

## *#9 Lisa's Best Practice*

*Elite Club #28 December 2017*

**VIDEO IDEAS FOR YOU, THE TITLE SALES EXECUTIVE for Facebook or Instagram.**

**You should be doing 1-4 videos each month! 😊**

1. Introduce your County and Sales Manager. Have them speak for a little bit too.
2. Introduce your company escrow team. Have them speak as well.
3. Talk about Farming and have the farm guy or gal there to share the different farms you have.
4. Share any charity work you are doing.
5. Film yourself doing something like working out, playing a sport or doing something with health & fitness. Talk about how it helps your mind and body.
6. Film your family. Have fun!
7. Give tips, tools or nuggets we offer that are compliant.
8. MEET Customer service. Have them talk about how they can help your customers.
9. Do something fun or funny. Dance, sing, lip sync, etc. Show your fun side!
10. Share excitement about teaching a class, meeting a big target or saving a deal.
11. Give a shout out to someone internally that really helped on a file or always has your back
12. Offer advice to realtors about marketing reminders, doing videos on Facebook, touch their sphere, or updating their farm, etc.
13. Recommend ways to stay organized.
14. Talk TITLE and escrow! Remember, you are the expert!
15. Interview an escrow officer like Title / Escrow 101
16. Offer advice on ways to find buyers
17. Talk about reminders when it comes to a timely close in the escrow process.
18. Give gratitude to everyone that supports you in business. WE love our customers!
19. Give a shout out to your targets. Tell them this is the perfect time to give you 4 minutes for a quick meeting so you can show the \_\_\_\_\_ company difference!
20. TITLE TUESDAY TALK—Ask a question about title and tell them to leave answer in the comments.
21. Do a contest. Have them pick between 2 pair of shoes to wear, what tie to wear, what dress to wear, what to name your new pet or what trip should you take. Let them choose. Give them 48 hours for them to comment then do a drawing and pick the winner. Post the winner in the same original post in the comments and send out something compliant as a prize.
22. Make up a poem, rap song, read a letter or recommendation, or share a WIN!
23. Give open house tips.
24. Remind them about the importance of door knocking—give them 3 tips to help!
25. Show them what flyer you are passing out this week and explain it.
26. Talk about GOALS and the importance of it
27. Sit with a Home Warranty rep and ask a few questions about the free marketing they offer to help your clients.
28. Interview a TOP producing realtor and ask them questions about their business.
29. Give them 2 great Facebook tips to help them grow.
30. Put your whole team in the video and scream “thank you for your business!” Then you pop out and thank everyone for their support and tell them about your office’s vision and culture.