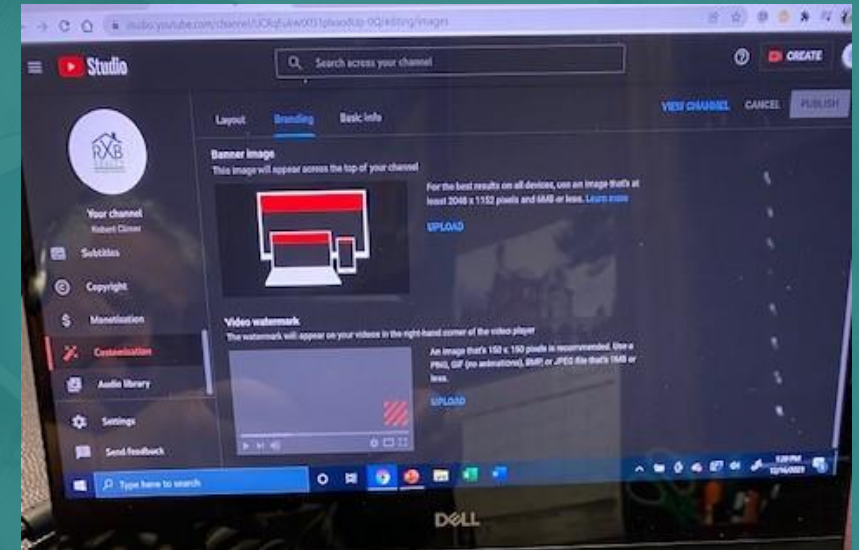
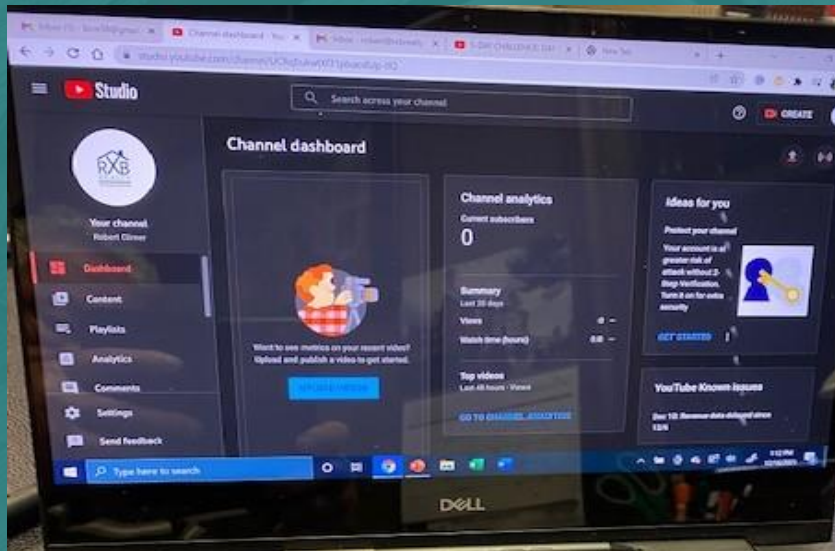
- **CANVA**
- **PICMONKEY**
- **POWER POINT**
- **PHOTOSHOP**

HIRE IT OUT

- **FIVERR**
- **ETSY**
- **UP WORK**
- **FRIEND**

WHERE ON YOU TUBE DO I LOAD MY BANNER

1. GO TO YOU TUBE → SETTINGS → ACCOUNT → CHANNEL STATUS AND FEATURES → CUSTOMIZATION → BRANDING → **UPLOAD OR CHANGE IF YOU HAVE ONE** → THEN HIT UPLOAD





FIND A BALANCE – STICK TO YOUR SCHEDULE

- SCHEDULE YOUR VIDEO TO YOUR SCHEDULE, ONCE A WEEK PREFERABLE BUT, EVERY OTHER WEEK OR ONCE A MONTH, JUST BE STEADY.
- DON'T TRY AND DO THINGS YOUR NOT CAPABLE OF, SUCH AS MAKING A BANNER OR THUMBNAIL, USE LIMON AT FIVERR HE ONLY CHARGES \$15 FOR A BANNER. THE MOST IMPORTANT IS YOUR VIDEO CONTENT AND GETTING THE VIDEO'S DONE.
- UPLOAD YOUR VIDEOS BEFORE NOON ON THE DAY YOU PROMISED.



OTHER CONSIDERATIONS

- LINKS ON CHANNEL BANNER (LANDING PAGE, SOCIAL MEDIA PLATFORMS, WEBSITE ETC.)
- POSTING DAY – ACCOUNTABILITY
- A CLOSE UP OF YOUR FACE DOESN'T HAVE TO BE FANCY. USE A SELFIE OR HAVE A FRIEND SHOOT IT, BUT IT NEEDS TO BE CURRENT AND YOU, NOT 1985

WHAT DAY WILL BE YOUR POSTING DAY?



