



YOUTUBE

QUICKSTART GUIDE



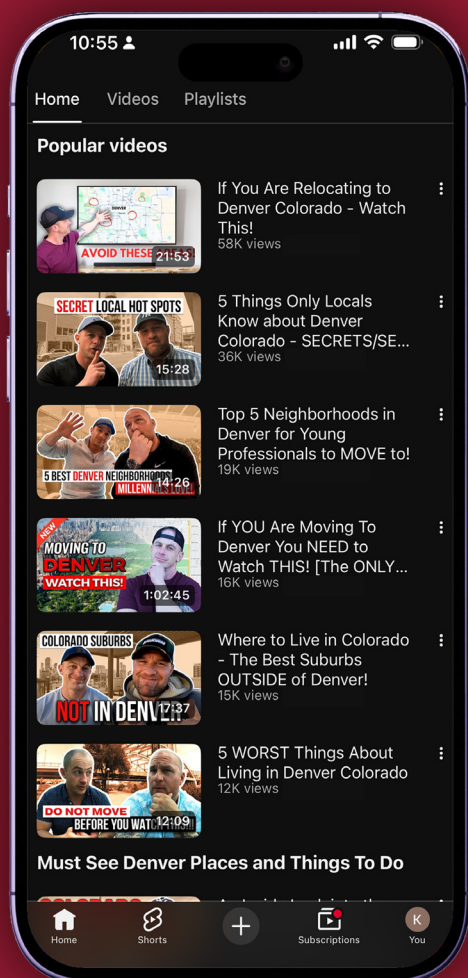


WHO WE ARE

WILL GRIMES & ELI SCHMIDT



\$2 MILLION DOLLAR YOUTUBE CHANNEL



We built our YouTube Channel “Living in Denver Colorado” to over 5,000 subscribers in one year. That channel brought in \$2,000,000 GCI in 2021. We believe that influencers are the future of marketing. People want to know “WHO” they are working with more than “WHAT” company. YouTube is the perfect place to build your personal brand by showing who you are and attracting clients from all over the world. We share all of our strategies, equipment, and resources to help others dominate their own market on YouTube.



...AND COUNTING!



2021 TO PRESENT



PERSONAL BRANDING & SOCIAL MEDIA

Will Grimes has built his Instagram to 270,000 followers through high-quality posts and a high-level engagement with his fans and followers. Our YouTube channel has over 12,000 subscribers in just over a year and generates on average 10 closings per month. With the future of real estate coming down to “Real Estate Influencers”, building a personal brand should be a daily focus. This is just one of the fundamentals that we train.



TEAM BUILDING & LEADERSHIP

When it comes to leadership training, there are few who can speak to it like Will Grimes. With an extensive career in the military as a scout sniper instructor for the Marine Corps and being attached to Special Ops, his insight and knowledge around leadership training is second to none. Whether you're a broker owner, team leader, or want to learn how to start a team, Will's leadership training is paramount. Will and Eli built a team and quickly hit top .5% in the world for their previous brokerage. This was a team of all new agents with no leads. The success of the team was founded on accountability, true leadership, and understanding the importance of being brilliant at the basics.



COMPLETE GEAR LIST

- ▶ Osmo Pocket 3 Creator, Vlogging Camera with 1" CMOS & 4K/120fps Video, 3-Axis



