

# List More Sell More With Video!

## What Is The Best Camera To Use?

Chances are you already have what you need to get started:

- Computer /monitor webcam
- Smart phone (iPhone 5s is amazing)
- iPad
- Name brand camcorder



\*\*\* Just make sure that whatever camera you buy that it has an external mic jac - allows you to plug in an external mic, like a handheld or clip-on lapel mic. Remember 70% of good video is GREAT audio! \*\*\*

## What Types Of Video Do I Create?

- Glossary of Terms
- How To (Instructional)
- Answer Frequently Asked Questions
- Affinity Partners
- Buyer/Seller Tips
- Home Tours
- Neighbourhood Tours
- Evergreen Video - points of interest in your market
- Client Endorsements
- Interviews
- Your Rant
- Product/Service Reviews
- Personal Email Video
- 10 x 10
- Facebook Greetings
- Market Conditions

## How To Edit Video

There are many affordable editing platforms for you to choose from that will help you create great video with cool effects e.g. adding images, lower thirds/text, music etc.

### For PC:

Windows Movie Maker (free)  
Sony Movie Studio  
Adobe Premier Elements  
Snagit

### For MAC:

iMovie (comes pre-installed)  
Screenflow  
Snagit  
Final Cut



**Consider Getting A Good Microphone:** people will forgive a shaky video BUT if they have to strain to hear you, they will disengage within the first 5 seconds. There is a wide assortment of mics to choose from under a \$100 ... here are some examples:

**Lavaliere Mics:**

- \* AudioTechnica 3350 - batter powered mic for approximately \$30.

The disadvantage is that it runs on a battery and there is no power indicator/warning light.

- \* SmartMic Lavalier Microphone - runs on phantom power, meaning directly from the camera's power supply so no need for a battery.

- \* Wireless Lav - like the name implies there is no wire connecting you directly to the camera. This allows you to freely walk around (up to 200 ft.) without stumbling over messy cables.



\*\*\* When buying a mic make sure it is the right one for your device. iPhones, iPad

and mobile devices use a different plug type than conventional camcorders. You can get an adapter cable that will allow you to use any mic with mobile devices for approx. \$40 \*\*\*

Plug Type for iPhones/iPad



Plug Type For Camcorders



Adapter Cable



A great resource and one that I personally recommend is <http://TryHDHat.com> They specialize in all things mobile videos related and offer amazing customer service!

**Video Email Platforms:** One that is designed for Realtors® is called BombBomb.com It works seamlessly with your cell phone so that you can record quick video messages on the go. There are a host of features like custom templates, detailed analytics, sending to a list and more.

EyeJot.com is another email video email platform that is easy to use and very affordable.

**Video Hosting Platforms:** One of the most popular is YouTube.com - it's free and relatively easy to use. The downside with a free platform is you are at their mercy and if for any reason your account is shut down (which YT is notorious for) you have to deal with an automated process to get re-instated.

There are a number of reliable paid solutions that offer a host of features/tools that YT does not.

Some to explore EasyWebVideo.com, Vimeo.com, Screencast.net

## The 5 Step Formula For Getting Your Videos Watched and Shared:

1. Introduce the topic of the video and yourself
2. Deliver on the content you promised - be concise and to the point.
3. Be engaging and have fun - SMILE!
4. Review what you told them.
5. Call to Action!

## Favorite Video Related Apps:

### For Android:

VidTrim



WeVideo



Camera ICS



Android



DropBox



BombBomb



Animoto



### For IOS:

iMovie



ProCamera



VizzyWig



FilmicPro



VideoScribe



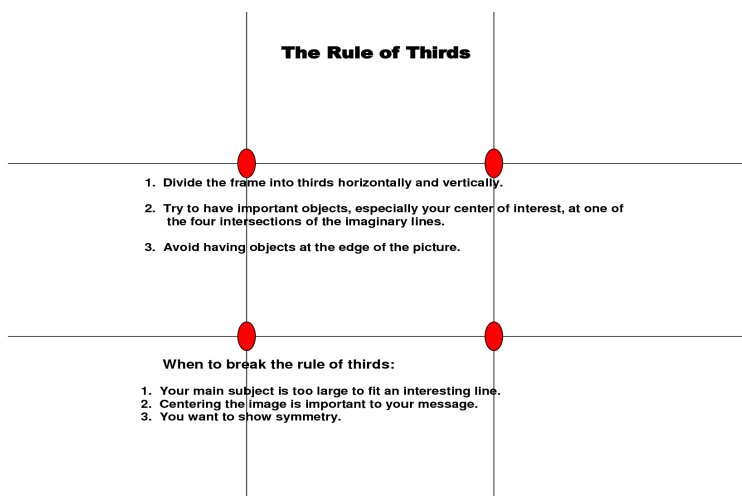
IntroDesigner



Videolicious



**Rule of Thirds:** To create aesthetically pleasing shots be sure to frame your subject of the intersection points of where the imaginary horizontal and vertical lines intersect.



## Favorite Accessories:

### Makayama Case for iPad



### X-Shot



### Adapters to Mount Smart Phones to Tripods:

#### Glif - for iPhone



#### Square Jelly Fish - Universal spring loaded



### Royalty Free Music:

- <https://www.youtube.com/audiolibrary?feature=ctsbi>
- [http://freemusicarchive.org/music/kevin\\_macleod/](http://freemusicarchive.org/music/kevin_macleod/)
- <http://www.danosongs.com/#music>
- <http://FreePlayMusic.com>

### Royalty Free Images:

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