

# Online Workshop

“ You  Marketing Secrets For Real Estaters”

- Real Estate Brokers & Agents
- Loan Originators
- Real Estate Investors



Housekeeping Items:

Pen & Paper

THE **RETECHULOUS** REAL ESTATE LEAD GENERATION LEAGUE



**Josh Schoenly**



**Ryan Hartman**

# Why Marketing?

2 Billion Views Per Day

Average Person spends 15 minutes per day on  
YouTube

24 Hours of video is uploaded every minute!

YouTube has basically become the 2<sup>nd</sup> most used  
search engine behind only Google (and if you didn't  
know already Google owns YouTube)

# "YouTube Marketing Secrets For Real Estaters"



jaschoenly

Your channel viewers will see links here, including "subscribe" and "add as friend".

## Profile

[edit](#)

<b>Name:</b>	Josh
<b>Channel Views:</b>	2,155
<b>Total Upload Views:</b>	35,659
<b>Joined:</b>	March 03, 2008
<b>Last Visit Date:</b>	28 seconds ago
<b>Subscribers:</b>	118



RealEstateVideoTools

Your channel viewers will see links here, including "subscribe" and "add as friend".

## Profile

[edit](#)

<b>Name:</b>	Josh Schoenly & Ryan Hartman
<b>Channel Views:</b>	104
<b>Total Upload Views:</b>	3,094
<b>Style:</b>	Educational
<b>Joined:</b>	April 30, 2010
<b>Last Visit Date:</b>	10 seconds ago
<b>Subscribers:</b>	12
<b>Website:</b>	<a href="http://realestatevideotoolbox.com">http://realestatevideotoolbox.com</a>

# Why Marketing?

## Opportunity

**Your content lives out there for  
all to find & follow at any time...**

**Buyers...  
Sellers...  
The Media?**



# “YouTube Marketing Secrets For Real Estaters”

## What You'll Discover:

The **5 key components** each YouTube video must have to get MAXIMUM traffic

An easy way you video market **without a video camera**

A Real Estate **Video Niche Idea Tour**

“You  Marketing Secrets For Real Estaters”

The 5 components each  
YouTube video must have to  
get **MAXIMUM** traffic

# “YouTube Marketing Secrets For Real Estaters”

(You'll probably  
want to write  
these down...)



# Keywords In The Title

# Keyword Loaded Description

always start with your url

# Keywords In The Tags

# Keywords In The Audio

Yes, Youtube transcribes every video!

# Keywords In The Filename

“You  Marketing Secrets For Real Estaters”

Let's take a look at an  
example of how to do this...

# “YouTube Marketing Secrets For Real Estaters”

## Video Marketing Without A Video Camera?



[Screenr.Com](http://Screenr.Com)

This amazing, free screencasting tool can help change the course of your real estate business...

“You  Marketing Secrets For Real Estaters”

Let's watch how easy



is to use...

“You  Marketing Secrets For Real Estaters”

# Real Estate Video Niche Ideas

“You  Marketing Secrets For Real Estaters”

## **Video Niche Ideas**

# Foreclosures & Bank Owned Properties

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## Video Niche Ideas

# High End / Luxury

Photo or Listing of The Week/Month

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## Video Niche Ideas


Townhomes / Condos  
(profile different complexes)

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## Video Niche Ideas

# Land

So Easy, Low Barrier To Execution

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## Video Niche Ideas

# Featured Neighborhood

Walking/Driving Tours

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## Video Niche Ideas

# Dog Parks

Pet Owners always search for nearby parks when moving

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**Video Niche Ideas**

# Business Of The Week

Tour the Business, Send Business Owner A Copy Of Your Vid

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## Video Niche Ideas

### Where In Town?

Take quick vids from around your area, offer a prize ofor whoever guesses where/what first

