



30

YouTube

Video

Topics

**HELLO!
YOU MADE
IT FRIEND,
I AM SO
EXCITED!**



**MY NAME IS KAILA AND I AM A BUSINESS
AND YOUTUBE COACH**

About two years ago I created a YouTube Channel about information on my City. It started slow and I posted one to two videos a week. Before I knew it I was getting daily calls from people moving to the area who only wanted to work with me!

I listened to the feedback of other agents seeing my content and knew that this was just the beginning of something bigger.

I decided to put together a step by step program to teach other real estate agents how to crush it on YouTube and stop struggling to get leads, no matter the market.

Now I get to help agents (and other industries) prospect in their sleep!

@KAILALINDSEYREALTOR

YOUTUBE IS THE ANSWER YOU HAVE BEEN LOOKING FOR.

A few years ago my husband and I were struggling to expand past just paying our monthly bills. I was tired of the corporate world and quit my 9-5 diving straight into real estate.

While I was very successful in my business, I started to burn out as I built my business on cold calling. Spending hours on the phone getting cursed at and hung up on. Then countless evenings in peoples homes convincing them I was better than the other 5 agents they were interviewing.

A little over a year ago I discovered YouTube and the power that came from creating a video one time and it selling for me over and over, even while I was sleeping!

One of the biggest questions I get from people is, "What do I make videos about?"

I am so excited to share with you the first 30 videos for any new or existing YouTube channel that when combined with the right strategy, will create never ending leads and sales!

30 YouTube Video Topics

CREATE THESE VIDEOS & WATCH YOUR WATCH HOURS GO UP!

When I first started my channel I followed a strategy and having the right videos is one of the most important of these strategies.

Your first step will be to make videos not only about your main town but all the towns surrounding your town. Not everyone wants to live where you do but you can sell in other areas.

1-15 VIDEOS

You will take Your city and 4 other cities surrounding your city and create the following 3 videos about EACH ONE:

1 - VLOG tour of the town with you walking the town and showing / educating the viewer on some of the info about the town

2 - Video Map tour of that same town where you share with people what to expect in that town. This could be commute times, where businesses are, where shopping is, etc.

3 - Pros and Cons video highlighting all of the good and the bad in an area. There is always a downside, so just tell them... then highlight with the positive ;)

After doing this for 5 towns, you will now have 15 videos!!! Yes this sounds simple... too simple maybe. But that's what people want! They want information on areas and they want you to tell them.

These videos will be cornerstones to your channel and allow people to get a better sense of the areas around your city/towns. Most people don't want to live in the major city.

30 YouTube Video Topics Cont.

CREATE THESE VIDEOS & WATCH YOUR WATCH HOURS GO UP!

16-30 Videos

16 - Pros and Cons of your major city. This is the city closest to you that is the most well known to those around the country.

17 - Why NOT To Move to Your City

18 - City "A" vs. Your City - you can do this for several major cities in your state

19 - Your State vs Another State - focus on states where people are moving from to your city. This helps increase traffic

20 - Differences between Another City/State and Your City State

21 - Benefits of Retiring in Your City

22 - Most Affluent Towns in Your Area

23 - Most Dangerous Cities in Your State

24 - Market Update (2x a year) for Your City

25 - Activities and Entertainment in Your City

26 - Top New Construction Developments

27 - Top 5 Best Neighborhoods (in your City)

28 - Home Tour (you can create your market focusing on \$\$\$ Homes)

29 - News Hacking (pick topic being talked about on news and do video)

30 - Veteran's Benefits in Your City/State



let's stay connected

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more questions?

**let's chat on
instagram!**