

THE You Tube AGENTS

NEVER PROSPECT AGAIN

THE ULTIMATE PLAYBOOK FOR BUILDING A \$100 MILLION DOLLAR
REAL ESTATE BUSINESS WITH YOUTUBE



The Backstory

Starting out as a title Rep, Jackson quickly discovered a need for more authentic content creation in the real estate industry.

His passion for educational video content drove him to build not one, or two, but three successful YouTube channels that generate leads and multiple streams of revenue.

A little over two years ago, Jesse took his go-to attitude and entrepreneurial mindset from the brewing industry to real estate.

As a true born salesman with a knack of spotting possibilities, he didn't hesitate when he bumped into Jackson while working on one of his listings. And right there a natural partnership was born.

Jesse loves to help others get results and shift their online business approach. He can't wait to grow the YouTube Agents into a brand and agency that is recognized across the globe.



Chapter 1: The J-Ray Partnership

Most of you have probably heard about real estate agents who partner up to increase their reach. It happens all the time and few of them actually succeed. But in most cases, partnering up just means two top producing agents, doing business the exact same way, hoping to multiply their business and share expenses. You know how the story goes, one plus one should equal 3. Right?

Jackson and I did not do that. However, what we did do, is developed a kick-ass strategy that works and continues to gain momentum the further we move along. Here is how our unusual partnership came about.

I had been working in real estate for just a couple of years. Jackson, was doing well in the title industry. Jackson and I met, when I needed a title company to handle one of my listings outside of the city. Jackson literally sent me a goofy video, introducing himself, and asking how he could offer to help me grow my business through video marketing. Just a simple video message and the rest is history. Jackson was working diligently with so many other real estate agents to help them grow their business. He thought he might as well give real estate a shot himself. Jackson has an exceptional skill set when it comes to understanding social media, video, and commanding a room. I was extremely impressed with how dedicated Jackson was to learning every process I ever asked him about. Everything from building Facebook ad funnels to longform lead ads, Jackson would figure it out.

Jackson eventually got his real estate license and came to the brokerage I was at. Jackson and I both had a vision to build our independent real estate businesses separately through the Gary V method of “Digital Mayor” style campaigns.

We both made a costly mistake and hired an agency to create videos, blogs, newsletters, and social media accounts that solely focused on our farms. We had no idea, what SEO “Search Engine Optimization” was about and didn’t know this would lead to a dead-end.

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After a while, of having the same heartache, we started talking about partnering up to figure out this digital marketing and video opportunity. It felt really good to help all of these local businesses grow their business but our phones never rang once.

We eventually came to the conclusion that Jackson would work on the video side of the agency while being my assistant. This is when we focused on our own strengths and realized it could be a perfect fit. It didn't take long to realize we were on to something big and that by combining forces and doing what we enjoyed, we were set up for success.



Chapter 2: It's Not About the Money – It's About What You Love to Do

According to Jackson, you can make a lot of money in the title industry. You can also make a whole lot of money in the real estate industry too. But at the end of the day, it's more about doing what you love to do. Jackson found out quickly that he loved real estate as much as he loved title, and that love was lost. What he did know, is that he absolutely loved video and Search Engine Optimization.

I and the other hand was doing quite well in real estate and loving it. My first year, I closed over \$12 million which is more than a lot of experienced agents. Plus, I did it all by cold calling, door knocking, and open houses. The business dynamic started to shift as we pursued video marketing strategies.

Jackson would eventually become our full-time creator. And, I took over 100% of the real estate. Once again we went back to the strengths and weaknesses. We essentially had a handshake deal that if the YouTube business ever surpassed my personal business, then we would split the company 50/50. That took about six months and then we were off to the races with a growing team.



No more cold calling and no more door knocking. We now have clients calling us every single day. It's a great thing when you are able to pick and choose the people you want to work with. However, I will still sometimes see a FSBO and pick the phone up or shoot them a video message. Now, 99% of our business comes from Organic YouTube and they all feel like referrals calling in.

The Power of Empathy

Closing \$12,000,000 in your first year of real estate is not as easy task. What made it so easy for me? What made me tick? Why was I so on fire in the real estate world?

It's a simple acronym that I learned in my previous career that gave me the drive. It's LAER: Listen, Acknowledge, Empathize, and Re-State. I learned that being empathetic with people, aligning myself with them, showing some understanding and restating what they needed made creating a relationship quite easy. You only have 5 to 30 seconds to make that first and most important impact on somebody whether it's on the phone or at an open house.

