

GETTING STARTED

Work Book



You **Tube**

NEVER PAY FOR LEADS AGAIN

Introduction

Welcome RXB Realty Agents;

This book in conjunction with the YouTube interactive workshop 6 wonderful hours of classes to help you launch your YouTube Channel with success.

I want to Thank the YouTube for Agents Mastergroup for helping us with the content.

This work book is an overview of interactive work shop, it gives you the components of whats needed vs the work shop book goes through a chronological order and gives you a step by step guide in much more detail.

Don't expect immediate gratification when posting videos. For most agents starting it could take 6 months to generate your first lead. Your content and thought will be the deciding tool. Our group had some YouTubers getting calls within the first 3 months. We will do a lot of this together as a team. The more minds the faster to organic lead generation.

Let's have FUN and yield results together, then recruit and pass it on, BUILD YOUR REFERRAL \$HARE.



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CHAPTER 1

GETTING STARTED



You 

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CHAPTER 1

GETTING STARTED

WHAT YOU'LL NEED

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.

CHAPTER 1

GETTING STARTED

8. TUBE BUDDY

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

- ☐ SMARTPHONE
- ☐ BRAND LOGO
- ☐ YOU TUBE INTRO
- ☐ MICROPHONE
- ☐ KEYWORD RESEARCH TOOL
- ☐ VIDEO EDITING SOFTWARE
- ☐ CHANNEL ART
- ☐ TUBE BUDDY
- ☐ WEBSITE
- ☐ OPTIONAL BACKGROUND LIGHTS

CHAPTER 1

GETTING STARTED

THINGS TO REMEMBER

Raring to launch your channel? Keep these things in mind!

1. VIDEO QUALITY

Don't get hung up on making your videos SUPER high quality. People don't expect us to be TV stars. They expect us to be sources of great information. Now if you are incredibly talented with video editing or you already own a fabulous camera, bonus! But those things are not required. Don't stress. Share your knowledge and be friendly.

2. VIDEO INTRO

Keep it SUPER short. These days, most viewers want to get down to business ASAP. It's not the time to make a commercial about your brand. All your intro should do is introduce you to your audience.

3. CHANNEL ART

Go ahead and be creative, good design matters. You want it to be easy to read, inform the viewer where you're located, and why they should subscribe.

4. EQUIPMENT

You DON'T need to spend a lot of bucks to get started! Use what you have on hand—except when it comes to the mic. I truly feel like a microphone is a MUST HAVE.

CHAPTER 1

GETTING STARTED

5. MAKE INVESTMENTS COUNT

Spend some money, BUT not too much. Learn to value your time too. If a task is taking you more time than necessary, get someone from Fiverr to take care of it for you!

RESOURCES YOU CAN USE

FIVERR

You can use this platform to have someone make your own video intro (or brand logo) for you!

R I P L

Do you want to DIY your video intro AND Outro? Use this app to take care of that on your phone!

CANVA

If you're looking for other options in making your video intro, this serves as a great alternative.

TUBEBODDY

You need to know how your videos rank in order to improve your content. This tool will help you do just that.



CHAPTER 2

SETTING UP YOUR YOU TUBE ACCOUNT



You 

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CHAPTER 2

SETTING UP YOUR YOU TUBE ACCOUNT

WHAT YOU'LL NEED

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. WHAT YOU NEED IF YOU DON'T HAVE ONE

Don't worry about it! All of You have a gmail email account through RXB Realty. Next, you can sign in to YouTube with your account, create your channel and fill in all the needed info. Leave a short and sweet channel description! Give people a reason WHY they should subscribe to you.

2. THE BACK END OF YOUR YOU TUBE CHANNEL-YOU TUBE STUDIO OVERVIEW

This is where the magic happens. In this section, you're free to upload your channel art, edit your playlists, link your videos... all the stuff you need to get your show running! I know it looks like a lot, but you'll master it.

3. COMPLYING WITH THE CHILDRENS ONLINE PRIVACY PROTECTION ACT (COPPA)

November 2019, the Federal Trade Commission (FTC) implemented a new law called COPPA. What this means is that you need to announce whether your intended audience is children or not. You can set this channel level— so you only have to do it one time. Or, you can set it for every single video that you upload.