- ▶ Battery Handle Compatible with DJI osmo Pocket 3



CLICK HERE FOR COMPLETE GEAR LIST



- ▶ DJI Mic (2 TX + 1 RX + Charging Case), Wireless Lavalier Microphone



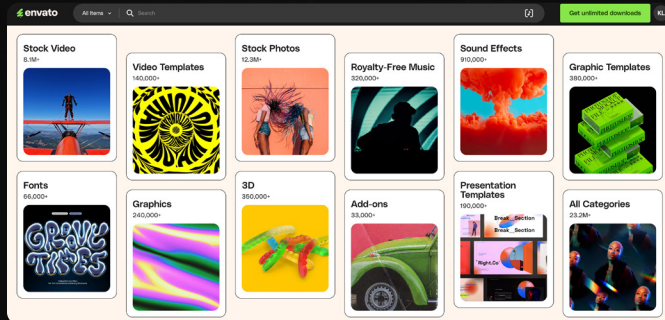
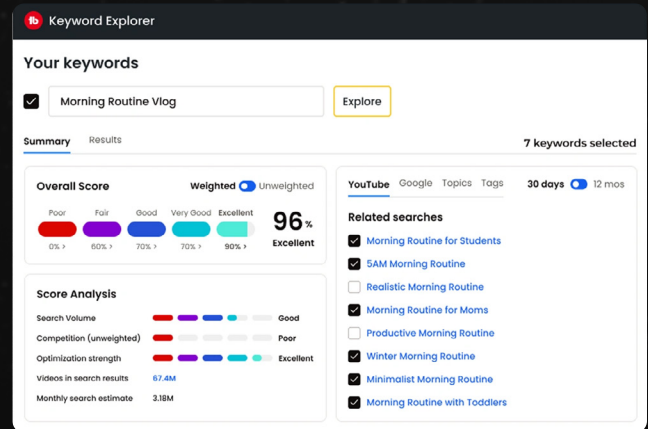
- ▶ DJI Mini 3 Pro (DJI RC) + Fly More Kit Plus – Lightweight Camera Drone



ESSENTIAL RESOURCES

TUBEBUDDY

This is an incredibly helpful and affordable tool that is essential for running an efficient and successful Youtube channel. We primarily use this to do all of our keyword research in order to find out which videos will have the best chance of success. You can also use TubeBuddy to track your analytics, find tags, and make mass changes across multiple videos.



ENVATO ELEMENTS

Here you'll find a library of anything and everything you'll need to spruce up your video edits. We use this for all of our music, onscreen graphics, and even the video intro. It's also prettyaffordable and paid on a monthly basis. Considering how much you get access to, it's well worth it.

FIVERR

Fiverr has been an incredible resource to us for years. This is our go to place when we need any sort of graphic design or video editing. Fiverr is an endless resource as you can find people on there that can do anything you possibly need. This is an extremely affordable way to get professional work done in any areas of your business. From 3D home renderings to data entry, Fiverr is one of our regular resources.

