YOUTUBE STARTER SYSTEM

FOR REAL ESTATE AGENTS

A practical guide to help agents start, organize, and stay consistent with YouTube.



MISTER MONGO

YouTube may be a strong fit if you...

- Can publish consistently even before results show up
- Like the idea of building a long-term lead asset
- Are willing to get better on camera over time
- Serve a market people actively research online
- Want a lead source that can keep working after the video is published
- Are willing to learn the basics before delegating

YouTube may NOT be a great fit if you...

- Need immediate wins to stay motivated
- Constantly jump from one prospecting strategy to another
- Hate content creation enough that you'll avoid publishing
- Want something passive from day one
- Know consistency has historically been a weak spot

If the upside excites you and the work doesn't scare you off, keep going.

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30-DAY YOUTUBE LAUNCH PLAN

WEEK 1 — BUILD THE FOUNDATION

Goal: Decide what your channel is about and remove the excuses to start.

- Create or clean up your YouTube channel
- Choose the primary market or audience you want to serve
- Write down the 3–5 topics people moving to your area care about most
- Choose your first 4 video topics
- Set up a simple place to track ideas and videos
- Decide where and how you'll film
- Gather the basic gear you already have before buying anything new

KEEP IT SIMPLE

You do not need:

- A professional studio
- Expensive cameras
- Fancy lighting
- A perfect logo
- A cinematic intro

You need a useful topic, understandable audio, and the willingness to hit record.

30-DAY YOUTUBE LAUNCH PLAN

WEEK 2 — CREATE & PUBLISH

Goal: Get the first video out of your head and onto YouTube.

- Research Video #1
- Create a simple outline — do not write a novel
- Film it
- Edit it yourself or hand it off
- Create a clear title and thumbnail
- Upload and publish it
- Repeat the process for Video #2

RULE FOR WEEK 2

Do not spend two weeks perfecting one video.
Your first videos are supposed to feel uncomfortable.
Publish anyway.

30-DAY YOUTUBE LAUNCH PLAN

WEEK 3 — BUILD THE REPETITION

Goal: Stop treating every video like a brand-new project.

- Publish Video #2
- Prepare Videos #3 and #4
- Reuse the same research → outline → film → edit → publish process
- Start documenting anything you repeat
- Notice which parts take the most time
- Save new video ideas as they come up

ASK YOURSELF:

“What made this harder than it needed to be?”

Fix one thing before the next video.

30-DAY YOUTUBE LAUNCH PLAN

WEEK 4 — BUILD THE SYSTEM

Goal: Leave the first 30 days with something you can actually maintain.

- Publish Videos #3 and #4
- Build your next 30 days of video ideas
- Choose a realistic publishing schedule
- Decide what you will keep doing yourself
- Identify what AI can help with
- Identify what could eventually be delegated
- Put your filming time on your calendar

BY DAY 30, YOU SHOULD HAVE:

- A working channel
- 3–4 Published videos
- Your next month of ideas
- A basic repeatable workflow
- A publishing schedule you can actually keep

The goal of your first ***30 days*** is not to master YouTube. It's to prove that you can publish consistently.

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15 Local Real Estate YouTube Video Ideas

1. Living Near [MARKET]: 5 Places People Move to Instead
Compare nearby alternatives for buyers who like the main market but want different pricing, lifestyle, commute, or housing options.

2. [MARKET]: Best & Worst Cities to Live In
Break down the major surrounding areas and explain who each one fits best.

3. If I Were Moving to [MARKET], I'd Pick These 7 Places
Give your personal shortlist and explain why each area deserves consideration.

4. Moving to [MARKET]? Know These 10–12 Surprising Truths First
Share the things newcomers often do not realize until after they move.

5. Everything You Need to Know About [LOCAL ATTRACTION / LANDMARK]
Create a complete guide to a well-known local attraction, destination, or lifestyle feature.

6. Where to Live in [MARKET]: Best Areas for Buyers in [YEAR]
Give buyers an updated overview of the strongest areas to consider based on different needs.

7. Top 9 Things to Do in [MARKET]
Show the lifestyle side of the area through restaurants, recreation, events, beaches, parks, or entertainment.

8. Waterfront Living in [MARKET] | Inside This Beautiful Home
Use a property tour to teach viewers what a specific lifestyle or property type looks like in your market.

15 Local Real Estate YouTube Video Ideas

9. Avoid Moving to [MARKET] Unless You Can Handle These Pros & Cons
Give an honest breakdown of both the appealing and frustrating parts of living there.

10. 5 Very Different Ways to Live in [MARKET]
Compare different neighborhoods, property types, price points, or lifestyles within the same area.

11. Inside One of the Most Unique Homes in [MARKET]
Feature a property with unusual architecture, amenities, location, views, or lifestyle benefits.

12. Best Questions to Ask Yourself Before Moving to [MARKET / LIFESTYLE TYPE]
Help buyers self-qualify before choosing a location, second home, retirement destination, snowbird setup, etc.

13. What [MARKET] Actually Looks Like | Full Area Tour & Breakdown
Create a boots-on-the-ground driving or neighborhood tour that shows the reality of living there.

14. [MARKET] Isn't Flashy... But Here's Why People Love It
Highlight an underrated area that may not get attention online but fits certain buyers extremely well.

