



HOW TO MAKE YOUR VIDEO EFFECTIVE

Nick Macri



JAY BERUBE IS A REALTOR, PROPERTY MANAGER, AND REAL ESTATE TRAINER/COACH. HIS PRIMARY FOCUS IS ON HELPING YOU, THE REAL ESTATE AGENT, LEVEL UP YOUR SALES GAME, SELL MORE HOMES, AND HAVE MORE TIME AND FREEDOM IN YOUR LIFE TO DO THE THINGS THAT ARE TRULY IMPORTANT TO YOU.

HE DOES THAT BY GIVING YOU THE RIGHT TOOLS AND TRAININGS TO GET YOU FOCUSED NOT ONLY ON CRUSHING THE REAL ESTATE GAME, BUT BUILDING A SUSTAINABLE AND CONSISTENT RE BUSINESS THAT YOU ARE PROUD OF.

JAY, A 15-YEAR VETERAN OF THE REAL ESTATE INDUSTRY, IS IN THE TOP 1% OF REAL ESTATE AGENTS IN THE NATION WITH OVER \$325,000,000 IN REAL ESTATE SALES AND 1400+ HOMES SOLD.



OVERCOME YOUR FEARS

Keep this in mind...

***We're all human beings,
we all make mistakes***

**When you make a
mistake people will
relate to you,
so don't have to
overthink.**

**Especially if you are
making a video, you can
redo it any time.**

**But if you don't want
redoing it all over, then
you know better that
*practice makes perfect.***



*Whenever I speak in front of
people or do videos, I do get
nervous as well, everybody's does.*

-Nick Macri



WHETHER IT IS LIVE OR RECORDED VIDEO, KEEP THESE IN MIND

- ✓ If you mess up, just laugh it off!
Laughing on video is not bad,
sometimes it keeps your viewers
stay and keep watching you.
- ✓ When you talk in front of the
camera, think that you're just in a
video call with your best friend. It
will help you feel more
comfortable on camera.
- ✓ Keep it real and authentic.
Just be you!



TIPS BEFORE YOU HIT THAT RECORD OR GO LIVE

- ✓ Post some notes beside the camera, so if you think you're kind of OFF your script, you can easily find your way back.
- ✓ When you're doing a live video, take a short pause every time you will jump to next topic. It will help you get your thoughts together.
- ✓ Keep it real and authentic.
Just be you!



CREATE YOUR INTRO SCRIPT

- ✓ Greet your audience/viewers with energy and enthusiasm!
- ✓ Practice 5-6 words that you're confident in saying.
- ✓ Make sure that when you start the video, it is you that they see first.
- ✓ With structuring your content, follow the simple format, "Who, What, Where and Why."



PRACTICE

- ✓ Practice your script or pitch...
Whatever is the reason you're going live, practice it in front of the mirror. It will help you, I know it's old school but it really does work!
- ✓ Grab your phone and record yourself while practicing, this way you'll see what you will look like when you do the video. It will also help you get comfortable in front of the camera.
- ✓ Build that confidence! When you're in an event, or if you go to a place with a nice scenery, instead of taking pictures, do a V-I-D-E-O! It will help you build that confidence and you can also use it as your content!





Wednesday Sept 23rd
6:00PM EST



First & Last Name Here...



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