WHEN YOU HAVE VIDEO'S USE ANALYTICS

- FIND OUT WHAT TYPE OF DEVICE IS BEING WATCHED MOST OFTEN.
- COULD BE SMARTPHONE, TABLET, DESKTOP COMPUTER OR A TELEVISION.

WHY IS THAT IMPORTANT? THE DEVICE THEY'RE WATCHING ON WILL TELL YOU HOW BIG YOUR BANNER CAN BE.



HOMEWORK

**CREATE SOME CHANNEL ART OR PAY SOMEONE THEN
UPLOAD IT, DON'T WORRY ABOUT ANYTHING YOU CAN
REMOVE IT AND UPLOAD ANYTIME.**

**IF YOU'D LIKE FEEDBACK SEND IT OVER TO
AGENTS@RXBREALTY.COM**





CHAPTER 3

HOW TO GET RANKED

**Ensure your videos are found
consistently by your
ideal client.**



1. HOW TO RESEARCH TOPICS FOR YOUR VIDEOS

If nobody searches for your topic, no one is going to find your video. You need to pick subjects that people are looking for and are interested in! Think of it this way, if you were looking to buy a house, what kind of things would you google?

2. KEYWORD RESEARCH TOOLS

There are plenty of platforms you can choose from. As I've mentioned in the previous modules, I use **TubeBuddy**. This, along with **Keywords Everywhere** are trusty tools you can use to pick out the best keywords for your video title and tags.

WHAT IS A KEYWORD

Think of it as words or phrases used by people on the internet to search up topics they're interested in. Using the right keywords ensure that people see the things you post!

KEYWORD RESEARCH CHECKLIST

- ☐ **USE KEYWORDS EVERYWHERE OR TUBE BUDDY**
- ☐ **GO TO TO GOOGLE AND SEARCH ABOUT YOUR TOPIC BY USING DIFFERENT WORDS AND PHRASES**
- ☐ **PICK KEYWORDS THAT HAVE 100-1000 SEARCHES PER MONTH AND .033 OR LESS IN COMPETITION**





NICHE REVIEW WHAT DO YOUR CLIENTS WANT TO KNOW

1. DO YOU KNOW WHAT YOUR TARGET AUDIENCE WANTS TO WATCH ON YOU TUBE?

IF NOBODY IS INTERESTED IN YOUR TOPIC, THEN NOBODY WILL GIVE YOU A REVIEW OR SUBSCRIBE.

2. PEOPLE DON'T FIND VIDEOS BY MISTAKE OR BY ACCIDENT.
YOU TUBE IS A SEARCH ENGINE LIKE GOOGLE.

IT'S VERY IMPORTANT TO GET KEYWORDS THAT WILL HELP YOU GET RANKED ON THE FIRST PAGE OF GOOGLE.





Questions You Need to Answer

QUESTION #1 WHAT KEYWORD RESEARCH TOOL WILL GIVE YOU BEST RESULTS?
MY FAVORITE KEYWORD SEARCH TOOL IS, **KEYWORDS EVERYWHERE** THE COST IS \$10.

GO TO **WWW.KEYWORDSEVERYWHERE.COM** AND PICK UP THE \$10 PLAN, IT'LL COVER YOU TRUST ME. THEN FOLLOW DIRECTIONS.

QUESTION #2 WHAT QUESTIONS DO YOUR CLIENTS ASK MOST OFTEN?
WHAT TOPICS DO THEY WANT TO LEARN ABOUT?

QUESTION #3 ON DAY 1 YOU PICKED 5 VIDEO TOPIC IDEAS, NOW DO THE KEYWORD RESEARCH TO FIND THE PERFECT KEYWORD FOR YOUR VIDEO IDEAS. WRITE THEM DOWN

Example Keyword: Texas seller closing cost calculator - search volume is 210, competition is .23.



