

I am Dave Woodson  
I am a Realtor just like  
most of you  
I just like Video  
A LOT





## What we are going to learn Today:

- Why you should do video on a regular basis
- How to get on the 1<sup>st</sup> page of Google QUICKLY
- How to OWN whole NEIGHBORHOODS/AREAS
- Get LEADS from VIDEOS

## Some Stats:

- over 6 billions views a month
- According to Nielsen, it reaches more US adults ages 18-34 than any cable network
- average person 15 minutes a day
- 40% of Global traffic is Mobile
- you have a 50x greater chance of ranking on the 1<sup>st</sup> page of Google

## Some Stats:

# 73%

of all homeowners are more likely to list their home with an agent that uses video

## Some Stats:

Less than

**1%**

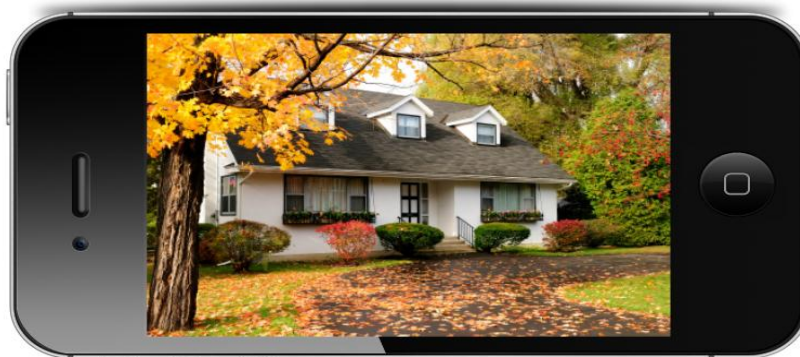
of all agents use video

## Why more agents don't use Video:

- ✓ overwhelmed by technology
- ✓ don't know where to start
- ✓ camera shy
- ✓ afraid of editing
- ✓ amateurish or foolish
- ✓ don't understand SEO



# Equipment:



# Some great ways to use video:



## Some great ways to use video:

1. Do a Neighborhood Tour

# Some great ways to use video:

## 1. Do a Neighborhood tour


Google hawthorne subdivision valparaiso in

Web Maps News Shopping Images More Search tools

About 29,800 results (0.56 seconds)

**Hawthorne Subdivision Valparaiso Indiana | Steiner Homes ...** ✓  
[www.steinerhomesltd.com/subdivisions/hawthorne/main.php](http://www.steinerhomesltd.com/subdivisions/hawthorne/main.php)  
Location is a great selling point for **Hawthorne subdivision**. Close to Hwy 49, this community, with its arts and crafts style stone homes, is centrally located to take ...

**Hawthorne subdivision lots for sale** ✓  
[liveathawthorne.com/](http://liveathawthorne.com/)  
Lots are for sale nestled in the northern side of **Valparaiso**, Indiana in the growing **neighborhood** of **Hawthorne**. Rolling hills, tree lined streets and extra wide ...

**Hawthorne Subdivision in Valparaiso - YouTube** ✓  
 [www.youtube.com/watch?v=ZsUrkfijQns](http://www.youtube.com/watch?v=ZsUrkfijQns)  
Jun 5, 2013 - Uploaded by Dave Woodson  
<http://BuyNWI.net> | The **Hawthorne subdivision** in **Valparaiso**, Indiana offers a great variety in ranch and 2 ...

**Hawthorne neighborhood in Valparaiso, Indiana (IN), 46383 ...** ✓  
[www.city-data.com/neighborhood/Hawthorne-Valparaiso-IN.html](http://www.city-data.com/neighborhood/Hawthorne-Valparaiso-IN.html) City-Data  
**Hawthorne neighborhood**, **Valparaiso**, Indiana (IN), 46383 detailed profile.

**Valparaiso houses for sale | Indiana custom homes | 219 ...** ✓  
[www.alredhomes.com/Communities.html](http://www.alredhomes.com/Communities.html)  
Take a look at one of our fine **Valparaiso** houses for sale, or have your own built! ... the unique rural-type **neighborhood** boasts a seven-acre lake, walking trails and a ... A new cornerstone community of NW Indiana, **Hawthorne** is sure to attract ...

