

# Workshop Description



## Video Storytelling Formula (VSF)

Sell More by Establishing Expertise On Camera

Remember when you had to drive everywhere to get clients? Well, now most of your clients are online. In fact, when they have questions about real estate, they are not calling you or flipping through the yellow pages. They are going online to get their questions answered.

The problem is everyone else is online. So, how do you show up online and stand out in a way that causes your clients to come running TO YOU instead of away from you. Why shouldn't you be the expert they find online?

This session walks through a simple formula you can use to connect with your clients on video so they will see you as the real estate expert who can help solve their problems.

Participants in this session will learn:

- How to structure your content in a way that connects with customer or client needs
- How to easily create content your audience finds valuable
- How to say less and sell more

Session Length: 60-90 minutes