KEYWORD IS A PHRASE - RESEARCH BEST PRACTICES

SEARCH VOLUME

BETWEEN 100-1000
MONTHLY SEARCHES
FOR A NEW OR SMALL
CHANNEL

COMPETITION

COMPETITION OF 0.33
OR LESS IS IDEAL. THE
LOWER THE BETTER
SCORES RANGE 1-100
WE WANT LOW

COST PER CLICK

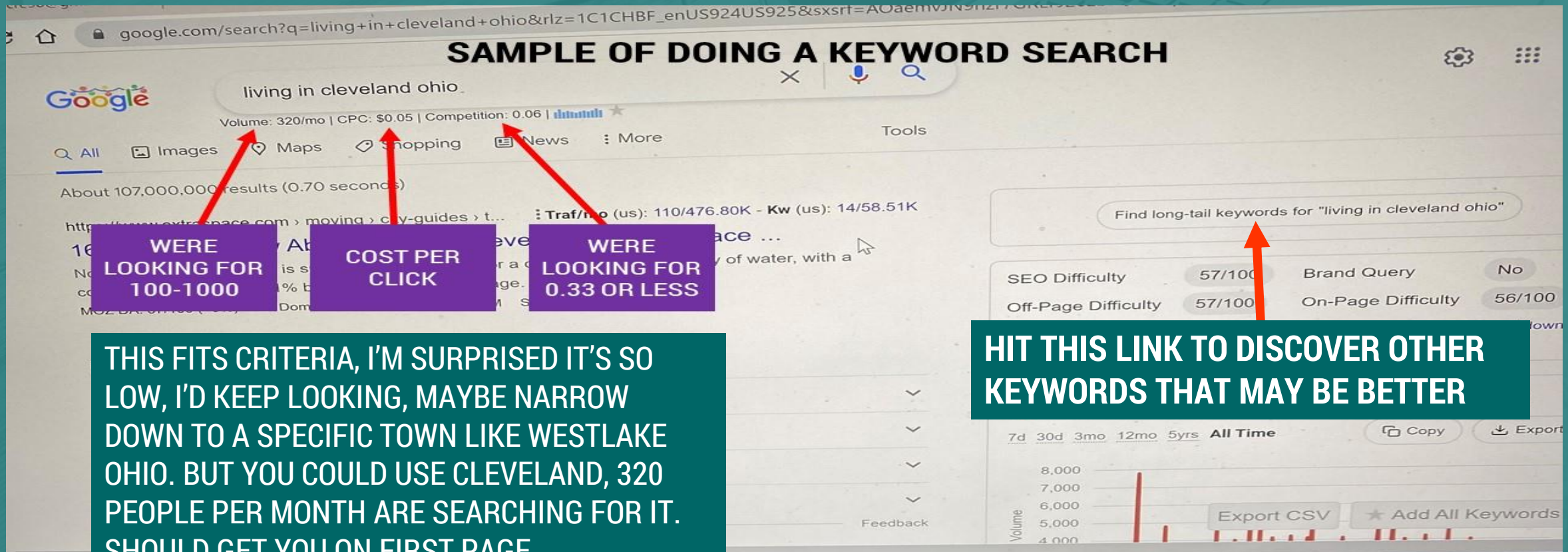
ONLY LOOK AT THIS IF
YOU ARE PAYING FOR
ADS. OTHERWISE
IGNORE IT

RELATED KEYWORDS

DON'T FORGET TO
LOOK AT OTHER
SUGGESTIONS AND
"PEOPLE ALSO
SEARCH FOR"

WE'RE NOT TRYING TO COMPETE WITH THE BIG BOYS. YOUR BEST WAY TO THE FIRST PAGE OF GOOGLE IS STAYING IN OUR RANGES.

KEYWORD RESEARCH SAMPLE GOOGLE





KEYWORD RESEARCH AND VIDEO TITLE

KEYWORD SEARCH “RAISE CREDIT SCORE INSTANTLY”

NOT A GREAT TITLE RIGHT, BUT GAVE YOU THE CRITERIA WE’RE LOOKING FOR

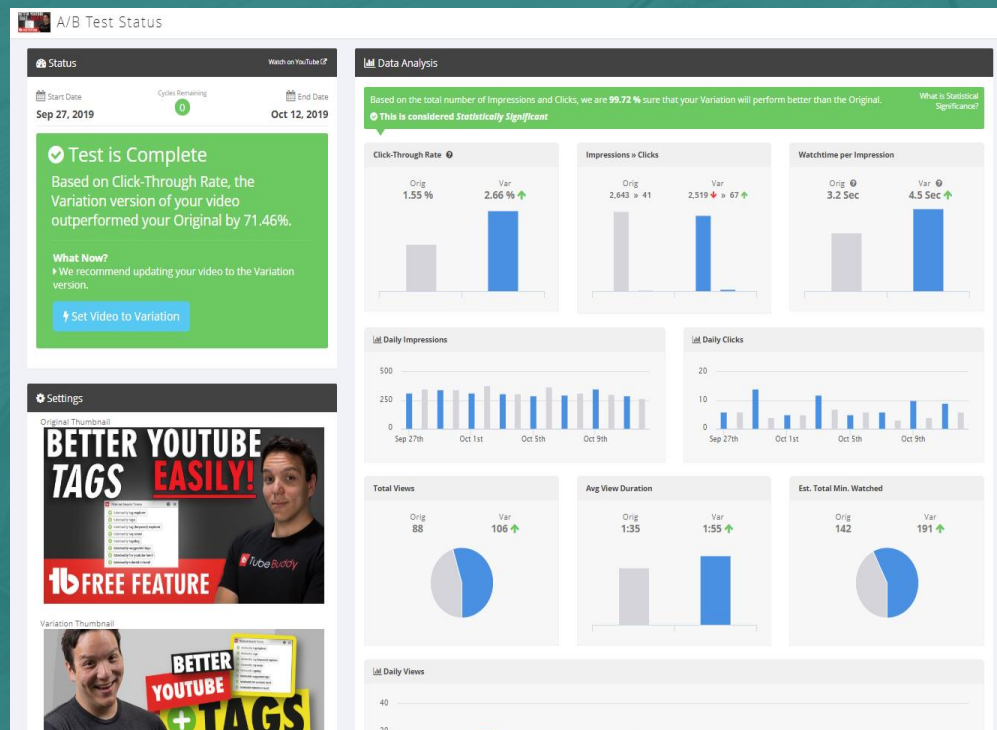
**FOR OUR VIDEO TITLE LET’S COME UP WITH A TITLE THAT THE
KEYWORD SEARCH IS IN.**