CHAPTER 2

SETTING UP YOUR YOU TUBE ACCOUNT

4. HOW TO LINK TO YOUR WEBSITE FROM YOUR VIDEOS

You need to have **1000 subscribers** and **4000 hours of watch time** (for the channel as a whole) to be able to link to your web site in cards in the video itself. UNTIL THEN, be sure to point DOWN during your video instead of pointing up at the corner and say, "Click the link below to get your free guide," or whatever you're offering as a call to action.

5. HOW TO MAKE A CHANNEL TRAILER

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 cheerful and engaging. 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.

HOW TO CHANGE YOUR CHANNEL NAME

STEP 1 Log in on You Tube.

STEP 2 Click on your icon in the top right corner, go down to Settings. Under the Account tab you'll see your channel name.

STEP 3 Click Edit on Google, make the changes you want and you're done!

CHAPTER 2

SETTING UP YOUR YOU TUBE ACCOUNT

YOU TUBE CHANNEL CHECKLIST

- ☐ FILL IN THE ABOUT SECTION OF YOUR CHANNEL
- ☐ ADD TAGS AND DESCRIPTIONS
- ☐ ADD BRANDING WATERMARKS TO YOUR VIDEOS
- ☐ LINK VIDEOS TO YOUR WEBSITE, SOCIAL MEDIA ETC

NEED MORE SUBS? KEEP MAKING QUALITY CONTENT AND YOUR CHANNEL WILL GROW IN NO TIME!



CHAPTER 3

COMPONENTS OF A GOOD VIDEO



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CHAPTER 3

COMPONENTS OF A GOOD VIDEO

1. WHAT MAKES A GOOD VIDEO

It should start with a hook. Next, a good intro. Then, you will want to give your audience an overview of the topic. Lastly, you should wrap up your video with a call to action.

2. CHOOSING YOUR NICHE

Before you start randomly making videos, decide who your ideal viewer (and potential client) is. The more specific you are with this the easier it will be to ATTRACT your perfect client.

3. CALL TO ACTION

Your call-to-action should focus on inviting your viewers to see another one of your videos. The more face time you get with your audience, the more your videos will rank.

Not sure what to write as a call-to-action? For starters, use other YouTubers as reference! Give your viewers a reason why they should click!

4. NERVOUS ABOUT BEING ON CAMERA

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!

5. LEAD MAGNETS, WHAT ARE THEY & HOW TO USE THEM

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! I listed a couple of suggestions that should help you get started.