Once I showed empathy with potential clients, things begin to turn around quickly and I started getting appointments all the time.

Let's face it, people in a tough spot don't expect an agent to be the nice guy right? People get put off and pissed when you just start telling them that they're doing everything wrong. But when you show them some empathy and understanding, things change quickly. It's really about being their friend. This was really my only "secret" to closing over \$12,000,000 in my first year!

Chapter 3: The Video Connection

After looking at all the different social platforms available, and training agents how to leverage those platforms, we discovered that YouTube was a wide open channel. A giant funnel of sorts.

The goal of the now popular YouTube channel, is to function at the top of the funnel. It's important to get in at the front of the clients search, before they hit up Zillow and other real estate sites. You want to get to the client before they have started the purchase process. Let's face it - most agents are creating content for those who are already involved in the purchase process; Escrow, Open House, Listing Video, Look at Me, Look at Me. You're too late!

If you are creating escrow videos, home inspection videos, or title videos, you are trying to appeal to the wrong crowd. Those are great videos for the bottom of the funnel . But if you want to get leads, you'll have to change your perspective. You want to gear your videos to those who need your services, not those who needed them.

Now, creating a killer video channel may seem like a daunting task. First, check out this video on [five tips to build a YouTube channel](#). It's geared to help top real estate agents build a dynamic YouTube channel. You can literally stop prospecting every other way and your phone will ring faster than you ever imagined.

But Where Do You Get Content

Probably your first big question about building an agent's YouTube channel is what you are going to say or do. Right? It can be difficult to start videoing if you are unsure of the content. The key is figuring out what people are searching for and then answering their questions.

How do you know what people are searching for? It's a basic concept and key to SEO (search engine optimization). It's called keyword research.

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Your goal is to find out the hot topics people are looking up on Google and YouTube. Two of Jackson's favorite SEO tools are TubeBuddy and Keywords Everywhere which are easier to use than you think. By using these tools, you can figure out what people are looking up when starting their real estate search.

Simple keyword searches can uncover tons of terms already being searched. You can build your videos to answer the questions already being asked. If you want to get started quickly, think of making a video about the cost of living in your city. That's a hot topic and a piece of valuable information for someone who is thinking of moving to your city or neighborhood. Neighborhoods are another great topic that provides lots of content ideas.

Your video can showcase the highlights of the community. As you continue searching keywords, endless topics will start to emerge. Start with a neighborhood, look at the top five best neighborhoods to buy in or the top five best schools in your city. The ideas will continue to roll out and you can keep making engaging, informative videos that will turn into lots of phone calls.

That's where the YouTube Agents actually started. We found what people were searching for and just answered their questions. If you are stuck, here is a video on how to use keyword research to come up with your own [video topics and titles](#).

What are they searching for?

You may be saying to yourself about now, "but I've seen tons of videos on Facebook and Instagram of open houses." Then you need to answer a question. Did you sit and watch it? Why not? Because it came across your feed, but you didn't search for it. This is the power behind keyword research (which is really easy by the way.) You can give them videos that answer specific topics already being searched. That's not a shot in the dark! That totally hits the target. And the difference, you may ask. They will watch it, not just see it. That's the goal of a YouTube channel for agents.

What happens when they watch it? Your phone starts ringing.

Here's a video we (JRay) made about the hottest 5 neighborhoods in Vancouver, Washington. Check it out.



Chapter 4: Tips for Making Videos

By now you may have tons of questions about how to go about making the videos, and at first, it may sound a bit daunting to put yourself out there like that, right? It doesn't take a lot to get started, you don't have to buy a bunch of expensive equipment, and it's not that difficult to make killer videos that drive traffic and makes your phone ring! Here are more answers to your questions.

Getting Started

To get started all you need is a phone. Seriously, just take your topic, pick up your phone and start making videos. That's the easiest place to start and you can make great videos. Literally, that's where we started. Once you get a few videos up and you're ready to take your videos to another level, all you need is a simple wide-angle lens. You can get inexpensive wide-angle lens for your smart phone.

Having a wide-angle lens lets you capture everything you need when you are showing viewers a neighborhood. The wide-angle gets all the features in view everything in the frame. Grab your phone and get out in the community and start videoing.

It really is that easy! Grab your phone, turn it on and start showing your top communities to the world.

Editing Video

You don't have to spend a bundle on video editing tools. Just use the free apps available on either iPhone or Android smart phones. If you have an iPhone, iMovie is free, and it's got all the tools you need to get started. Just take videos of your communities, edit them, and get them up. Check out this video about how to edit your content.