**“RAISE YOUR CREDIT SCORE INSTANTLY WITH THESE 3 SIMPLE
HACKS.”**

WHICH ONE WOULD YOU CLICK ON?



TUBE BUDDY HAS A PLACE



- RUN A TEST AND SEE HOW YOUR VIDEO COMPARES
- IT'LL GIVE YOU CLICK VIEW RATE
- IMPRESSIONS
- HOW LONG THEY VIEWED VIDEO
- YOU CAN COMPARE 2 VIDEO'S AT A TIME BY DOING AN A-B TEST



Getting You're Videos Found

1. Name Your Video using the Keywords You've Selected.
2. Your Tags should Match Title.
3. Resolution 720 or 1080 if your camera has the option.
4. Download it into Your You Tube Channel.
5. Go to Creator Studio.
6. Then Hit Upload.
7. On The Dropdown Use Schedule.
8. Browse for Your File.
9. Fill Out the Description Box. (Use Title to Start, then a Narration of What the Video Is. Plus add your links that your giving away and contact button/Subscribe.)
10. Add Your Tags, anything you can think of to corrolate.
11. Add to Your Playlist.
12. Save Changes.
13. Add Card and link to a video, gift or website.



HOMework

IDENTIFY KEYWORDS, THINK OF A VIDEO TOPIC IDEAS
YOU CAME UP WITH ON DAY 1, FOLLOW THE STEPS YOU
LEARNED TODAY AND FIND 5 GOOD KEYWORD PHRASES.

**REMEMBER 100-1000 IN SEARCH VOLUME AND
COMPETITION LESS THAN 0.33 IS IDEAL.**



CHAPTER 4

THUMBNAILS THAT GET CLICKS

**Learn to design click-worthy
thumbnails every time.**





WHAT IS THUMBNAIL ART

Simply put...a YouTube thumbnail is a **reduced size version of an image**. This thumbnail is the first thing a person will see when they are browsing and trying to decide which content will give them the best solution or answer to whatever it is they're looking for.

It is important to **make your thumbnails as engaging as possible** while also using your thumbnail to tell a potential viewer what the video will be about. Because YouTube is primarily a visual platform where people watch videos, viewers will look at thumbnails before they read the title of your video.





DESIGN TOOLS

- **CANVA**
- **PICMONKEY**
- **PHOTOSHOP**
- **SUPERIMPOSE X (PHONE APP)**
- **THUMBNAIL MAKER (PHONE APP)**
- **CUSTOMTHUMBNAILS.COM**
- **FIVERR.COM**





THUMBNAILED THAT CAN TRIPLE YOUR VIEWS

WE'RE LOOKING FOR A GOOD CLICK THROUGH RATE ON VIDEOS. CLICK VIEW DEFINITION IS **"THE PERCENTAGE OF TIMES SOMEONE CLICKS ON YOUR VIDEO VS HOW MANY TIMES IT WAS SUGGESTED TO SOMEONE"**.

WHAT IS A GOOD CLICK THROUGH RATE FOR A REAL ESTATE VIDEO?
YOU TUBE SAYS 2 -10%. GOOD REAL ESTATE TOPICS WILL GET 3-6%
THE GOAL IS TO GET A HIGHER RATE.

TAKE A LOOK IN THE VIDEO ANALYTICS AND LOOK FOR THE REACH



THUMBNAILS THAT LEAD TO SUCCESS

THE TEXT ON YOUR THUMBNAIL SHOULD NOT REPEAT THE TITLE, IT SHOULD COMPLIMENT THE TITLE. DON'T FORGET YOUR BRAND. 3-5 WORDS.

