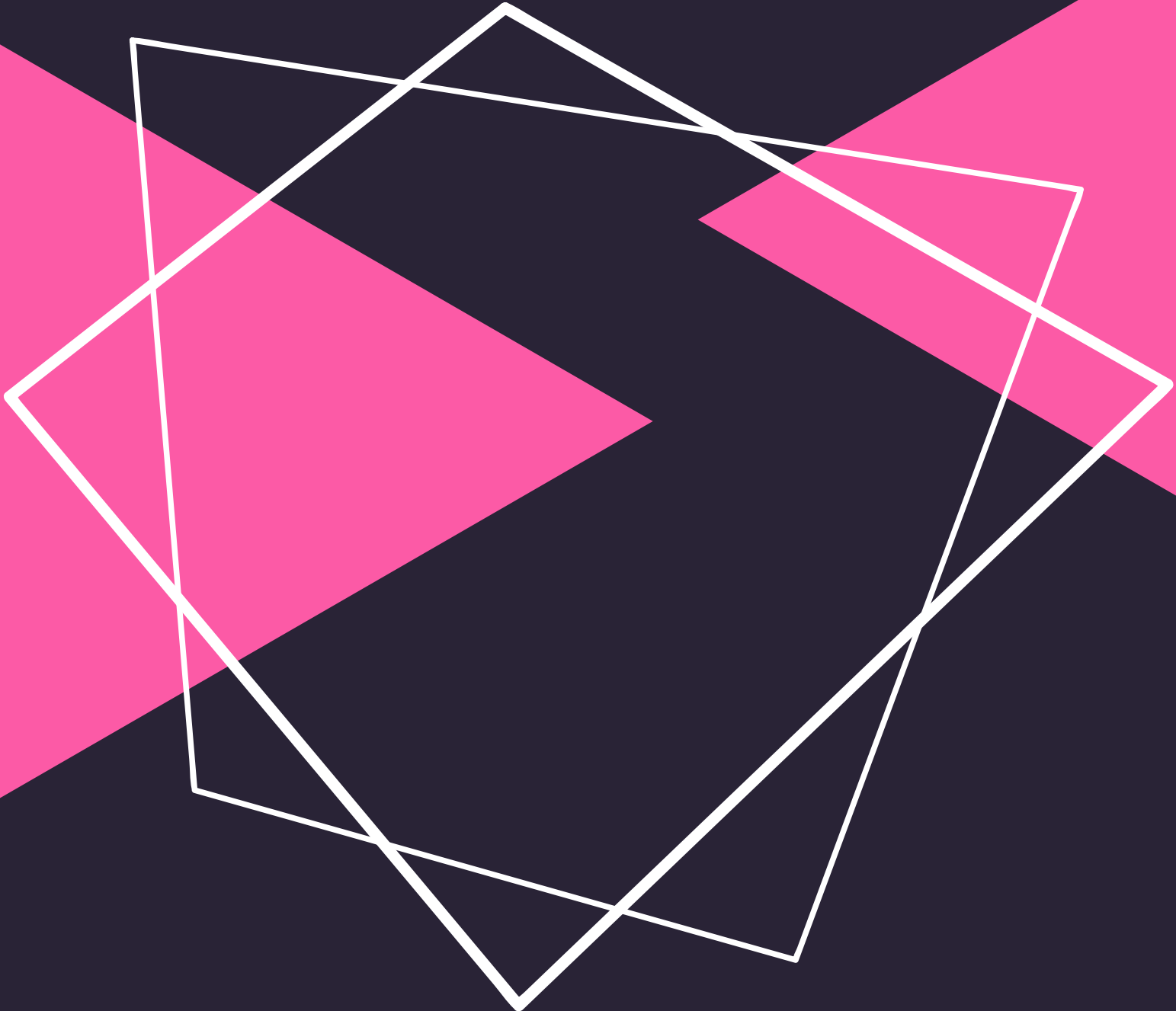


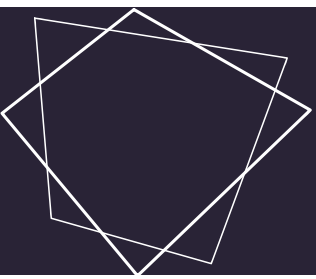


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Video Manager Workshop

Scriptwriting workbook 



Why Video Manager



Engage Your Audience

69% of people would prefer to watch a short video to learn about a product or service.



Strengthen Client Relationships

A video message provides a personal touch that helps your clients feel connected to you.



Educate Clients & Prospects

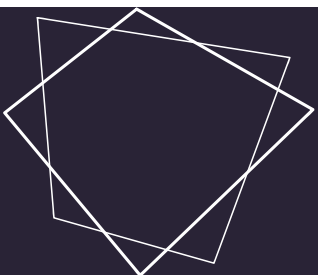
People prefer to learn through video, making it a great way to share your expertise.



Grow Your Business

Communicate with past clients and brand new prospects in an authentic and relatable way.





Step 1: Assessment

Evaluate your toolkit

Fill in the blank boxes below

VIDEO SHARING TOOLS

Ex: BombBomb, Pitch Hub, Youtube

RECORDING EQUIPMENT

Ex: Laptop, phone, microphone, etc.