Switching to GoPro

It seriously only takes a cell phone to get started. Eventually, you may want to upgrade to a GoPro. It's nice for a kind of all-in-one video creation tool down the road, but you don't need to spend the money on it until you are ready.

Before we ever transitioned over to GoPro we just used our phones and a few attachments. When you are ready to upgrade, a simple GoPro Bundle can be purchased with all the bells and whistles for under \$800. We love our GoPro Hero 7 Black for the stabilization and wide-angle shots.

But to be totally honest, you don't need all that fancy stuff. If you have an iPhone with iMovie, it will seriously do everything you need as far as editing and making killer videos.

Ready to Roll?

With or without equipment, you really are ready to roll. You may be asking, what does that even mean? It means get out there and start shooting video. Start in your favorite community or two if you want. Spend one day. That's all you need. And just start showing everyone what's so great in the neighborhood.

How do you know what to shoot? Well, you remember your keyword research? Those keywords are terms people are already searching. Just start answering their questions about the communities. Remember to answer the questions and address key terms you already know they are searching for.

Ready to get started? Check out this video to help you know where and how to start.



Consistency is the Key

You'll want to allow plenty of time until you get the process down. In general, spend a day or two making the videos around a community. Once you've gathered all your video footage, start editing it to create your videos and get them ready for YouTube.

The key to making YouTube (and all other social media platforms) work is be consistent. Once you get in your own groove, you'll be able to kick out videos like nobody's business. Aim for just one video a week to start with and gradually build up to more. Before you know it, it'll come naturally.

Chapter 5: Shooting Great Community Videos

This all sounds great, right? But gathering information and getting out the door to start videoing are two different things. Don't overthink it! You already gathered some keywords and are ready to go shoot with them, right? Remember the keyword research from earlier? You can start with those. Or, you can start with a lot of general topics that will apply to any and every community. Basically, you want to showcase the highlights of the community, let people know what's happening in and around the neighborhoods.

Some of the general topics you may want to cover include things like:

- Best Schools
- Safest Neighborhoods
- Best Hiking Trails
- Cost of Living
- Best Parks

Take any item on this list and apply it to your city. If you want more ideas, check out the YouTubeAgents' YouTube channel for [Portland](#) and their channel for [Seattle](#). Think about what types of topics are unique and interesting in the city you are trying to move real estate in. Start there. Get out into the community and create your videos explain what it's like to live there.

Start with basic questions and give honest answers. Take for example this video on the Cost of Living in Bellevue, Washington.



It's not that hard to find interesting and engaging topics. Start with the questions you would have before moving into a certain area. Take for instance this video the YouTubeAgents made on *What's It Like to Live in Portland*.



The Real Key to Successful Videos

So, what's the real key to making successful videos? It's knowing the neighborhoods. It's more than just knowing what real estate is for sale and for how much. You'll have to look beyond that and know the community inside out. Then you can shoot killer videos. Think about the types of businesses, schools, and recreational opportunities available in the area. You're not just selling someone a house, you want them to buy into the community. You may just find that by selling them a community, they will want the house.

In Portland, the trend seems to be families moving into the area. This opens it wide up to shoot video on the parks, gyms, schools, and other family-friendly activities. A well thought out video will be able to incorporate these types of features into almost any topic. If you are shooting the "Safest Neighborhoods" you can share information on schools, parks, and malls. Walk the trails or along the lakes in the area to showcase them to potential buyers.

Think of it like casting a big net or showing a wide view of a neighborhood. Then bring it in to the specifics. After you've shown an overview, and generated some interest, then start with filler videos. These let you focus on the smaller pieces like the best parks, best schools, best hiking trails. These "filler videos" help you build out the base in YouTube and answer questions your viewers are asking.

Video Specs

How long do the videos need to be? Just long enough to answer the viewer's questions. Generally, videos end up being between five and 15 minutes in length. The key is keeping your audience engaged throughout the video. Shorter videos doesn't mean more views. Focus on creating engaging content for the entire time. Use drone footage, b-roll and other ways to keep them engaged for the entire time. Longer is better, but only if you can keep viewers there.

What are Your Top Viewed Videos?

We started with one video a week. Sometimes we got tons of views and sometimes we only got a few. It becomes honing in on the questions your viewers need answers to. It's that simple if you want views, answer their questions. So, what are the topics that tend to get the most views? Here are the top three for The YouTube Agents:

1. [Cost of Living in Portland](#)
2. [Where to Live in Portland, Oregon](#)
3. [6 Tips on Moving to Portland, Oregon](#)

The coolest thing about it is that you can tweak these topics for your own area. Most of the topics Jesse and Jackson do that are focused on specifics in the areas they are ready to move real estate in, and you can do the same. What are six tips for moving to your region or city? Research the cost of living in your area. You've basically got a ton of topics to choose from to get started with your first video.