CHAPTER 3

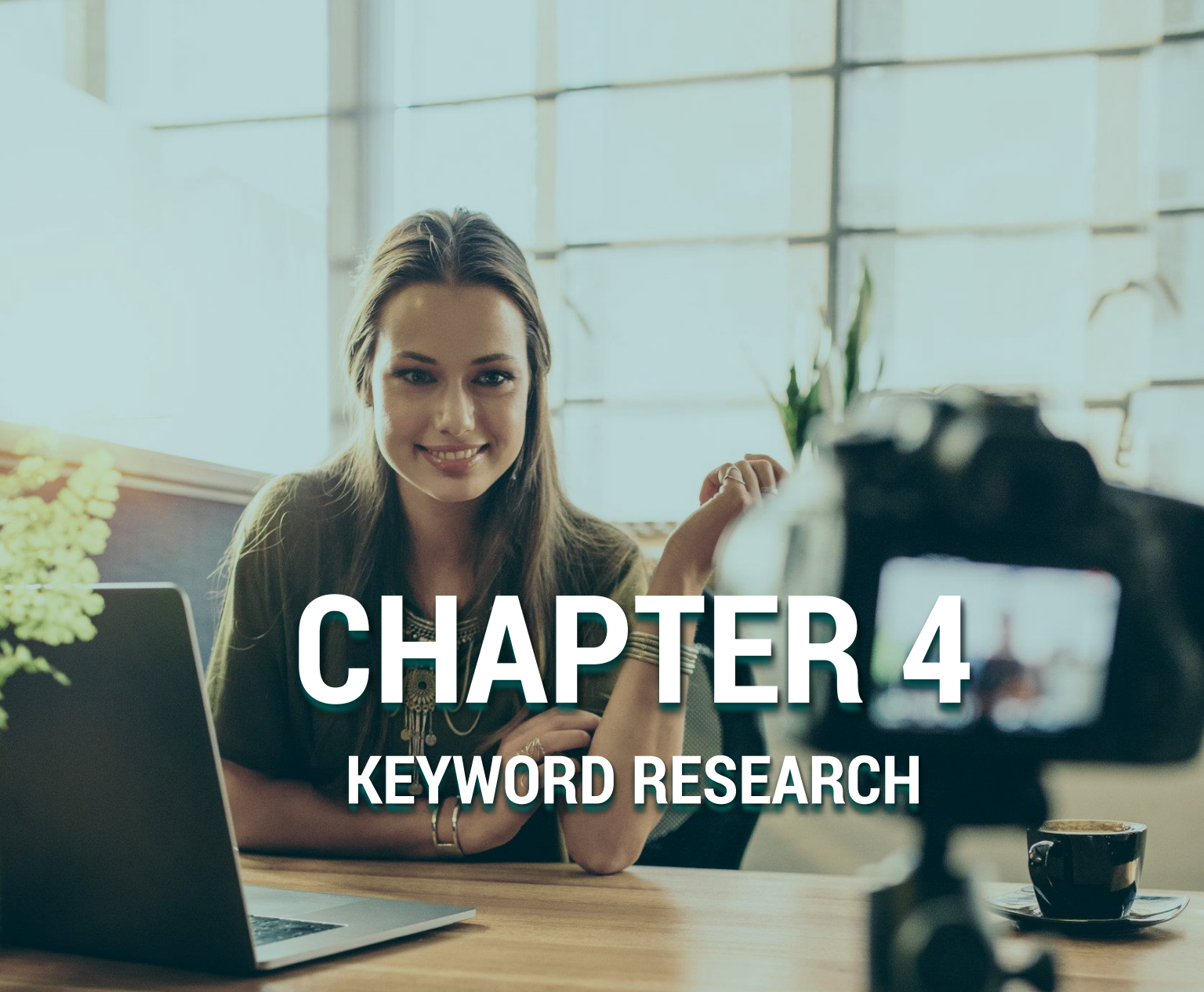
COMPONENTS OF A GOOD VIDEO

VIDEO FORMAT CHECKLIST

- ☐ **HOOK**
- ☐ **ANIMATED LOGO**
- ☐ **INTODUCE YOURSELF**
- ☐ **TOPIC OF VIDEO**
- ☐ **WRAP UP**
- ☐ **CALL TO ACTION**
- ☐ **TELL YOUR AUDIENCE WHAT TO DO NEXT**

SAMPLE LEAD MAGNETS – E BOOKS

- **FIRST TIME HOME BUYER GUIDE**
- **HOW TO STAGE YOUR HOME**
- **GETTING YOUR HOME READY TO LIST**
- **VA BUYERS GUIDE**
- **RELOCATION GUIDE**
- **REAL ESTATE AGENTS 10 HABITS TO SUCCESS**
- **HOW TO BUILD A REAL ESTATE BUSINESS**
- **HOW TO SELL YOUR HOME AND PAY NO COMMISSIONS**



CHAPTER 4

KEYWORD RESEARCH



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CHAPTER 4

KEYWORD SEARCH

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!

CHAPTER 4

KEYWORD SEARCH

KEYWORD RESEARCH CHECKLIST

- ☐ **USE KEYWORDS EVERYWHERE**
- ☐ **GO TO GOOGLE AND SEARCH ABOUT YOUR TOPIC BY USING DIFFERENT WORDS OR PHRASES**
- ☐ **PICK KEY WORDS THAT HAVE 100 – 1000 SEARCHES PER MONTH**



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CHAPTER 5

THE FILMING PROCESS



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CHAPTER 5

THE FILMING PROCESS

1. THE BASICS

Prepare your equipment, notes, and everything else you need for your video. Then, do a dry run to see if it all works. (You don't want to find out later on that you've been recording with the mic off!) Don't forget to add a nice and clean backdrop too!

2. USE THIS FORMAT FOR THE VIDEO

1. Start with a hook. Use the keyword in the first 5-10 seconds.
2. Animated logo Intro
3. Introduce yourself briefly
4. Topic of the day
5. End the video abruptly but cutting to your end screen and have a clear call to action - either watch another video or go download your freebie.

3. HORIZONTAL VS VERTICAL

Vertical videos work on Facebook and other platforms. But, on YouTube? It just doesn't cut it. Your content would have black bars on the sides and it's lazy. Here's a pro tip. If you plan on uploading on several platforms, record your video with multiple devices. One vertical, one horizontal!