# Some great ways to use video:


## 1. Do a Neighborhood tour


Google beachwalk michigan city


Web Maps Images Shopping **Videos** More Search tools


About 5,000 results (0.56 seconds)

**Beachwalk Ln, Michigan City**  
 Ad [www.zillow.com/](http://www.zillow.com/)  
 Find Michigan City Homes For Sale. Find Your Dream Home ...

**Beachwalk of Michigan City - YouTube**  
 [www.youtube.com/watch?v=ccJfgtH-lIk](http://www.youtube.com/watch?v=ccJfgtH-lIk)  
 Oct 27, 2009 - Uploaded by Dave Woodson  
<http://buyNWi.net> | A great place to buy a home in NW In ...  
 Michigan City. Just off of LakeShore Drive ...

**Lake Michigan beach at Beachwalk Resort in Michigan City ...**  
 [www.youtube.com/watch?v=7UWZ\\_ryFjwA](http://www.youtube.com/watch?v=7UWZ_ryFjwA)  
 May 17, 2014 - Uploaded by Paul Retherford  
 Wedding venue southern Lake Michigan shoreline water white sand beach wedding venue **Beachwalk** Resort ...

**Beachwalk Resort Wedding Photography Lake Michigan ...**  
 [www.youtube.com/watch?v=4xRxqq4t9oU](http://www.youtube.com/watch?v=4xRxqq4t9oU)  
 Sep 16, 2011 - Uploaded by Paul Retherford



## Some great ways to use video:

1. Do a Neighborhood Tour
2. Share information about your community or local business

## Some great ways to use video:

1. Do a Neighborhood Tour
2. Share information about your community or local business

### Cartronix - Valparaiso, Indiana - Electronics Store ...

<https://www.facebook.com/Cartronix>

... 417 were here. Cartronix **Car Audio Valparaiso** Indiana We are the experts in...  
Last day of the year for special pricing on **remote car starters!** Stay warm this...

### Car Teks - Professional Window Tint Car Audio Remote Starts

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

**Car Teks** is the #1 Professional Source for Window Tinting, Alarms, **Remote** Starts, and **Car Audio** as well as any other Aftermarket ... **Valparaiso** : 219.242.8958 ...

### The Benefits of a Remote Car Starter in NWIndiana - YouTube



[www.youtube.com/watch?v=lvI2n\\_rPwgl](http://www.youtube.com/watch?v=lvI2n_rPwgl)

Dec 10, 2011 - Uploaded by Cartronix Car Audio

<http://meremotecarstarter.com> | it is a cold Friday morning in **Valparaiso**, but I do worry about running out and clearing the snow off of my **car**, ...

## Some great ways to use video:

1. Do a Neighborhood Tour
2. Share information about your community or local business

About 32,100,000 results (0.58 seconds)

### Top 5 Listings in Northwest Indiana - YouTube



[www.youtube.com/watch?v=krSmb66FDb8](http://www.youtube.com/watch?v=krSmb66FDb8)

Jul 24, 2014 - Uploaded by Dave Woodson

**Top 5 listings in Northwest Indiana, ...** Top 5 Listing for Northwest Indiana for August 4, 2014 by Dave Woodson ...

### Top 5 Listing for Northwest Indiana for August 4, 2014 ...



[www.youtube.com/watch?v=1b9GCmh4hk0](http://www.youtube.com/watch?v=1b9GCmh4hk0)

Aug 8, 2014 - Uploaded by Dave Woodson

<http://nwindiana-homes.com> | **The Top 5 Listings in Northwest Indiana** for the week of August 4, 2014 featuring ...

### Top 5 New Listings in Northwest Indiana - YouTube



[www.youtube.com/watch?v=RNKmALiZmXo](http://www.youtube.com/watch?v=RNKmALiZmXo)

Jul 31, 2014 - Uploaded by Dave Woodson

**Top 5 New Listings in Northwest Indiana** for the week of July 28, 2014, This weeks homes go from ...

## Some great ways to use video:

1. Share information about your local market
2. Share information about your community or local business
3. Property Tour

# Some great ways to use video:

1. Do a Neighborhood tour
2. Share information about your community
3. Property Tour

About 46,700,000 results (0.48 seconds)

Map showing a location in Valparaiso, IN. A green arrow points to a location on London Ln. A Street View inset shows a residential street. The address is 883 London Ln Valparaiso, IN 46383. A 'Get directions' link is visible.