15. Can You Really Make $X With a Short-Term Rental in [MARKET]?
Break down the opportunity, costs, risks, regulations, and realistic expectations.

SIMPLE YOUTUBE FILMING CHECKLIST

THE DAY BEFORE

□ Choose the video topic
□ If batching, pair videos from the same market or location
□ Build your talking points — not a word-for-word script
□ Write a strong opening hook
□ Decide on your closing / call to action
□ Choose every filming location
□ List the B-roll you need to capture
□ Schedule any homes, communities, or locations that require access
□ Charge cameras, microphones, phones, batteries, and other equipment
□ Put everything you need for the shoot in one place

BATCH SMARTER

Whenever possible, film multiple videos in the same area.
Example:
Middle of Funnel:
“Living in Destin: What You Need to Know”
Bottom of Funnel:
“Inside This Destin Waterfront Condo”
One trip. Two videos. More leverage.

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SIMPLE YOUTUBE FILMING CHECKLIST

ON FILMING DAY

□ Review your hook before you start
□ Bring your talking points with you
□ Capture the primary footage first
□ Film all planned B-roll before leaving each location
□ Check audio before moving on
□ Make sure you captured anything needed for the thumbnail
□ Use different locations, backgrounds, or visual cues to keep the video interesting
□ Before leaving, ask: “Did I get everything I need to finish this video?”

CREATE VISUAL CUES

Small visual changes can help viewers notice scene changes and remember you.
Examples:
Different glasses
Different hats
Different backgrounds
Different shooting locations
You don’t need a costume department. Just give the viewer something visually different to notice.

ONE SIMPLE RULE

Know where you’re going, what you’re saying, and what you need to capture before you walk out the door.

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DIY VS. DELEGATE

KEEP WITH THE AGENT

YOUR EXPERTISE
Your market knowledge, opinions, stories, and experience.

VIDEO DIRECTION
Choosing what you want to talk about and the point you want the viewer to understand.

ON-CAMERA DELIVERY
Your personality and perspective are a major part of what builds trust.

FINAL APPROVAL
Make sure the finished product still sounds and feels like you.

USE AI TO HELP

VIDEO IDEAS
Brainstorm topics based on your market and audience.

RESEARCH
Organize information and identify questions worth answering.

OUTLINES & TALKING POINTS
Turn an idea into a hook, structure, talking points, B-roll ideas, and closing.

TITLES & DESCRIPTIONS
Generate options, improve clarity, and speed up repetitive writing.

REPURPOSING
Turn the long-form video into blog drafts, social posts, emails, and short-form ideas.

DIY VS. DELEGATE

DELEGATE WHEN IT MAKES SENSE

VIDEO EDITING

Cut footage, add B-roll, clean up pacing, audio, graphics, and transitions.

THUMBNAILS

Turn the video concept into a clear visual reason to click.

UPLOAD & SCHEDULING

Descriptions, links, chapters, end screens, playlists, and publishing.

SHORT-FORM CLIPS

Pull useful moments from the long-form video and format them for other platforms.

WEBSITE CONTENT

Turn useful videos into supporting articles or pages.

FILE & WORKFLOW MANAGEMENT

Move footage, organize assets, track production, and keep the publishing calendar moving.

START DIY. DELEGATE FOR LEVERAGE.

You don’t need a team to start. Learn the process, then remove yourself from the parts that don’t require your expertise, personality, or presence.

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YOUR FIRST 90 DAYS

YOUR JOB IS NOT TO GO VIRAL.

Your job is to build the habit, improve the process, and keep publishing long enough to learn what works.

MONTH 1 — PROVE YOU CAN PUBLISH

□ Choose a realistic publishing schedule
□ Publish consistently
□ Get comfortable on camera
□ Stop trying to make every video perfect
□ Build a repeatable filming process

Focus on: SHOWING UP

MONTH 2 — IMPROVE THE PROCESS

□ Keep publishing on schedule
□ Improve your hooks
□ Improve titles and thumbnails
□ Make filming faster and easier
□ Notice which topics get stronger interest
□ Start documenting your workflow

Focus on: GETTING BETTER

MONTH 3 — LOOK FOR PATTERNS

□ Keep publishing
□ Review which videos earned the most clicks
□ Review which videos held attention best
□ Notice which topics generated comments, calls, emails, or leads
□ Create more videos around topics that showed promise
□ Decide what parts of the workflow should stay DIY, use AI, or be delegated

Focus on: LEARNING WHAT YOUR AUDIENCE WANTS

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90-DAY CONSISTENCY TRACKER

VIDEOS PLANNED: _____

VIDEOS PUBLISHED: _____

WEEKS I STAYED ON SCHEDULE: _____ / 13

INBOUND LEADS: _____

CLOSINGS: _____

Do not judge the strategy before you've given the strategy a fair chance.

NEXT STEPS

IF YOU'RE STARTING FROM SCRATCH

- Pick your first 4 video topics.
- Choose your filming day.
- Publish your first video.
- Don't wait until the whole system is perfect.

IF YOU'RE ALREADY PUBLISHING

- Document your workflow.
- Identify where you're losing time.
- Decide what actually requires you.

IF YOU'RE DOING TOO MUCH YOURSELF

- Start with one task to remove.
- Editing?
- Thumbnails?
- Uploading?
- Repurposing?
- Backend management?
- Don't delegate chaos. Delegate a repeatable process.

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