

# How to Be **SUCCESSFUL** *with* **YouTube**

## **MAKE QUALITY VIDEOS**

This doesn't take fancy equipment, but a few small tweaks can make your video watchable. Use a stationary camera that is held at or above eye level (not your phone angling up towards your face as you walk). Position lighting to face you, keep a neutral background, and use a microphone for the best sound. Consider a studio kit available on Amazon.

## **USE MARKETING BEST PRACTICES**

When you post your video, be sure to use tags for your area, what you do, and the words or terms your potential client maybe searching. These are called keywords, and they are important for search capability. Don't forget to be yourself and always include your contact information and a call to action, just like you would with any other marketing communication.

## **BRING HIGH VALUE**

One of the biggest search terms on YouTube is "How To...". Provide real value to prospective clients by offering information that can really help them. Consider topics such as: how to prepare your home for the market, checklist for finding your dream home, how to increase your curb appeal, how to make the most money on your home sale, etc. You know what's important to your clients, so create videos to address those topics.

