

FAIRWAY

Independent Mortgage Corporation

2014 Annual Meeting

Video Mortgage Nuggets

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Why Video?

- Become the Expert
- Hit a Massive Market
- Live Forever
- It's FREE!
- It's Easy!
- Become Unique in your market
- Drive value for your viewers
- Partner with local Business



Why Video?

- Realtors will see the value.
- Financial Planners will see the value.
- Potential Customers will see the value.
- Potential Partners will see the value.
- Potential Recruits will see the value.
- [SAMPLE NUMBER 1](#)
- [SAMPLE NUMBER 2](#)
- [SAMPLE NUMBER 3](#)



Steps:

- Step One: Look As Pretty As You Can
- Step Two: Make a list of topics
- Step Three: Make a list of potential partners
- Step Four: Make a Schedule
- Step Five: Make the Video
- Step Six: Edit the Video
- Step Seven: Post and Re-post



Steps:

- Step One: Look As Pretty As You Can
Who Would You Trust With Your Mortgage?



Steps:

- **Step Two: Make a list of topics**

PRODUCT REVIEW

- 1) VA
- 2) USDA - DONE
- 3) FHA
- 4) CONVENTIONAL

Importance of Acquiring a Pre-Approval

Why Use a Realtor

Why Use a Home Inspector

Reverse Mortgages – Truth or Dare

Advertise for 1st Time Homebuyer Seminar

Advertise for 2st Time Homebuyer Seminar WSCC

Credit Tips: Multi Week Program

Industry Update – Consumer Relative

Current Events and Happenings



Steps:

- Step 3: Make a List of Potential Partners

Pizza Place

Car Wash

Car Repair

Home Improvement

New Business in Town

Flower Shop

Accountant

Restaurant

Coffee Shop



Steps:

- Step 4: Make a Schedule
 - Give your business partners advance notice.
 - Allow your business partners to help you in marketing.
 - Be strategic with your timing.
 - Be Prepared



Steps:

- Step Five: Make the Video
 - Phone
 - Phone Holder
 - Sideways
 - Distance
 - Leave Room For Annotations
 - One Cut Johnny
 - Important Points
 - Keep it Short
 - Be Positive and Smile



Steps:

- Step 6: Edit the Video
 - Upload to Youtube.com
 - Add Annotations
 - Add Compliance Statements
 - Have someone preveiw...



Steps:

- Step 7: Post and Re-post
 - LinkedIn
 - Twitter
 - Facebook
 - Blog
 - Promote
 - Run Specials (Like, Comment, Share, Win)
 - Don't Over Post



Steps:

- Step 8: Wash, Rinse, REPEAT
 - Consistency is the spice of life



Let's DO IT!!

- How To Video 1
- How To Video 2
- How To Video 3
- How To Video 4
- How To Video 5
- Discussion.



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Thank You!

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6 Areas to Think About When Doing Video...

- Video Coupons
- Loan Scenarios and Programs
- FAQ's
- Testimonials
- Neighborhood News
- Video Business Cards



For Copies of the How To Videos

Contact Mike White at:

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