THUMBNAIL BEST PRACTICES

EYE CATCHING COLORS

EMOTION ON YOUR FACE MATCHES THE TOPIC

VERY LITTLE TEXT

IMAGES ARE PNG's OR JPG

LARGE FONT SIZE

IT HAS DEPTH, LAYERS, OUTLINES, SHADOWS

CONSISTANT COLOR SCHEME

YOUR FACE DOESN'T HAVE TO BE ON IT

EASY TO READ

IF YOUR FACE IS ON IT MAKE IT LARGE

TRIPLE YOUR SUBSCRIBERS, ADD BRANDED WATERMARKS

A Branding Watermark, **Each channel needs to enable a watermark and upload an image**, so you won't see it on all videos but if it is enabled you will see a logo appear in the bottom right-hand corner. If you hover over this logo it quickly allows you to subscribe to the channel.



HOMEWORK

MAKE A THUMBNAIL FOR YOUR NEXT VIDEO

**YOU CAN SHARE IT WITH
AGENTS@RXBREALTY.COM**



CHAPTER 5

MAKING A QUALITY VIDEO AND EDITING

**The Filming Process should be
FUN and Strategic.**

READY AIM SHOOT CHECKLIST

- ☐ CHOOSE KEYWORD FIRST
- ☐ SET UP CAMERA
- ☐ FACE THE LIGHTSOURCE WHEN FILMING (WINDOW OR BACKGROUND LIGHTING)
- ☐ PLUG IN YOUR MIC AND MAKE SURE ITS WORKING
- ☐ MAKE A OUTLINE OF WHAT YOU WANT TO SAY
- ☐ START RECORDING
- ☐ SMILE, KEEP THE BASICS IN MIND
- ☐ WRAP UP YOUR VIDEO AND START EDITING



EDITING PROCESS CHECKLIST

- ☐ SAVE YOUR PROJECT NAMES AS THE TITLE OF YOUR VIDEO
- ☐ WORK FROM RIGHT TO LEFT WHEN USING EDITING SOFTWARE
- ☐ STORE ALL YOUR FILES IN ONE FOLDER FOR EASY ACCESS
- ☐ ADD IN SOME BACKGROUND MUSIC TO HELP YOUR CONTENT BECOME LIVELY
- ☐ INSERT GRAPHICS TO INVITE TO LIKE AND SUBSCRIBE
- ☐ UPLOAD TO YOU TUBE





Successful Video Structure

- 1. YOUR HOOK, 1ST SEVEN SECONDS.**
- 2. ANIMATED LOGO**
- 3. INTRODUCE YOURSELF**
- 4. TOPIC OF VIDEO**
- 5. WRAP UP**
- 6. CALL TO ACTION**
- 7. TELL THEM WHAT TO DO NEXT**





THE BASICS OF MAKING A VIDEO

- 1. START WITH A CLEAR MARKETING HOOK, HOOK THEM IN AT THE BEGINNING, WHATS IN IT FOR THEM SO THEY KEEP WATCHING, VIDEOS SHOULD BE A MINIMUM OF 3 MINUTES AND A MAXIMUM OF 10.**
- 2. USING A VIDEO BRANDING ELEMENT INTRODUCING YOURSELF 5 SECONDS THAT'LL BE IN THE FRONT OF ALL VIDEO'S. "MY NAME IS ROBERT CLIMER WITH RXB REALTY IN SEATTLE AND I CAN LIST YOUR HOME FOR FREE, THAT'S RIGHT YOU PAY NO COMMISSION".**
- 3. TALK ABOUT YOUR TOPIC OF THE DAY, BE GENUINE, BE YOURSELF AND GET IT OUT THERE.**
- 4. THE VIDEO'S MOST LOOKED AT ARE HOW TO VIDEOS.**





THE BASICS OF MAKING A VIDEO

5. CALL TO ACTION SHOULD BE AT THE END OF VIDEO, EXAMPLES (IF YOU LIKE THIS VIDEO HERE'S ANOTHER TO WATCH, IF YOU LIKE THIS CONTENT PLEASE SUBSCRIBE TO MY CHANNEL, ADD A LEAD MAGNET AND POINT TO IT ON YOUR ARTWORK BEFORE THEY CAN DOWNLOAD ANYTHING HAVE THEM COMPLETE A GOOGLE FORM ASKING FOR THEIR NAME, PHONE AND EMAIL. TIE IN A TOPIC ON LEAD MAGNETS THAT TIE INTO VIDEO. ANYTHING OF VALUE. IF YOU HAVE A WEBSITE YOU CAN DIRECT THE CLIENT TO THAT LEAD MAGNET, IF NOT I USE LEAD PAGES.NET FOR CREATING A LANDING PAGE.

6. MAKE A GOOGLE FORM FOR CLIENTS TO FILL OUT

7. MANY WAYS TO CAPTURE INFO - YOUR WEBSITE, LANDING PAGE, GOOGLE FORMS





MAKE YOUR 1ST VIDEO “THE TRAILER”

A YouTube channel trailer is a **video designed to help viewers quickly learn about your channel**. When enabled, the trailer is displayed at the top of your YouTube channel page and plays automatically for your non-subscribed visitors.