By now you've got plenty of topics to get you started. You're going to go out and make your own killer videos. Yay! But, it's not *just* about making great videos. Everyone wants videos that make that phone ring, right? Next up are two small, but essential elements that will make your video rock and your phone ring too.



Chapter 6: Nailing the Intro & Call to Action

So, you're ready to create those videos and get them up for the world to see. But, just having a lot of videos up even if they are getting tons of views, is not the point, right? Ultimately, you want your phone to ring. There are two small, yet critical elements you need to ensure your phone starts ringing. We're talking everyday taking calls. That's where sales start, right?

The two crucial elements are your Call to Action (CTA) and your intro. These two are the real game-changers. Mastering these two features and nailing them on every single video is the key to hearing your phone ring one client after another.

Make Your Intro Work for You

Your intro can be catchy, it can be fun, put it to some beats. But whatever you do - include the keyword from your research. The intro can be short, it may only be 15 to 20 seconds of time in your video, but it needs to include your keyword(s). Hit your viewers with the keyword and tell them you're going to give them what they want.

Use your keyword laced hook to catch them and promise them the info they are looking for and let them know what they are going to watch. Make them stay to get all the info they wanted.

You've got their attention and they **want** to hang around. Then you can click to your logo, digital icon or other branding device. Now you are ready for a straight-up call to action.

Heavy Call to Action

Your Call to Action fits right after your keyword-rich intro and it is two-fold. The CTA should be heavy. Your viewers should have no doubt what you want them to do. For the YouTubeAgents, this means telling them to hit the bell icon to subscribe to the YouTube videos, and pick up the phone to make that call. You've got to tell your viewers what to do. If you don't, guess what. They will just watch all your really well-made videos and never call. Give them the information they need and tell them to call you. It took us three months of getting a lot of views until we figured this trick out. And, BAM, the phone started ringing.

Your Call to Action should be the ending of our intro. It should only take 30 seconds to a minute for the whole intro-CTA combination.

A Second and Final CTA

After your initial CTA, give them all the meat you promised them. Then, at the end of the video, you'll want to do another Call to Action. Use the intro for a good outro too. Remember to include your keywords. And then nail viewers with another strong CTA. Put your heart into it. Tell them you hope they enjoyed the video, and that you are there to help them. Explain you are ready to help and all they need to do is call.

Chapter 7: Creating the Script

The key to having a good script. Is don't have one at all. Be yourself. Speak from your heart and show a lot of energy. Viewers can spot a fake in a second, so don't try to be something you are not. If you know your area (and you do!), it shouldn't take a lot of prep to get out and share the features with your viewers. Just get out there and gather the information you need for them. Be active. Give advice. Be HUMAN! Check out this short clip of us just being real on the streets of the Capital Hill area of Seattle. Bonus points if you can guess the keyword we are aiming for!



Haters Gonna Hate

No matter how hard you work and how great your videos are, there will always be some naysayer somewhere leaving negative comments. Don't sweat it! You're not getting calls from them - you're getting calls from people who actually want to work with you.

You'll get calls from people saying you're funny, you're cool, or you're so entertaining. Just get out there and give your viewers answers to their questions. You do need to know what you are going to shoot, and have a good idea of the highlights you want to stress. Go over the information you know you want covered. But don't go out scripted (unless that's you, of course).

Then, get out there. Laugh. Play a little. Have fun. Let viewers see the human in you. It doesn't even hurt to have little mess-ups in the video as it lets viewers know you are just as human as they are. Perfection isn't the goal, it's phone calls you want.



Chapter 8: Real Hacks

There are some hacks to help ensure your video gets seen and gets watched. Out of all of them, the title is the most important by far. The main thing to remember with the title is getting your keywords in there. It's your primary concern. Your title has to match your keyword(s). One example is "The Cost of Living in Portland, Oregon." This example makes good use of three separate keywords that there are literally thousands of searches for. (Cost of Living, Living in Portland, and Portland Oregon.) Using three keywords together can help you dominate the rankings. Here's a video to help you match keywords with mad title writing skills.



