

Lights, Camera Action

Using Video in your Real Estate Business to Gain and Retain Clients



With Amy Chorew

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Video - Which Tools to Use?

You will need some way to record Video. Consider:

- Your Digital Camera
- Your Virtual Tour Product
- The Flip
- Sanyo Xacti 1010



You will also need:

- Tripod or Monopod
- Editing Software
- Youtube Account



TheFlip has its own editing software or use:

- WINDOWS – MovieMaker - free with Windows
- MAC_ iMovie - free with MacOS X
- Apple.com/imovie
- Vegas Movie Studio



Or use a product like Animoto at www.Animoto.com. T

his free software allows you to use photos to create a fast moving video.



Redistribute Videos in multiple venues

- Website – yours and others
- Video Email Campaigns
- CDs
- Open House sites / Listing Sites



Some Video Ideas:

- 1.
- 2.
- 3.

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Putting your Virtual Tours on Video Sharing Sites - Youtube

Publish your Video

You can upload any of your videos to a video sharing site like Youtube. Once done, share it on your Facebook Fan page, or copy the HTML code into your website or blog. Share your Video with everyone!

Why YouTube? Why not other sites?

YouTube will give your video the most exposure. What is referred to as "eyeballs".

You can upload any of your Virtual Tours to any video sharing site. Once done, copy the HTML code into your website or blog. Share your Virtual Tour with everyone!

Video sharing sites:

- www.youtube.com
- www.viddler.com
- www.revver.com

Real Estate Specific:

- www.wellcomemat.com
- www.zipvo.com
- www.vidlisting.com

Syndicator:

Putting a Video on YouTube

- www.Trafficgeyser.com
- How do you post your video on YouTube?

1. Create a new account with YouTube at www.youtube.com (or any or all of the sites listed above.) These are free services to upload videos but be sure to read the terms of use to make sure that you follow their guidelines.
2. Have a generic login for transition purposes.
3. Using their easy to understand directions, upload your video to YouTube. Make sure you type in and make any notes, tags, etc. so that people can find your video easily when they search.
4. Once the video has been uploaded, at the bottom of the screen you will see a distinct URL of your video (<http://youtube.com/???>) an embed code. This code can be put on your blog or website and the video just appeared.



**UPLOAD VIDEO
HERE**



Share video from Youtube to Facebook and Twitter

Video Upload (Step 1 of 2)

Title*

Description*

Video Category*

Tags* Tags are keywords used to help people find your video. (space separated)

(*) Indicates required field

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Video Email

Two products allow you to send personalized video emails to clients. Ever have someone interpret your email differently from the way you had intended? Without facial expressions and gestures that happens often. With Eyejot, your friends, family and business contacts won't have any trouble whatsoever understanding what you mean. They'll be able to see your energy, passion, concern, interest, excitement, humor - you name it. They'll see and hear it

- Congratulate them on mortgage approval
- Point out features of a home that they are interested in
- Introduce yourself to an internet buyer
- Sing Happy Birthday!

Eyejot is an online video messaging platform that allows you to receive video messages in an internet browser.

Tokbox is a free service that lets you talk over live video. When you sign up you receive a link. When you want to talk with anyone, just give them the link - they click and you chat.

Put your TokBox on your social network profile, blog, or personal webpage. Anyone can come to your page and see a "Push to Talk" button. They click it and connect to you in real time using live video and audio.

Skype

Free calls, video calls and instant messaging over the internet. Plus great value calls to phones anywhere in the world.

Seesmic

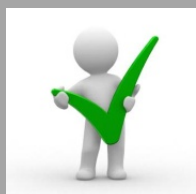
Seesmic is a video micro blogging web application in pre-alpha stage being developed by French entrepreneur Loic Le Meur to make video uploading easier for those using webcams.
en.wikipedia.org/wiki/Seesmic



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(And Get the SECRET Edge That Your Competition Prays You Don't Discover!)

*Have You Ever
Wished a Tech
Coach would
show up at
your office,
take you by
the hand, and
walk you
through
everything?*



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