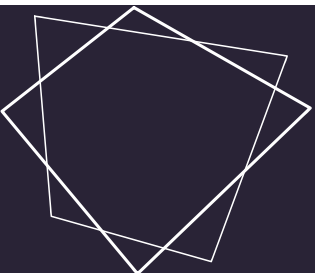
RESOURCES

Ex: Marketing managers or assistants

VIDEO STRATEGIES

Ex: Video email, social media, YouTube





Step 2: Select a Video

Review & select a custom video option

Custom Video Options

Welcome your clients to Homebot



☐ Homeowner intro

☐ Buyer intro

Teach your clients about refinancing



☐ Intro to refinancing

Help clients understand equity position & purchasing power



☐ Buy an investment property

☐ Rent & buy another

☐ New home

☐ Sell & pocket the cash

Encourage smart selling decisions with market temperature

☐ High-demand market

☐ In-demand market

☐ Balanced market

☐ Cool market

☐ Cold market

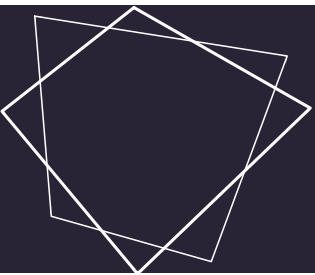
Support your clients through their buying or selling journey

☐ Pre-qualification

☐ Instant Offer Interest



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Step 3: Crafting Content

Create consistency with your brand.

DEFINE YOUR AUDIENCE

Ex: Interested sellers, buyers, closed clients you haven't talked to in a while.

PURPOSE/INTRO

Ex: Welcoming new clients, discuss market conditions.

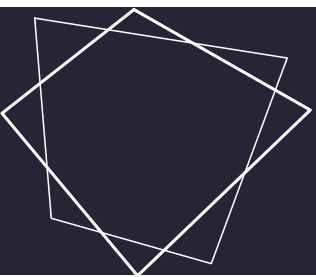
MESSAGE

CALL TO ACTION

Find scripts & video examples by [clicking here](#).



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Video Creation Tips

Ensure every video is clear, engaging, & enjoyable

TIP 1 - LIGHTING

Lighting is key! It's what illuminates your face, allowing your audience to see you and feel connected with you.

Step 1: Find a well-lit space, either with natural light from windows or ample artificial light.

Step 2: Position yourself so that light is coming in from behind the recording device (phone, computer, etc.)

TIP 2 - FRAMING

A well-framed shot can make your client or prospect feel like they're sitting across from you having a conversation.

Step 1: Position your device at eye level.

Step 2: Check your headroom.

TIP 3 - BACKGROUND

Check your background: Do you have an organized, visually appealing background? Clutter and movement can distract your audience.

Find a location with an attractive background and good lighting. If not available, use a flat background, like a plain wall.

TIP 4 - AUDIO

Poor audio quality can cause your audience to tune you out or stop watching your video entirely. Fortunately, it's pretty easy to achieve high audio quality in your videos.

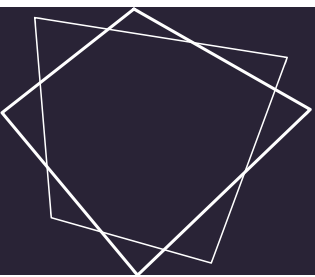
Step 1: Find a quiet space. Avoid public spaces with excessive background noise.

Step 2: Use an external microphone. If you don't want to purchase a microphone, your headset or earbuds will go a long way!

See our [tips blog post](#) for visual examples.



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Video Manager Resources



VIDEO COMMUNITY

For Top Video Producer examples, use cases, and tips.

Check out some of our educational content:

- Getting Started with Video: Advice from 4 Mortgage Industry Professionals ([LINK](#))
- Video Marketing Tips for Loan Officers & Agents ([LINK](#))
- How to Promote your Brand with Binge-worthy Video Content ([LINK](#))



HELP CENTER

For tutorials, videos, and step-by-step best practices.

Check out some of our most popular resources:

- How to use Video Manager ([LINK](#))
- How Video Manager works for co-sponsored partners ([LINK](#))
- The difference between Video Manager, Video Email, and BombBomb ([LINK](#))

CONTACT US

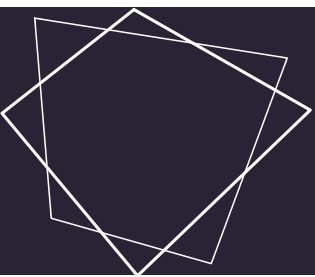
Call us 720-432-1115 ext. 4

Email us at customersuccess@homebot.ai

Ready to get started? [Login.](#)



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Equipment

OPTIONAL for high quality videos

Thinking of investing in video equipment? Here are some top picks from Homebot Pros:

Tonor Microphone | \$29.99 | [Buy on Amazon](#)

Yeti Microphone | \$169.99 | [Buy on Blue](#)

UBeez Lighting Ring | \$35.99 | [Buy on Amazon](#)

Logitech Camera | \$39.97 - \$69.99 | [Buy on Amazon](#)

**Homebot does not have any affiliation with these brands



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