4. LEARN TO USE A SCREENCAST

A screencast allows you to record the screen off your computer. If you want to give a tutorial on how to use certain websites or if you're not comfortable with showing your face (because you're down with the flu), this option is a lifesaver.

CHAPTER 5

THE FILMING PROCESS

6. WHAT IS A B-ROLL?

B-Roll can be secondary information, example “If you talk about the pool in the neighborhood, show the pool”. Show on screen what you're talking about. It keeps the viewer's attention longer, makes the videos more Interesting, and polished too. B-Roll can also be some blooper out takes.

7. HOW TO GET THE VIEWERS WATCHING TILL THE END

Here's a clue. Don't give them hints that you're wrapping up! Instead, end the video somewhat abruptly. Think about what your CTA will be at the end and then In the final 20 seconds of your video, tell them to go get your freebie, to watch this other fabulous video next, to subscribe to your channel, whatever your CTA will be. This way they don't leave as soon as it's clear the topic is over.

FILM IN A QUIET SPOT

You will want your audio to be as clear and as crisp as possible. Background noises are not only distracting to your audience but it could cause them to click away too!

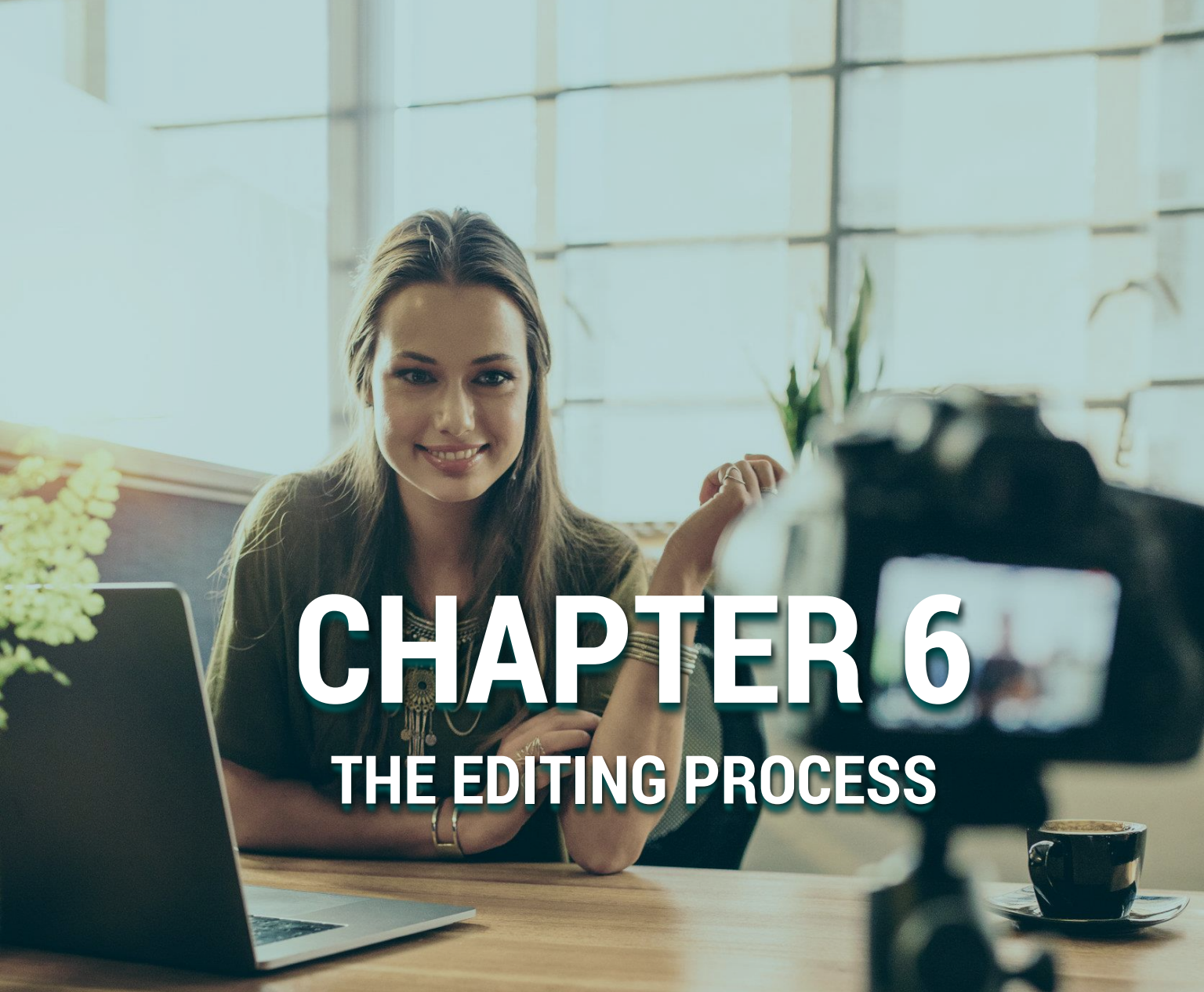
CHAPTER 5

THE FILMING PROCESS

FILMING CHECKLIST

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

**KEEP RECORDING! YOU CAN
JUST CUT OUT ANY BLOOPERS
WHEN YOU EDIT YOUR VIDEO!**



CHAPTER 6

THE EDITING PROCESS



You 

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CHAPTER 6

THE EDITING PROCESS

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.

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.

CHAPTER 6

THE EDITING PROCESS

VIDEO EDITING SOFTWARE YOU CAN USE

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!

PRACTICE PRACTICE PRACTICE!

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It's actually easy to use! Besides, if I can do it, I know you can too.

CHAPTER 6

THE EDITING PROCESS

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!**

CHAPTER 6

THE EDITING PROCESS

EDITING 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

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.

CHAPTER 7
MAKING SURE YOUR VIDEO
FOUND IN SEARCH



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CHAPTER 7

MAKING SURE YOUR VIDEO WAS FOUND IN SEARCH

1. OPTIMIZING YOUR VIDEO

Here's a pro tip. Once you've identified the keyword for your video, you should add it to the title too. Next, rename your video file to the title of your video. This tells YouTube what your video is about and helps it rank.

2. END SCREENS – THE EASY WAY

