WHY THIS EDIT

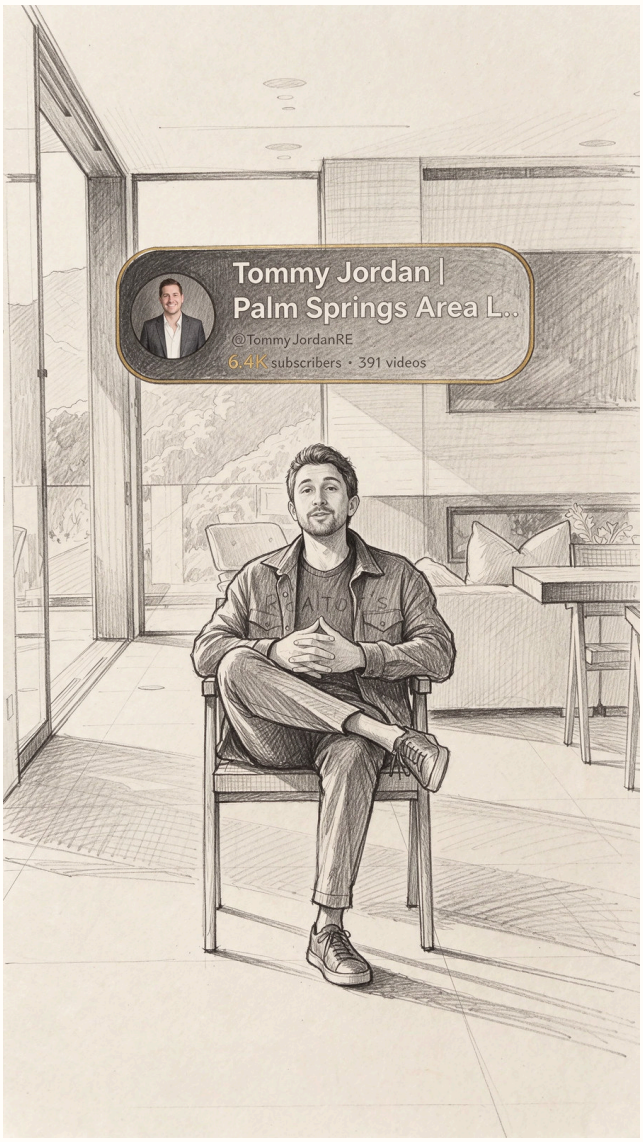
Building a Realtor’s Business With YouTube

A warm, confidence-building invitation to a practical webinar for realtors.

The goal
Welcome prospective attendees, then make the growth story feel clear and credible—not like a cold sales pitch.

The client’s YouTube channel card connects the speaker’s claim to a specific business. Keep the speaker’s face clear and let the subscriber count rise to suggest momentum without inventing a precise figure.

Look and light
The brief calls for muted and light gold, black, dark navy, cream and white, with Montserrat and Garamond. The source was bright, so a gentle grade and film look warm it; window light is directed toward the speaker.

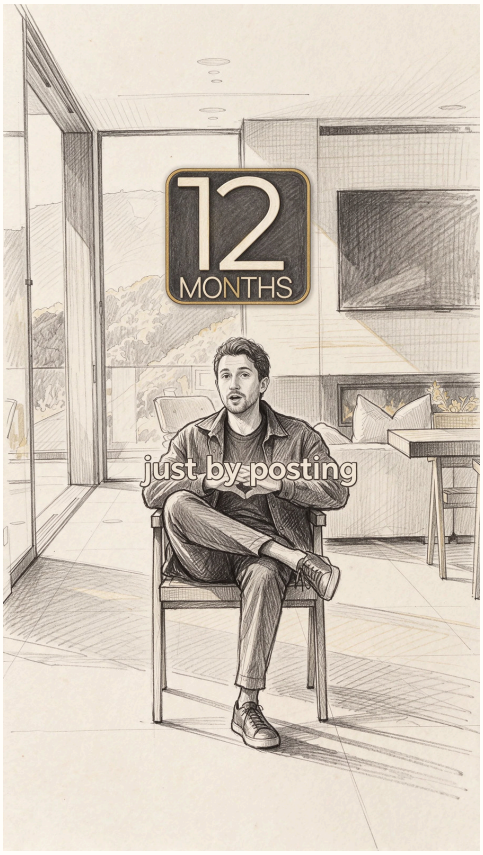


Opening proof point: the channel card belongs to the realtor’s business, not a generic graphic.