While there's no perfect length for a trailer, YouTube recommends that you “keep it short”. And many YouTube marketing experts recommend that you limit the length of your trailer to 30-60 seconds.

This is **necessary** because a YouTube channel homepage often looks busy as there are video thumbnails, buttons, playlists, and — of course — an option to leave the channel altogether. ... For example, a yoga channel often publishes slow-paced videos, so it wouldn't make sense to feature a dynamic video as a channel trailer.





UPLOADING MY CHANNEL TRAILER

- 1. LOG INTO YOUTUBE**
- 2. CLICK ON MY CHANNEL**
- 3. THEN CLICK THE LITTLE GEAR FOR SETTINGS ON TOP RIGHT**
- 4. MAKE SURE CUSTOMAZATION IS TURNED ON**
- 5. UPLOAD VIDEO AND SET NON ACTIVE**
- 6. CUSTOMIZE CHANNEL**
- 7. CLICK FOR NEW VISITORS TAB, THEN CLICK PENCIL ON RIGHT SIDE, ADD YOUR WELCOME VIDEO LOAD VIDEO**
- 8. FOR RETURNING SUBSCRIBERS, PICK A GOOD VIDEO YOU THINK REPRESENTS YOUR CHANNEL THE BEST, THEN CLICK SAVE**





YOUR VIDEO INTRODUCTION

ANIMATED LOGO – BUMPER VIDEO – LOGO STING SHORT NO MORE THAN 10 SECONDS

The Hook/introduction comes first - no more than 5 seconds.

Then your animated logo – no more than 5 seconds.

Describe the topic of your video – no more than 10 seconds.

**LET'S GO TO FREE ACCOUNT CANVA.COM AND MAKE OUR ANIMATED INTRO RIGHT HAND CORNER
CLICK ON CREATE DESIGN THEN CUSTOM SIZE 1920 X 1080 PIXELS**

**THEN HIT CREATE DESIGN THEN PICK A BACKGROUND, COULD BE A SOLID BACKGROUND, PHOTO, ONE OF THE
BACKGROUND DESIGNS IN CANVA, YOU CAN USE ONE OF THEIR STOCK PHOTOS BY PUTTING WHAT YOU WANT IN
SEARCH BAR, CLICK ON THE PIC YOU WANT.**

THEN GO TO YOUR UPLOADS ADD YOUR VIDEO NAME AND PUT RXB LOGO IN AS WELL TO BE COMPLIANT.





YOUR VIDEO INTRODUCTION

THEN HIT ANIMATE AND PICK WHAT YOU WANT THE ANIMATION TO BE, YOU CAN HIT ANIMATION BLOCKS TO SEE WHAT THEY DO, YOU CAN ADJUST CONTRAST OF PIC BY HITTING THE ADJUST TAB.

THEN YOU CAN CLICK PLAY BUTTON AND SEE WHAT YOU CREATED, YOU CAN ADD SOME MUSIC BY SCROLLING DOWN ON BAR ON LEFT CLICK ON MUSIC, CLICK AND DRAG THE SONG TO ART. YOU CAN DUPLICATE PAGES, MAYBE THE FIRST PAGE IS 2 SECONDS, THEN SECOND PAGE IS 5 SECONDS AND 3RD PAGE IS 3 SECONDS, REMEMBER 10 SECONDS AT MOST.

YOUR VIDEO IS NOW READY TO DOWNLOAD, CLICK ON DOWNLOAD BUTTON TOP RIGHT, THEN DOWNLOAD AS mp4 FILE, SAVE IT WITH A NAME YOU'LL REMEMBER, EXAMPLE "My youtube intro 10 seconds", lastly you can use your editor and make chages when ever you want.



ANIMATED THUMBNAILS

An animated thumbnail set on youtube is a **short, moving image** would replace the **traditional thumbnail image**. Video thumbnails give users a quick snapshot of what your video is about as they scroll through Youtube.

How to create a Custom Youtube Thumbnail IN CANVA

1. Select the subject image for your thumbnail. ...
2. Remove the background of the image. ...
3. Add a sticker effect to your thumbnail. ...
4. Spice up the background. ...
5. Add some Big, Bold and Beautiful text to your thumbnail. ...
6. Preview your thumbnail and download.



WATERMARK SAMPLES

Adding a branding watermark to your channel can help drive subscribership on YouTube. Branding watermarks will show up at the times you specify on all of your videos.

To upload a watermark, click on Channel and click on Branding. From there, click on Add Watermark. Choose an image of your logo that is preferably one color and has transparency. The file must be under one megabyte.

Once your image is uploaded, you can choose a time for your watermark to appear or set it to stay on the entire time. The watermark will link to your channel to drive more subscribers.

subscribe
you know
you want to

Don't forget to
SUBSCRIBE

Don't forget –
SUBSCRIBE

Subscribe
you know
you want to

SUBSCRIBE
and click the bell

be sure to
subscribe!
and click the 

You **Tube**



THE BASICS OF MAKING A CHANNEL TRAILER

THIS IS A TOOL TO IDENTIFY WHAT YOUR CHANNELS ALL ABOUT, A WELCOME VIDEO.