Using Tags

Making good use of tags is a secondary hack as they don't have a direct influence on rankings. Tags help you organize your videos and they are helpful for users on your site. They can search for that last video they saw and if the tags match the content they are more likely to get the video they want. So, use a few relevant tags to help users who need to search your channel.

Linking Out

Linking out can take some time, but they can help rank your videos. Link out as much as you can in the description of the video. Unlike other platforms, there's no penalty for "too many" links.

Thumbnails Deluxe!

Thumbnails are small and may seem insignificant, but when they are done right - they can be one of your greatest hooks. They are attention grabbers. Thumbnails speak to your brand and can be a fun way to get a point across. Having eye-catching thumbnails can make your channel look more professional as well.

You can create killer thumbnails over at Pic Money and Snappa. Their YouTube thumbnail template will provide the exact size needed for a YouTube thumbnail. These sites are loaded with loads of free stock photos and images for you to use. These can be a great tool.

You can make your own thumbnails to help further your brand too. Just grab a picture from the video. Choose the one that best represents you and your video content. Then, add words to the thumbnail to describe what you are doing. This is different from the title but is another great place to incorporate keywords. You can even use the same keywords as you used in the title, just make it a bit different. Here's a video for a deeper look.



Chapter 9: How Long 'Til I See Results?

If you are consistent with putting up videos it won't take long to get that first call or email. It can easily happen in just one week. We started with one video a week. Inside the first month, Jackson had the first phone call lead from the videos. The calls really started coming in after we tweaked the Call to Action. Once we got that down, the phone began to ring like crazy. That first phone call was motivation to go shoot more videos and our energy grew with each one we uploaded because we were making the phone ring.

It really is as simple as doing the keyword research, make fun videos, and tell people to call you! It'll happen quicker than you might think.

Without spending a dime on strategies, SEO or other marketing efforts, the keywords alone are getting the videos to rank. The key is to be consistent and keep building your video library.

One thing you can do to help boost your rankings quickly, is share your videos on other social media channels. Drop the link in your Facebook group, Instagram, Twitter, LinkedIn, and any other platform. Generating some links and discussion can boost generic rankings.

Remember, your Call to Action encourages viewers to subscribe to your channel. This is one action that helps your channel grow and boosts those rankings too.



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Remember, your Call to Action encourages viewers to subscribe to your channel. This is one action that helps your channel grow and boosts those rankings too.

Quality over Quantity

If you can start with one video per week, that's great. Just get started. But keep in mind, that quality is a lot better than quantity. It will do you no good to crank out 5 or 6 crappy videos just for the sake of getting them up. Take your time. Make them high-quality. You'll get faster in time. It's not worth it to sacrifice quality.