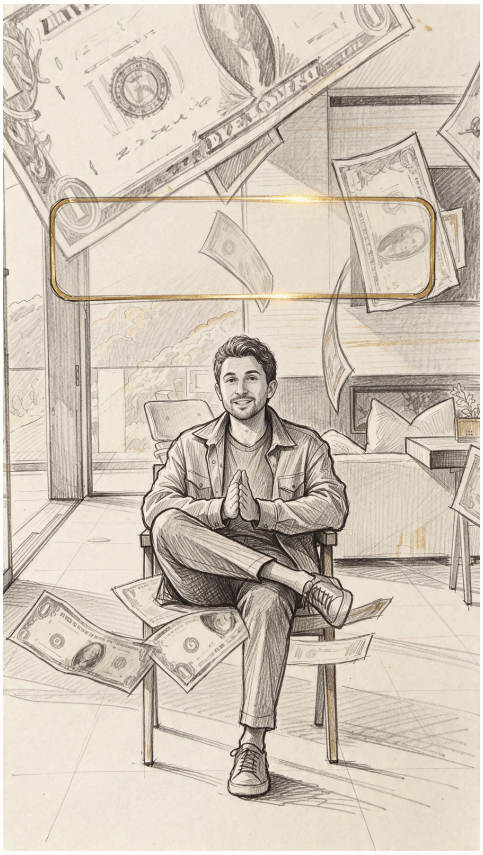
MAKE THE RESULT CONCRETE

A year gives the claim a frame

According to the owner, the client achieved $1 million in GCI within 12 months; this is presented as a completed result, not a future possibility.



12 months. The time container makes the one-year window easy to read and visually anchors the result.



$1 million in GCI. Money cues signal dollars; the owner says the client achieved this result.

Editing note Keep the “12 months” card and the money/result emphasis visually related, so the time window and outcome read as one case-study beat.

GCI means gross commission income. According to the owner, the client achieved $1 million in GCI; the sketch keeps the result banner rather than adding a different amount.

SHOW THE EVIDENCE

A date makes seven years tangible

The highlighted 23 November 2019 date signifies seven years of YouTube creation; the collaboration graphic remains a separate beat.



23 November 2019. The highlighted date signifies seven years of YouTube creation.



Gold dots. The speaker stays central while the dots represent collaborations with realtors and agents around the country.

Seven years

In the edit, the highlighted date “23 November 2019” signifies seven years of YouTube creation.

Collaboration

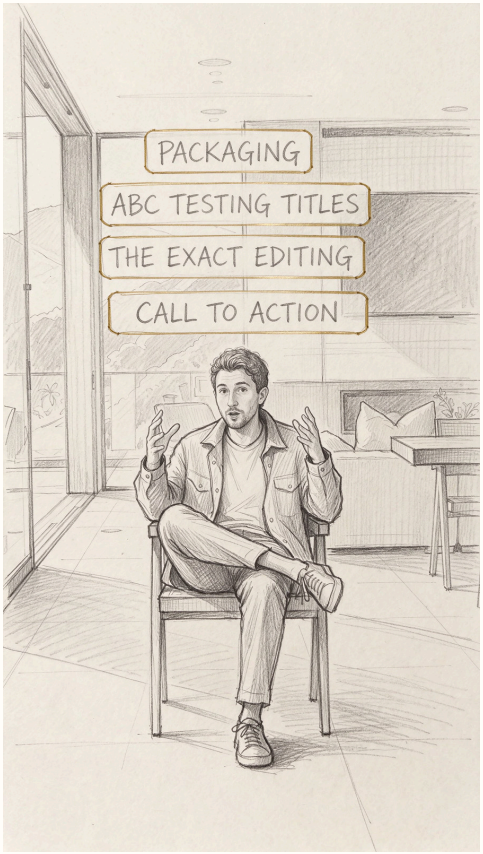
The dots are a relationship cue, not a literal map: one speaker connected to realtors and agents across the country.

KEEP THE TEACHING CLOSE TO THE SPEAKER

Turn proof into a clear invitation



Four consecutive gold 3D text moments, kept close to the speaker so they read as what he will teach.



The separate topic-list frame shows all four items; each gold outline puts emphasis on a topic.

> “Exact Videos” → “our” → “and in depth” → “research behind it”

- **Packaging**
- **ABC Testing Titles**
- **The Exact Editing**
- **Call to Action**

The sequence reads as a promise to walk attendees through the material. The four outlined items make the webinar’s teaching points explicit.