YOU'RE INVITED TO JOIN LEGIT AGENTS

JOIN OUR NATIONWIDE TEAM

SCHEDULE A 15-MINUTE **FREE**
BUSINESS STRATEGY CALL

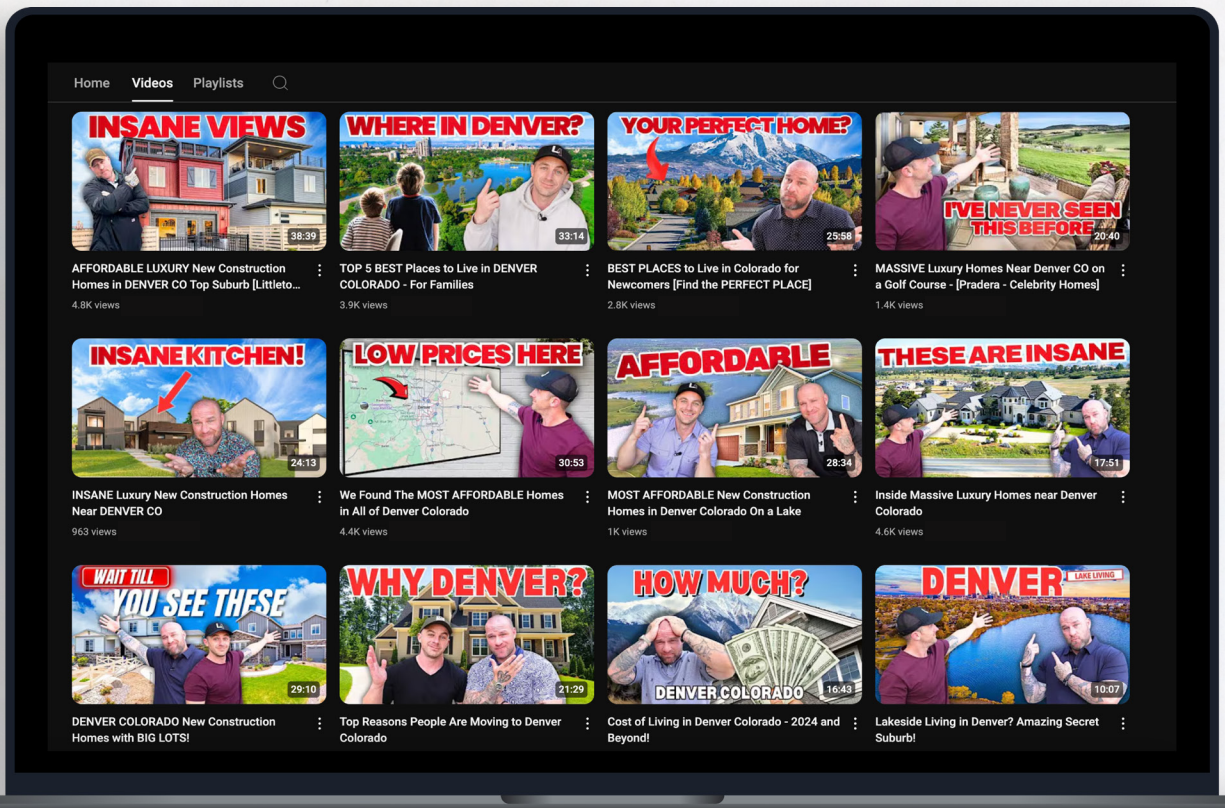


Join “Legit Agents” to learn the exact strategies we use to close more deals without paid ads!

FREE STRATEGY SESSION

YOUTUBE

PLANNER



VIDEO PLANNER

VIDEO TITLE



UPLOAD DATE: _____



RECORD DATE: _____



CITY/AREA: _____

DESCRIPTION OF CONTENT

VIDEO TALKING POINTS

- _____
- _____
- _____
- _____
- _____
- _____
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- _____
- _____
- _____
- _____

IMPORTANT B-ROLL

- _____
- _____
- _____
- _____

FILMING LOCATIONS

- _____
- _____
- _____

GENERAL CHECKLIST

- ☐ FILM VIDEO
- ☐ EDIT VIDEO
- ☐ EDIT THUMBNAIL
- ☐ UPLOAD TO PRIVATE
- ☐ SET TITLE & DESCRIPTION
- ☐ SET TAGS
- ☐ ENDSCREEN ELEMENTS
- ☐ ADD TO CHANNEL PLAYLIST
- ☐ PUBLICLY PUBLISH VIDEO

OTHER PLATFORMS



NOTES

VIDEO KEYWORDS SEARCH

[illegible]

VIDEO PLAYLIST

Use this worksheet to think about the topics your channel will cover. These topics can become playlist that organize your video series into bite-sized chunks of content for viewers to consume in order.

EXISTING PLAYLIST

- _____
- _____
- _____
- _____
- _____

PLAYLIST IDEAS

- _____
- _____
- _____
- _____
- _____

VIDEO IDEAS FOR PLAYLIST

LIST: _____

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NOTES

VIDEO IDEAS

If you have been stuck on what type of video to make then you should check out this list of video ideas that can help you jumpstart your content on Youtube.

CITY TOPICS:

- ✓ Cost of Living in (Your City)
- ✓ (Your City) Full Vlog Tour
- ✓ 5 Best Things About Living in (Your City)
- ✓ 7 Worst Things About Living In (Your City)
- ✓ Top 11 Things To Know About Living In (Your City)

NEIGHBORHOOD TOPICS:

- ✓ Living in (Neighborhood) Vlog Tour
- ✓ 7 Things You Must Know About Living in (Neighborhood)
- ✓ 5 Reasons Everyone Is Moving To (Neighborhood)
- ✓ 11 Tips From A Local Living In (Neighborhood)

ACTIVITY TOPICS:

- ✓ The Top 5 Parks In (Your City)
- ✓ Top Secret Must Visit Spots In (Your City)
- ✓ 5 Best Restaurants Located In (Your City)
- ✓ 3 Weekend Activities When Visiting (Your City)
- ✓ 10 Fun Things To Do In (Your City)

Now repeat this for every city and every neighborhood in your area.

VIDEO IDEA DESCRIPTION	FILM DATE	PUBLISH DATE	DONE
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VIDEO CONTENT PLANNER

MONTH: _____

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

IMPORTANT DATES

HIGHLIGHTS

MILESTONES

NOTES



LEGIT AGENTS

REAL ESTATE PARTNERS

for more information, visit:
www.legitagents.com