



## **Real Estate Video Confidence Checklist**

- Show up on video at least once per week.
- Use a simple 3–5 second hook in every video.
- Keep videos authentic — no perfection required.
- Answer real questions your clients ask.
- Share stories, not just market stats.
- Speak conversationally to one person (your ideal client).
- Focus on helping, not selling.
- Record short, 30–60 second clips for quick value.
- Repurpose each video across multiple platforms.
- End with a clear, simple call to action.