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## Video Niche Ideas

**Local Profiles**  
Interview Local Residents

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## Video Niche Ideas

# Local Market Updates

Screencasts Of MLS Stats Tours

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**Video Niche Ideas**

# Contract Overview

Screencasts / Discussions Of Clauses From Contracts

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## Video Niche Ideas

# First Time Buyer/Investor/Seller Training

Record A Series Of Locally Relevant Vids For Each Customer Type

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## Video Niche Ideas

# College / Empty Nest / Senior

Feature Properties, Businesses, Events Suitable For Targeted Segments Of The Marketplace

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## **Video Niche Ideas**

There are many more than this. Trick is to pick a property type, customer type, or some aspect of the business that you can get excited about... and go for it!

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**But It's Just Too Hard!**

**(I Don't Have Time)**

## “YouTube Marketing Secrets For Real Estaters”

The folks who consistently integrate video into their marketing game plan understand that it's not as hard as it sounds, actually saves a lot of time, and can be a load of fun!

That said, we understand that when it comes to video marketing, there are barriers to entry. We've been working to remove some of these barriers...

**REAL ESTATE**

**Vlogger**

**A Super Simple Real Estate Video Blogging Lead Generation System...**

**REAL ESTATE**

**Vlogger**

## **7 Core Training Modules**

**Planning & Strategy**

**Putting Together Some Tools**

**Taking & Uploading Videos**

**Making Your Videos “Live”**

**Setting Up And Managing Your VLOGS (5 Minute Setup!)**

**Generating Traffic**

**Capturing & Incubating Leads**

**REAL ESTATE**

**Vlogger**

**Ongoing System Enhancements**

**At Least 1 New Monthly Trainings  
To Help You Stay Ahead of The  
Real Estate Video Marketing  
Curve**

**REAL ESTATE**

**Vlogger**

**Set Up As Many VLOGs As You'd Like....Hosting, Some Ongoing SEO & Promotion, Youtube Feeding Included...**

**You Can Dominate Multiple Niches, Incubate Leads, Become A Local Star/Authority, Without Ever Logging In!**

# REAL ESTATE

# Vlogger

## Recap

- 7 Detailed Training Modules (dozens of training videos, tips, tricks & more!)
- Minimum 1 new training each & every month!
- Unlimited Video Blog Sites (Vlogs) + plus a secret weapon... an **Automatic Posting Engine!**

**REAL ESTATE**

**Vlogger**

## **How Much?**

**Existing Training modules alone \$197 value**

**Real Estate Websites \$40-\$150 & up! (each Month)**

**REAL ESTATE**

**Vlogger**

**Investment...**

**\$97, One Time... We'll Host  
Your VLOGS Forever!**

# REAL ESTATE

# Vlogger

Add To Cart

Add to Cart



**\$97**

**If You Give This System 1 Hour/Week, It Will Be Hard Not To Average At Least 1 More Transaction each Quarter. In the next 12 months your ROI could be anywhere from 10 to 40 or 50 to 1!!!**

[www.GetMyVideoToolbox.com](http://www.GetMyVideoToolbox.com)

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**Vlogger**



# **30 Day Money Back Guarantee:**

**This system comes with a 30 day money back guarantee, no questions asked. If you don't think it's worth every penny just call email or fax and we'll return you money.**

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**Vlogger**



**FAQ's**

**1. So what else is this going to cost me???**

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**Vlogger**



**FAQ's**

**2. What's the best kind of lead to generate with this system???**

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**FAQ's**

### **3. How Can Loan Originators Use The Real Estate Video Toolbox?**

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**FAQ's**

## **4. What Happens As Technology Evolves and The Techniques You Detail Change**

*You'll Have Access To All Updates To The System, So You'll Always Be In The Know About The Latest Techniques.*

# REAL ESTATE

# Vlogger



## FAQ's

### 5. Is This FUN?

**YES. Real Estate Vlogging Can Be Profitable... AND LOTS OF FUN!**



# A Case Study...