Your channel trailer is a short welcome video. It's the first thing a new subscriber will see when they land on your channel's home page. Encourage them to subscribe, tell them what they'll learn on your channel, be friendly and engaging. You've got to hook them in right away! Maybe incorporate some shots of your city by driving around on a sunny day and taking 10 second videos of local landmarks.

Put it together with some background music and have someone on Fiverr edit it if you don't want to do it yourself. It doesn't have to be really fancy, just friendly. Make it short, maybe 30-60 seconds.

If you like, you can skip over this part and come back to it after you go through modules 5 and 6 (the filming and editing process.)

Please Note: you have to have at least one other video already uploaded to the channel in order to have the option to upload a welcome video. You can mark it as Unlisted if you don't want anyone to see it yet.

A GOOD TUTORIAL https://youtu.be/H_EoZmwAPHk





WRAP UP WITH A VERY CLEAR CALL TO ACTION

WATCH ANOTHER ONE OF YOUR VIDEOS, THAT WOULD BE THE NEXT ONE IN A CHRONOLOGICAL ORDER, AFTER WATCHING LAST VIDEO.

EXAMPLE, MY LAST VIDEO WAS HOW TO LIST YOUR HOME FOR FREE AND PAY NO COMMISSION, NEXT VIDEO MIGHT BE, HOW TO GET YOUR HOME READY TO SELL. OFFER A BOOK AT END OF YOUR VIDEO BY GETTING THE CONSUMER TO SUBSCRIBE OR CONTACT YOU VIA PHONE, TEXT OR EMAIL.

PUT A SUBSCRIBE BUTTON AND A DRAWN IN ARROW POINTING TO THAT.





EDITING YOUR VIDEO

1. REMOVE MISTAKES

This includes duplicate takes, coughing, phone ringing, etc.

2. CHANGE THE SHOT EVERY 5 – 10 SECONDS

Zoom in, zoom out, be off center to the left or right. Keep changing the shots up for more visual interest.

3. ADD B-ROLL (Bloopers or Secondary Info) OR LOGOS

This will appear over top of your video, intro, outro, end screens, etc.

Secondary info would be taking a pool and shooting a whole pool, then pan in on pool and closer, then maybe shoot the jacuzzi only.

4. ADD MUSIC

I find that it helps set the mood! Don't know where to find royalty-free music? The internet is your oyster.



FREE VIDEO EDITING SOFTWARE YOU CAN USE

FREE Editors

IMOVIE

One of the tools I personally use to edit my videos. It has a great interface and it's very easy to use. Sadly, it's only available for Mac.

SHOTCUT

Don't worry Windows users! Here's a video editing software you can use. This program comes with an app and you can use it on ANY platform— even Mac!

WEVIDEO

Don't want to go through the hassle of installing a new program on your computer? No problem. **You can use this platform** online and for free!

Pay for Editing Software

***Wondershare**

***VSDC**

Shotcut

GHT Work

Davinci Resolve

Video Pad

Open Shot

***Create Video**

*** Robert Uses that Software**



EASY EDITING

PRACTICE PRACTICE PRACTICE!

Don't be intimidated by all the buttons and dials on video editing programs. It's actually easy to use! Besides, if I can do it, I know you can too.

STICK TO YOUR PLAN

When editing videos, there's a ton of options for adding effects and graphics. Don't put in too much! It not only distracts your audience, but it can also overpower the points you want to make.

NOT TOO CONFIDENT ABOUT YOUR VIDEO EDITING SKILLS? YOU'LL GET THE HANG OF IT IN TIME... OR, YOU CAN HIRE A FREELANCER TO DO IT FOR YOU!





DON'T BE NERVOUS

This is something I hear all the time. "I'm so nervous to be on camera. What if I look stupid? What if people make fun of me?"

I have flubbed on camera a thousand times. Know how many times anyone pointed it out? Zero. Know how many times a troll said something mean about my videos? Twice. I've gotten some thumbs down on my videos but we don't know why. Maybe they don't like what I was talking about.) Did it bother me at first? Sure. I was bummed that someone gave me a thumbs down. But if they don't write a comment I'll never know why. And then the next day I got a \$5000 commission check so I got over it.

Try printing out a photo of your spouse or best friend. Tape it on your camera / phone/ tablet next to the lens and talk specifically to that person when you're recording. It really helps a lot! And like I always say, the more you do it the easier it gets.

So commit to filming at least once a week and you'll be amazed at how much better you are a month or two from now!



HOMEWORK

MAKE 2 VIDEOS, ONE TRAILER AND A NICHE VIDEO WITH WATERMARKS. TIE TOPIC TOGETHER.

