THE VIDEO AGENT ACADEMY

REAL ESTATE GYM
TOM PANOS

realestate
.com.au

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MODULE 4

Content That Generates Business

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Learning Outcomes

1

Create attention immediately

2

Structure videos keep viewers watching

3

Create memorable educational content

7 Stop The Scroll Hacks

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1. Win the first 3 seconds

- No long intros
- Start with problem, surprise or pay off (AI)

2. Master 5 hook formulas

- Warning
- Question
- Opposite opinion
- Prediction
- Here's what nobody tells you.

3. One video = one idea

- One question
- One problem
- One take away

Don't cram a whole essay into one video.

4. Use a simple storytelling structure



5. Create curiosity gaps

- Give people a reason to stay

“There are 3 reasons this property didn't sell, but the third is the one most vendors miss.”

6. Emotion beats information

- Facts educate but emotion makes people remember
- Use real seller stories, buyer frustrations, mistakes, wins and moments from the field

7. Finish with a purpose

- Every video needs an ending.
  E.g. DM me, save this, send it to someone and comment below.

The Big Lesson

You don’t need to become a better video creator.

You need to become a better communicator who happens to use video.

Prizes

Weekly Prize*

Eligible for 1 agent in Australia who attends the LIVE session



Ultimate Prize

Eligible for 1 agent in Australia who attends all 6 x LIVE sessions:

- **Video Training:** 1-day intensive training session with a video expert – showing you how to shoot a property like a pro. (Depending on your listings we will be able to shoot at least 2)

- **Exposure to our 1.33M social audience:** 2 x video features on realestate.com.au to go across our TikTok, Instagram & within Discovery Hub on our App – featuring either listings or yourself as a property/location expert.

Share your learnings on Insta stories and tag both: **@tom_panos @reaagents**

**image does not accurately represent the final product*

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Practical Assignment

Build one month’s content calendar and produce 5 videos