**883 London Lane Valparaiso Indiana - YouTube** ✓

[www.youtube.com/watch?v=Y6GyPT31Tac](http://www.youtube.com/watch?v=Y6GyPT31Tac)

May 22, 2012 - Uploaded by ValpoHomes

<http://ValparaisoHomes.net> | this home located at 883 London Lane in Valparaiso offers, 4 bedroom, spacious ...





## Some great ways to use video:

1. Do a Neighborhood Tour
2. Share information about your community
3. Property Tour
4. Do a Q & A

## Some great ways to use video:

1. Do a Neighborhood tour
2. Share information about your community
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4. Do a Q & A

Special Bonus - Do a FAQ

- Do a “questions they should ask”

## Some great ways to use video:

1. Share information about your local market
2. Share information about your community
3. Property Tour
4. Do a Q & A\
  - Special Bonus - Do a FAQ
  - Do a “questions they should ask”
5. Do a screencast

## Some great ways to use video:

### 5. Do a screencast



## Some great ways to use video:

1. Share information about your local market
2. Share information about your community
3. Property Tour
4. Do a Q & A\
  - Special Bonus - Do a FAQ
  - Do a “questions they should ask”
5. Do a screencast
6. Customer Testimonials

# Some great ways to use video:

## 6. Customer Testimonials



Josh and Sarah Broward Video Testimonial



Dave Woodson

Subscribed

83 views

+ Add to Share More

4 0



1 Trick To Burn Belly Fat

AD by Six Pack Shorts  
3,704,879 views



Emily and Josh

by Schelli Rothi  
201 views



Top 5 Listing for Northwest Indiana for August 4, 2014

by Dave Woodson  
123 views



Top 5 New Listings in Northwest Indiana

by Dave Woodson  
80 views



Cold Feet in Real Estate

by Dave Woodson  
82 views



Top 5 Listings in Northwest Indiana

by Dave Woodson  
109 views



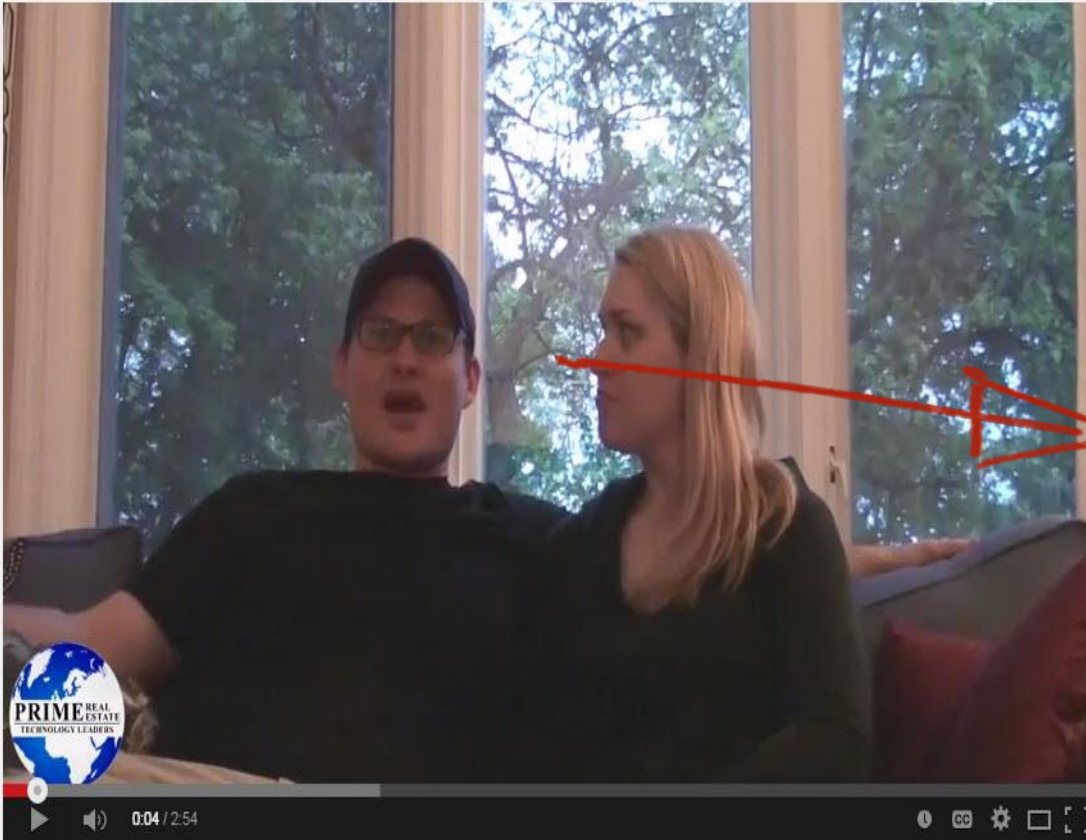
Top 5 Listing of Northwest Indiana 8/15/2014