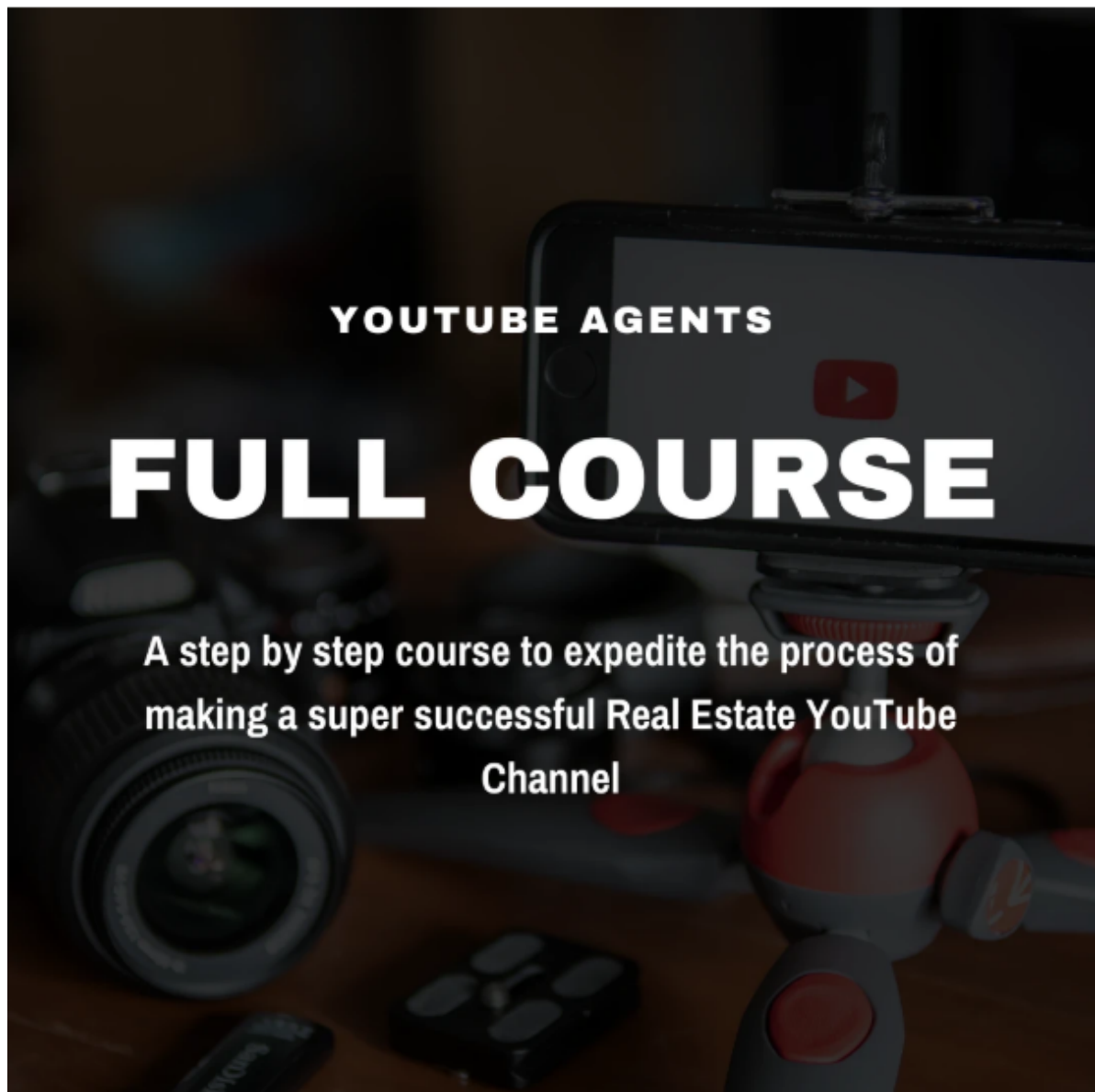
Chapter 10: Agents Helping Agents

After we honed in on keywords, titles, and making great videos, we started getting calls. No more cold calling or banging our heads against the wall for leads. The leads started coming to us. But the funny thing was, we also started getting calls from other agents who were asking for help doing the same thing.

So, to help real estate agents learn more about the steps in the process, we created a Pro Course and Pro Facebook Group. Jackson is your professor and takes you from A-Z. and shows you how to hone it all down to a relatively simple process. Why couldn't other real estate agents with no prior knowledge of creating and editing videos just take what he knows and do it too?

Well, you can. Seriously, sign up right now for our free webinar and you can learn how to create your own bad ass video channel instantly. You won't have to spend weeks and months learning what tools and equipment works and what doesn't. The outline is such that you can take the course and immediately start producing your own videos. Real estate agents can take the materials and use them to create videos for their geographical location and reap the same rewards. You'll learn the same format and go home to dominate your market too!

We understand you'll be doing this on top of working your market, right? So everything is cut down into small chunks. Short videos are used to walk real estate agents step-by-step through the process starting at zero and building out. The course will teach you exactly how to do it. Check it out! Then, [sign up for it today!](#)



2020 and Beyond!

Personally, Jackson and I could not have done this without one and other. It takes a lot of risk to pioneer a new space and we are grateful that we have accomplished something that will change real estate forever. We love giving agents the platform to create their own brand and have people call them directly. YouTube is a platform that will host your videos for a lifetime and is very Creator friendly. Think of this like a 401k, you have to invest to get rewards but eventually it will start paying you while you don't work.

With YouTube, you also get to hand off so many listing referrals. We have given one agent over \$6 millions dollars in listing referrals in a few months. The options are endless and if you want to build a massive value proposition and share it with your team, this is it.

Don't get sucked in to Facebook or Zillow leads, invest in yourself and it will pay dividends. We use 100% Organic SEO tools. Our Video is put on to YouTube and the audio is stripped and turned into a Podcast. The YouTube Videos are then tuned into Blogs and hosted on our website. The blogs are also converted into 800 pins a month for our Pinterest account that links back to our website. We have over 40,000 viewers a month on our Pinterest account. It sounds crazy but its real.

We have created an amazing YouTube and Social Media Agency that is a 1-Stop Shop Hub. If you are too busy to build a channel and have no idea how to get started, cruise over to www.theyoutubeagents.com and check out our services and product. We would love to help you dominate your market.

THE You Tube AGENTS



w/ Jesse Dau and Jackson Wilkey