What's an end screen? Well, it's the display your audience sees near the end of your video. Here, you can add your call-to-action. It's easy to use! In fact, YouTube has tons of end screen templates you can choose from. With it, you can suggest another video from your playlist, recommend another channel, and so on!

3. THE IMPORTANCE OF CUSTOM THUMBNAILS

You want to convince people to click on your video, so your thumbnail should be eye catching! Don't worry, you don't need fancy photo manipulation skills to get the job done. Just use Canva and let your creativity loose!

4. HOW TO REMOVE THE BACKGROUND ON YOUR PICTURE

So, you've taken pictures of yourself for the video thumbnail. Problem is, they all have backgrounds you don't need. No problem. There are plenty of photo editing tools and apps that don't need pro-skills and will crop your background in a jiffy!

CHAPTER 7

MAKING SURE YOUR VIDEO WAS FOUND IN SEARCH

4. EDIT YOUR CATIONS - SUBTITLES

Take some time in your day and respond to every comment! If ever you get an unrelated question, take it as a chance to refer your colleagues in the next town. Keeping the dialogue in your comments section alive tells YouTube that your video is the new talk of the town. As a result, your content will rank higher!

5. POSITIVE ENGAGEMENT SIGNALS

Take some time off of your day and respond to every comment! if ever you get an unrelated question, take it as a chance to refer your colleagues in the next town. Keeping the dialogue in your comments section alive tells YouTube that your video is the new talk of the town. as a result, your content will rank higher!

NEGATIVE COMMENTS

Did someone say something rude? Well, it's your channel, just delete it! You don't have to deal with that. However, if they're making valid points despite being snarky, it's your call whether to respond or not.

CHAPTER 7

MAKING SURE YOUR VIDEO WAS FOUND IN SEARCH

VIDEO UPLOADING CHECKLIST

- ☐ MAKE AN EYE CATCHING CUSTOM THUMBNAIL FOR YOUR VIDEO
- ☐ RENAME PROJECT FILE THE EXACT TITLE OF YOUR VIDEO
- ☐ PREPARE A SHORT DESCRIPTION OF YOUR VIDEO
- ☐ ADD YOUR WEBSITE & SOCIAL MEDIA LINKS
- ☐ ADD TAGS
- ☐ EDIT YOUR CAPTIONS



**CONSIDER MAKING YOUR THUMBNAILS UNIFORM.
IT WILL HELP BUILD YOUR BRAND IDENTITY.**



CHAPTER 8

PROMOTING YOUR VIDEOS



You 

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CHAPTER 8

PROMOTING YOUR VIDEOS

1. HOW TO GET MORE VIEWS

Is it possible to turn the views you get on Facebook into YouTube views? Definitely! Instead of uploading your whole content on Facebook, post a teaser video that redirects traffic to your YouTube channel. (You can use this same tactic on your other social media accounts too!)