by Dave Woodson  
23 views



Mr. Joshua @ Cróga CrossFit 7/17/13

by Cróga CrossFit  
138 views



### Josh and Sarah Broward Video Testimonial



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4 0



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138 views

# 3 Steps to Lead Generation



## 3 Steps to Lead Generation

### 1. Create a Pattern Interrupt



## 3 Steps to Lead Generation

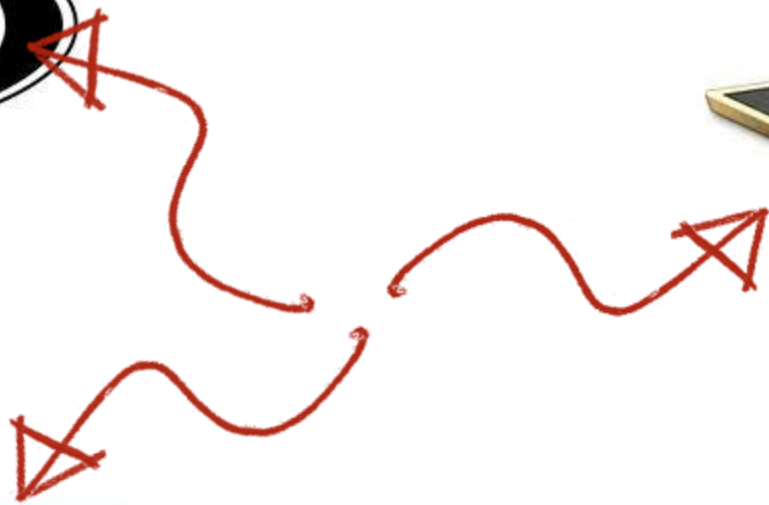
1. Create a Pattern Interrupt
2. Create Purpose Driven Content

## 3 Steps to Lead Generation

1. Create a Pattern Interrupt
2. Create Purpose Driven Content
3. Ask your viewers to take action



Video Editing



CreativeCOW's Jim Harvey looks at:



[How to upload to](#)



Broadcast Yourself™

## How to upload to



### Video File Upload



Congratulations! Your account is now enabled for uploads longer than 15 minutes. Click the Upload button below to select a video.



**Upload video**

or

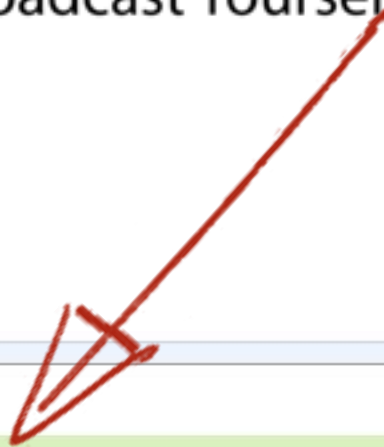
[Record from webcam](#)


Drag and drop videos anywhere on the page.


#### Videos can be...


- High Definition
- A wide variety of formats


# How to upload to



 **the Girl Sings** (15.21M)

 Your video will be live in a moment at:  
<http://www.youtube.com/watch?v=LMCKh35yIMg>

Upload progress:  100% Upload details

Preview: 

Processing 100% — Processing completed

How to upload to



Broadcast Yourself™

  
Video information and privacy settings 

Title:

the Girl Sings



How to upload to



Broadcast Yourself™

Description:

<http://davewoodson.com> | the Girl Sings | A young entrepreneur | she wants to entertain and make some money for college or when she gets married | NW Indiana | the Girl | <http://Davewoodson.com>



## How to upload to



Description:

<http://davewoodson.com> | the Girl Sings | A young entrepreneur | she wants to entertain and make some money for college or when she gets married | NW Indiana | the Girl | <http://Davewoodson.com>



How to upload to



Tags:

nwindiana, the Girl, Dave Woodson, Real Estate Agent Chesterton, Social Media, I

Suggestions:

