

# How to Make YouTube Your #1 Lead Gen Source

In just one year, Will Sawyer doubled his business by leveraging YouTube. His channel specifically targets buyers relocating to his area, positioning him as the ultimate local guide to his city of Greenville, SC. As a result, he attributed 46% of his transactions and roughly \$612k in GCI last year directly to

Will Sawyer, Greenville, SC



## 1. Create Your Channel

Optimize your channel credibility by filling out all YouTube details with custom logos, bios, and a unique URL. Be sure to include a description about yourself, and why you're the agent someone should work with when relocating to your city.

Find Will @ [youtube.com/@gvlrealestate](https://www.youtube.com/@gvlrealestate)



## 2. Brainstorm Your First Five Video Topics

Start with content about your town or local area rather than jumping straight into real estate. At this stage in a client's relocation journey, they aren't necessarily interested in real estate, they're more interested in learning about your city and if your city could be their next home. Plan your video notes, scripts, and eye-catching titles. Ask yourself, "What questions are my ideal clients asking?"

**PRO TIP:** Titles are crucial for search rankings! Will uses eye-catching titles like, "Buyers Regret Moving To These Greenville Suburbs" and, "What I Wish I Knew Before Moving to Greenville, SC" to generate clicks.

## 3. Leverage Recording and Editing

Will partnered with a wedding videographer to shoot and edit high-quality videos, enhancing credibility and trust with his audience. While it may cost him more than using his phone and a VA to edit, he believes that the quality of his videos is key to their success. With someone else handling the shooting and editing of the video, Will can focus on writing compelling scripts and being himself on camera. He consistently gets feedback from clients that in addition to the information he provides, he sets himself apart with the quality of his videos versus other agents in his market.

**PRO TIP:** Will believes that video thumbnails are a consumer's first impression so make it fun! Make sure your face is close, and the text in the thumbnail is not long.



## 4. Create a Posting Schedule

Start by posting one, long-form video (8-13 minutes) per week. Repurpose the long-form video into four YouTube Shorts (30-60 seconds) for Facebook, Instagram, and all your social sites. By making just one video, you can build out several pieces of content to use each week.

Be like Will and post on Fridays!

## 5. Plan Ahead

Will writes scripts for videos 2-3 weeks in advance to maintain consistency. He uses YouTube Studio analytics to monitor video performance to identify what videos are popular and doubles down on high-performing content.

**PRO TIP:** If you hit writer's block, use tools like Google Keywords for trending searches, AI chats for local FAQs, AI tools like ChatGPT for writing scripts, MLS data for market updates, or your network for common real estate questions.

## 6. Have a Strong Call-to-Action

Deliver a strong call-to-action (CTA) within the first 45 seconds of the video that aligns with your brand and encourages engagement. Will makes it clear what he wants viewers to do next, whether it's subscribing to his channel, visiting his website, or contacting him directly. He uses the same introduction and CTA in every video he records!

**PRO TIP:** Include the CTA at the beginning of the video versus the sign-off. The sign-off doesn't matter as much as a compelling CTA!

**Beginning:**

*As always my friends, my name is Will Sawyer, your friend in real estate here in the Upstate of SC. It's our goal with this channel that we are your #1 resource for all the things you need to know about relocating to the Upstate. We aim to provide you with the most relevant, the most practical, and the most reliable information you can find on the internet about Greenville. If you're aiming to relocate to our area please do me a favor and send me an email to my email below, I would love to meet you and be the agent that you choose to work with when you decide to relocate to Greenville. Let's do it.*

**End:**

*Hope all that makes sense, and I hope that was helpful to determine if Greenville is the right place for you. Should you decide to move here, again, my name is Will Sawyer, your friend in real estate. Please shoot me an email to my email below or shoot me a text to the number below. I'd love to meet you and hear about your plans to relocate! Until then, stay safe.*

## 7. Create Community

In addition to his YouTube channel, Will created a Facebook group that he points people to specific to Greenville, SC, that allows him to capture the leads that may not be ready to buy but are still interested in knowing more about Greenville. He stays top-of-mind by not only providing value through video but also by interacting in his group which now has over **35,000** people in it! This is a great compliment to his YouTube channel.

**PRO TIP:** Invite friends, family, and your sphere to like and share your videos, and subscribe to your channel.

## 8. Create a Weekly Newsletter

When a lead reaches out, be sure to follow up! Will sends out an email weekly if a buyer says they want to move within the next six months, and every two weeks if a buyer says they plan to move in six months or more. Local news, favorite new listings, properties recently closed, and client reviews are great items to include in this weekly newsletter. It confirms to the future client that you're an active agent who stays on top of their market and that you should be the agent they choose to work with because of your market and area knowledge.



TCPA Reminder: Remember to comply with the TCPA and any other federal, state or local laws, including B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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