2. HOW TO GET A CUSTOM URL BEFORE YOU GET A 100 SUBSCRIBERS

Don't you agree that shorter links look much neater? It's easy to add them on business cards, e-mail signatures, social media posts... you get the picture. Well, you actually do that through **Rebrandly** or **Bitly** for FREE!

3. SHARE YOUR VIDEOS ON MULTIPLE PLATFORMS

Guess what? I found a software automation app that can make the whole process quicker for you. With **Zapier**, you can tie all your accounts together and set instructions. For example, every time you upload on YouTube, it can invite your followers on social media to watch your content. Zapier starts free and you can unlock a pro account for more functions!

CHAPTER 8

PROMOTING YOUR VIDEOS

PROMOTING YOUR VIDEOS CHECKLIST

- ☐ **CREATE A TEASER CLIP FOR YOUR VIDEO AND POST THEM ON YOUR SOCIAL MEDIA**
- ☐ **ADD A COMPELLING VIDEO DESCRIPTION**
- ☐ **LOOK AT OTHER GREAT VIDEOS THAT HAVE THE SAME CONTENT AND COMMENT SOMETHING NICE TO GET BACKLINKS**
- ☐ **REVIEW WHICH KEYWORDS WERE MOST EFFECTIVE FOR YOUR VIDEO**

SMART PRACTICES

WHEN COMMENTING ON VIDEOS, AVOID PROMOTING YOUR OWN CHANNEL. ALWAYS BE COURTEOUS TO OTHER CONTENT CREATORS.



CHAPTER 9

YOUR BONUSES



You 

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CHAPTER 9

TIPS TRICKS TO STEP UP YOUR GAME

1. BE CONSISTANT WITH POSTING

Got a bright idea? Write that down, keep those videos coming! Sticking to a regular posting schedule keeps your viewers excited for your next upload. Think of it as a way to build anticipation.

2. FOLLOW UP YOUR LEADS WITH VIDEO

This extra effort is totally worth it. Making specific videos for different leads makes your prospects feel valued. Trust me, it hikes up the response rate more than your generic email.

3. HOW TO STAY MOTIVATED WHEN YOU AREN'T SEEING RESULTS

Here's an analogy to keep you going. Making a YouTube video is just like planting a seed. You stick one down into the ground, water it, and in time, it grows. You don't see anything instantly, but surely, it'll grow— just like your YouTube channel! So don't give up!

4. TECH RESOURCES

Here are a couple of workarounds to help you get going! I've used these myself and I can assure you, they work!

5. HOW TO USE A TELEPROMPTER APP ON YOUR PHONE

You don't need to hold onto anymore flashcards to remember your lines. With the app **Teleprompter Pro**, your cues play on your phone screen while you record! I'm using this app myself and it helps me build eye contact with the audience. Try it for yourself!

CHAPTER 9

TIPS TRICKS TO STEP UP YOUR GAME

6. HOW TO CLAIM YOUR CUSTOM URL ONCE YOU HIT 100 SUBCIBERS

Before anything else, pick a URL that is fairly short, easy to remember, and easy to spell. It doesn't need to have your market area in it. I recommend either your name or your brandname/channel name.

7. OVERVIEW OF USING ONLINEJOBS.PH TO HIRE A VIRTUAL ASSISTANT

Don't have time on your hands to edit a video and do other things? No problem. Hiring a Virtual Assistant will lessen the items on your to-do list. Besides, they only charge around \$3-5 an hour. That's around \$25 per week... it's like going to Starbucks three times! Can you find another option worth \$25 that will save you hours and hours of work? I don't think so.

3. FINDING AN EDITOR ON FIVERR

Have you signed up on Fiverr yet? Here's a pro tip. Instead of looking for a video editor, do yourself a favor and post your own ad. It saves you time and connects you with people who are capable and interested to work on your project.

4. COMMUNICATING WITH YOUR VIRTUAL ASSISTANT (VA)

Just imagine you could be working with a Virtual Assistant across the world! With the internet everything is possible. In truth, it's a lot more simple than you can imagine. Here are a couple of apps/programs that I use to contact my VA.



- 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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