

Using Video to Stand Out in Real Estate

✘ *This is a guest blog post by Joanne McCall, a publicist and strategist who frequently works with REALTORS®.*

It is no big trick for anyone in real estate to stand up anymore. Never in the history of humankind has it been so easy to build a platform and put yourself out there.

The trick is, how are you going to stand out?!

It is a busy, noisy, crowded world with far too many people just copying one another because they don't know what to do. They know they need to do something, so they copy others. It's pretty hard to be unique under those conditions, and being different is exactly what's needed. But how?

What if you had a plan? What if you had a direction? What if you knew how you want to come across and what your important key messages are? What if you tapped into current trends, your knowledge, and in addition to that you had the confidence that you can use these new technologies to market yourself and your business in a way that gets results? Wow! You would be hot!

There is one trend happening now that is not going to go away. Are you ready for this?

It's video.

Video is king (and queen) now.

And because this is the wave of the present and future, I am going to give you some media polishing secrets that will help you get noticed through your videos.

1. Get to the Point. Don't take time to lay the groundwork. ✘ Don't try to warm things up and eventually get to what it

is you want to say. And whatever you do, don't start your videos with "Hi, my name is..." Start with the hook. Start with the climax of your message, and then fill in the gaps.

2. Get to the Point Quickly.

You may think I made the point above, but the truth is, this is so fundamental that it is worth saying again. Get to the point and make it quick. No one is going to take the time to figure out your message.

3. Create and Use Soundbites.

Soundbites are quick little phrases that easily explain a concept. I heard an interview not long ago—the guest was a relationship expert and she was making a point about finding the "perfect" person to marry or get involved with. She said, "perfection=pure fiction." That is a soundbite, and a memorable one at that. Here I am sharing it months after actually hearing it. So when it comes to your real estate business, come up with some quips and then practice them so they roll off your tongue. You can pepper these into your videos for much added interest!

4. Know Your Market And Who You're Talking To.

I find far too often that many people have a problem zeroing in on a target market because they're afraid of leaving someone out. The best advise is to pick a market and speak directly to them. You can expand out later, but initially, start with your key clients or customers. Otherwise, you may find yourself waiting, and waiting, and waiting to get those videos done.

Want to know more about using video in your marketing and looking great doing it? Join me and host Becki Saltzman, author of the upcoming book Arousing the Buy Curious: Real Estate Pillow Talk for Patrons and Professionals, for "Media Polishing for Real Estate Agents," a free webinar on Tuesday, June 25th at 4:00pm Pacific. Learn how to develop content and make it compelling and fascinating to your potential clients

and customers. Learn to create fantastic videos for more sales, more media, and more mojo! Click the link above for a complimentary ticket to this webinar.