**CREATE 2 THUMBNAILS WITH A CALL TO ACTION,
USE A LEAD MAGNET, SUPPORTING CONTENT
LOAD THEM INTO YOUR CHANNEL**



CHAPTER 6

GETTING YOUR PHONE TO RING

**Follow your Niche, Adjust when
Needed, Look at other Videos.**



TURN SUBSCRIBERS INTO SALES GETTING YOUR PHONE TO RING

- **ASK YOUR VIEWERS TO TAKE ACTION**
- **THE 80/20 RULE, ASKING VIEWERS TO WATCH ANOTHER VIDEO 80% OF THE TIME VS GIVING A LEAD MAGNET LINK 20% OF THE TIME.**
- **IF A VIEWER WATCHES FULL VIDEO OR GIVE IT A THUMBS UP, YOU TUBE ALGORYTHYMS WILL SHOW YOUR VIDEO WHEN THEY LEAVE AND COME BACK.**
- **VIEWERS LOVE LEAD MAGNETS, WHEN THEY DOWNLOAD THE LINK THEY GO TO YOUR LANDING PAGE OR WEBSITE AND FILL OUT THEIR INFO TO GET THE LEAD MAGNET.**
- **ASK FOR NAME, EMAIL, PHONE AND WHAT THEIR TIMELINE IS REGARDING THE LEAD MAGNET TOPIC.**



LINKING TO YOUR SOCIAL MEDIA, LANDING PAGE OR WEBSITE PLUS ADDING GIVE AWAYS LEAD MAGNETS ETC

1. Go to youtube.com sign in, THEN SCROLL DOWN TO CUSTOMIZATION
2. Click Basic Information, Scroll down until you see links, then answer how many links do you want (up to 5), the more you use the more cluttered it can look.
3. Click Link Title, if you're using a lead magnet capitalize your title, then put the URL where the link is going to, such as your facebook link, lead magnet link, blog link, website etc, make sure URL has <https://www.rxbrealty.com/about>
4. Then look at your art on channel, too cluttered? Try again.

Sending a Link to your Channel

Paste this into you're the end of your URL **?sub_confirmation=1**, then copy the whole URL in the search bar, go to a new tab paste it in and see what your clients see, they'll have a chance to subscribe to your channel.





DO YOU NEED A SOURCE FOR LANDING PAGES? BEST PRACTICES

- EASY AGENT PRO (WEBSITE PROVIDER)
- MAIL CHIMP
- LEAD PAGES
- ENGAGE MORE (CRM)
- INSTAPAGE
- GOOGLE FORMS (MUST HAVE GOOGLE SUITE)
- CONNECTS TO YOUR CRM
- SENDS THEM WHAT THEY REQUESTED
- SIMPLE, CLEAN, EASY TO READ, UNCLUTTERED
- SET UP DRIP CAMPAIGN TO FOLLOW UP WITH THEIR REQUEST



LEAD MAGNETS AVAILABLE “Give Aways”

A lead magnet is a marketing term for a free item or service that is given away for the purpose of gathering contact details; for example, lead magnets can be trial subscriptions, samples, white papers, e-newsletters, and free consultations. Marketers use lead magnets to create sales leads.

Seller Lead Magnets

- **For Sale by Owner**
- **Sellers Love EZ Real Estate Offer**
- **Mistakes Sellers Make**
- **Seller Checklist**
- **Seller Accepts Offer Then What?**
- **Get Your home Ready to Sell**

Buyer Lead Magnets

- **7 Mistakes Buyer's Make**
- **After Offer Is Accepted Buyers**
- **VA Buyers Guide**
- **Financing Guide and Terms**

Recruiting Lead Magnets

- **10 Habits of Successful Agents**
- **How to Build a Real Estate Biz**
- **Leads to Success**
- **Why RXB Realty**
- **Explaining Referral Share**
- **Marketing Tools that Get Results**



WHAT WE'VE LEARNED IN 7 LESSONS

- **IDENTIFY YOUR TARGET/NICHE AUDIENCE**
- **CREATE YOUR BRAND**
- **RESEARCH TOPICS BEFORE YOU RECORD ANYTHING**
- **MAKE CLICK WORTHY THUMBNAILS**
- **HAVE AN IRRESISTABLE OFFER**

WHAT RXB REALTY OFFERS

- 80/20 Split \$14,000 Cap
- Low Monthly Fee's
- RXB Design Studio
- Custom Marketing Tools
- Brand Your Business
- Free Company Leads
- Lead Generation System
- EZ RE Offer Listings
- Productive Training
- Referral \$share
- 2 Personal Transactions YR
- High Tech Company



Does Your Brokerage Offer You This

- **VACATIONS**
- **RETIREMENT**
- **KIDS COLLEGE PAID**
- **PEACE OF MIND**

WE DO!!!!

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