

CREATING A GROWTH PLAN

To instantly increase your
online visibility and brand awareness



FIND A TOPIC

Use AnswerThePublic.com to find the most searched words and/or questions in your industry and geographical area, or pick from your audiences' FAQs (frequently asked questions).

WRITE A SIMPLE BLOG POST

Using artificial intelligence to write it for you. We recommend using Jarvis.ai or something similar. (ask us for our referral link)

DETAILS

- Publish your Blog Post (350 word minimum) on your website.
- Your website will act as a central hub for all your content.



LONG-FORM VIDEOS

Use a teleprompter app to record yourself reading the Blog Post (referenced above). Post your long-form (3-5mins+) video on YouTube. Include a relevant title, description & tags. Create a new playlist for the series.

SHORT-FORM VIDEOS

Break-down your Blog Post into 5 easy to understand talking points; they will become your scripts for your short-form videos. Publish your videos on one short-form platform (i.e. IG Reel or TikTok).

DETAILS

- Keep It Short (videos under 60 secs).
- Rule of Thumb: 75 words = 30 secs.
- Record all your videos ahead of time (Sunday) and then post daily (Monday-Friday)
- Use a teleprompter app to make it easy.
- Share across other social media platforms.



MAKE SURE IT'S SUSTAINABLE

Pick one social media channel for your short-form videos and one social media channel for your long-form videos. Once you've mastered consistently posting to one, you can start to add another.

Growth Planning & Video Coaching

Discover the power of growth planning & video coaching by
scheduling a Discovery Call or Strategy Session today!
Email: David@videosellsrealestate.com or call/text (858)215-4480.