



You Don't Need a Production Studio to Start Video

Start with what you have. Then figure out what the hell you're going to talk about.

The original checklist gets the order right: pick your subject matter, choose a platform, choose some gear, then start and be consistent. The useful part isn't building a studio. It's removing enough friction that you'll actually make something.

1 PICK A LANE THAT GIVES YOU SOMETHING TO SAY

The source offers five starting lanes. You don't have to choose one forever - just choose one that makes the first few videos easier.

PASSION

Something you genuinely enjoy talking about.

COMMUNITY

People, businesses, events or things happening around you.

GEOGRAPHY

Neighborhoods, areas and places you actually know.

REAL ESTATE

Questions, confusion and situations you already explain to clients.

LIFESTYLE

What living in your area actually looks and feels like.

2 START WITH THE PHONE YOU ALREADY OWN

The checklist literally says, "Start with a smart phone." Lighting and a microphone are listed as gear options - not prerequisites. Improve the setup when the setup becomes the problem.

3 GIVE THE VIDEO SOMEWHERE TO LIVE

The source names several platforms, but those names age. The lasting idea is to pick somewhere you'll actually publish instead of letting every video die in your camera roll.

START SIMPLE. The goal of video #1 is not to prove you're good at video. It's to make video #2 easier.



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OKAY... WHAT THE HELL AM I SUPPOSED TO TALK ABOUT?

Go back to the subject lanes from the checklist and turn ordinary things you already notice into one useful idea.

What's a question a buyer or seller asked me this week?	What's something clients regularly misunderstand?
What's happening in a neighborhood I know well?	What's a local business, place or event worth knowing about?
What did I notice while showing houses this week?	What's a mistake I've seen people make?
What's something about a house that made me stop and look?	What's a behind-the-scenes part of my job most people never see?
What's one thing about living here that outsiders wouldn't know?	What do I genuinely enjoy that lets people know me beyond real estate?

ONE QUESTION → ONE ANSWER → ONE VIDEO.

You don't need twelve talking points, a dramatic intro or a five-minute script. Answer one thing the way you'd answer one person sitting across from you.

YOUR FIRST 5 VIDEOS

1. _____
2. _____
3. _____
4. _____
5. _____

THEN DO THE PART THAT MATTERS: START

The source's last instruction is "Start and be consistent." Don't interpret that as "post every day forever." Make the process simple enough that when you finish one useful video, you can make another.

YOU DON'T NEED A VIDEO STRATEGY BIG ENOUGH TO IMPRESS OTHER REALTORS. You need a simple enough setup - and enough things to say - that you'll actually make the second video.

Here's an idea. Take what helps. Ignore what doesn't.