+ arts

+ performing

+ visual

+ business

+ health

How to upload to



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nwindiana, the Girl, Dave Woodson, Real Estate Agent Chesterton, Social Media, I

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Uploaded Videos »

# the Girl Sings

Info and Settings

AudioSwap

Annotations

Captions and Subtitle

Save Changes or cancel

## Video Information

Title:

the Girl Sings

Description:

http://davewoodson.com | the Girl Sings | A young entrepreneur | she wants to entertain and make some money for college or when she gets married | NW Indiana | the Girl | http://Davewoodson.com

Tags:

nwindiana "the Girl" "Dave Woodson" "Real Estate Agent Chesterton" "Social Media" "Local Marketing Valparaiso"

Suggestions:

+ arts

+ performing

+ visual

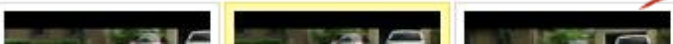
+ business

+ health

Category:

People & Blogs

## Video Thumbnail



## Date and Map

Date:

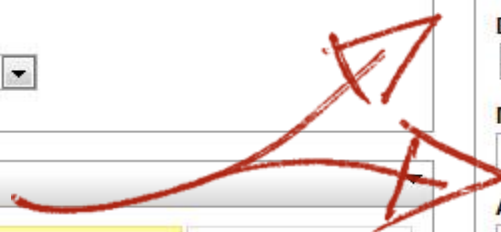
--- -- -- Today Clear

Map Location

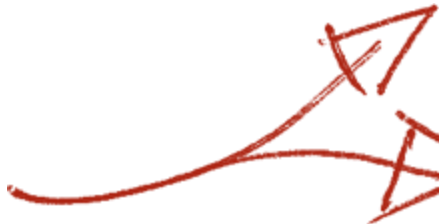
Search Clear

Altitude (in ft)

Set Clear



# How to upload to



**Date and Map**

**Date:**  
 June 9 2011 Today Clear

**Map Location**  
 wilshire 46360 Search Clear

**Altitude (in ft)**  
 Set Clear

Map Satellite Hybrid

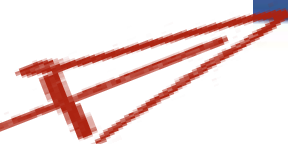
This location has been recorded.

Map data ©2011 Europa Technologies, Google





*Pinterest*





THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR  
APPROPRIATE AUDIENCES

THE ASSOCIATION OF AMERICA, INC.

True View  
In-Stream Ads

THE FOLLOWING PREVIEW HAS BEEN RATED



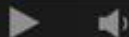
www.filmratings.com

www.filmratings.com

You can skip this  
ad in 0



Ad : (2:40)



0:00 / 9:02





Display Ads

AdChoices

### PLATINUM GOLD CASTING

castingandcad.com

Custom Made Jewelry Gold  
Casting Cad Prototyping  
Platinum Casting



**Pouring molten aluminum into a pool!!**  
by TheBackyardScientist  
151,848 views



**Texas anthill art: Casting #12**  
by texas anthill art  
63,136 views



**Anthill Art aluminum casting #96**  
by Ant Casters  
21,740 views

**Overlay In-Video Ads**

**CAPTAIN U** WANT COLLEGE COACHES TO NOTICE YOU?  
#1 HIGH SCHOOL RECRUITING SITE

**CREATE A FREE PROFILE**

Ads by Google

0:13 / 1:23

HD

## Implementation:

- ✓ Pick the best equipment for you and your budget
- ✓ Plan
- ✓ Keep video under 2 minutes
- ✓ don't worry about editing - yet
- ✓ Publish it
- ✓ Share with your social network





[Youtube.com/DaveWoodson](https://Youtube.com/DaveWoodson)  
[Youtube.com/BuyNWi](https://Youtube.com/BuyNWi)  
(219)872-8000

I hope that you found “Real Estate Video Marketing Using YouTube with Realtor Dave Woodson” informative.

Every Tuesday @ Noon Eastern Time, I help host the Agent Mastermind Class Webinar. If you and I are already connected, then you’ll receive an email invite and reminder each week. If you were provided a copy of this presentation by a friend, colleague, or other real estate professional and would like to attend, just give me a call, 508-470-1135, or simply register for our next Class, here:

<http://agentmastermind.com/pauldonoghue>

To Your Success .... *Paul*

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NMLS# 509363