

ELITE

RETREAT

20 25

IG Video Strategy To Build A Better Brand

WHAT IF.....

ELITE RETREAT 2025

Faith Barrett

- Redding, CA (Population 93,000)
- 7 years in the business
- Median Sales Price \$389,000
- **Top Pillars:** Past Clients, SOI, Social Media i.e. Instagram & Google
- 105 transactions (2024)



Instagram:
@thebarrettteam

Followers: 8,950



From 2018 (Just Sold) Lady...To



Mayor Of My Town



THE HARSH REALITIES I LEARNED

ELITE RETREAT 2025

THE HARSH REALITIES I LEARNED

Lesson #1

- **CONSISTENCY**

THE HARSH REALITIES I LEARNED

Lesson #1

- **CONSISTENCY**

Lesson #2

- **POWER OF
STORIES**

THE HARSH REALITIES I LEARNED

Lesson #1

- **CONSISTENCY**

Lesson #2

- **POWER OF
STORIES**

Lesson #3

- **QUALITY OVER
QUANTITY**

The background features a light beige color with stylized, light green leaf patterns in the corners. The leaves have fine, parallel lines representing veins. The text is centered in a bold, orange font.

Video is a non-negotiable...



Video is a non-negotiable...

- Resume is constantly evolving



Video is a non-negotiable...

- Resume is constantly evolving
- Build trust faster with video



Video is a non-negotiable...

- Resume is constantly evolving
- Build trust faster with video
- Your vibe attracts your tribe



Video is a non-negotiable...

- Resume is constantly evolving
- Build trust faster with video
- Your vibe attracts your tribe
- Who doesn't want to be top of mind?



Video is a non-negotiable...

- Resume is constantly evolving
- Build trust faster with video
- Your vibe attracts your tribe
- Who doesn't want to be top of mind?
- **Video IS your secret weapon**



My biggest mind shift...

**DO IT! MARKETING
BY DAVID NEWMAN**

Build a Better Brand...

Build a Better Brand...

1

Know Your
Brand Identity:

- *Storytelling
over selling*

Build a Better Brand...

1

Know Your
Brand Identity:

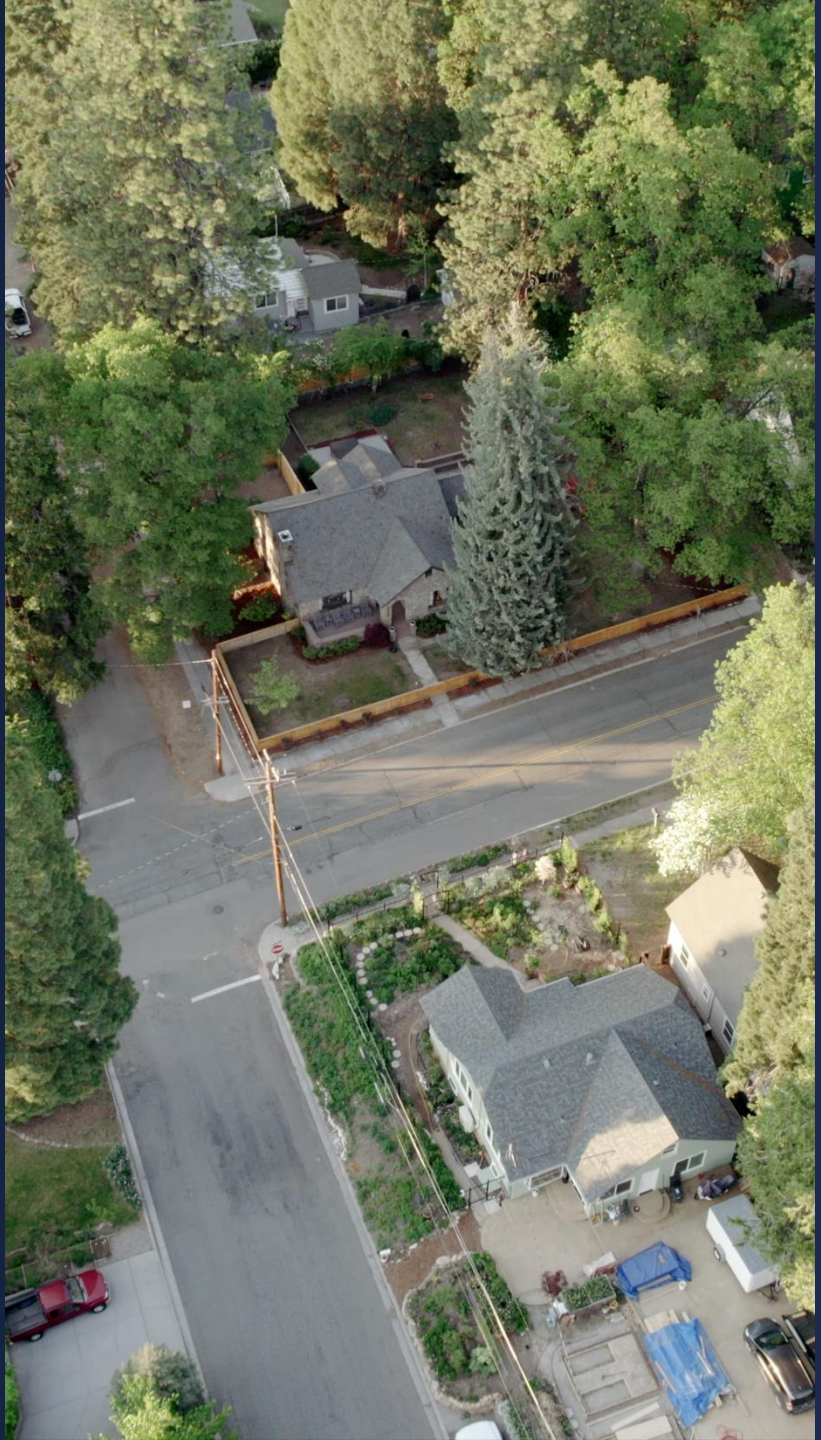
- *Storytelling
over selling*

2

To Be Engaged Or
Not Engaged:

- *Creative Hooks*
- *Polls in Stories*
- *CTA (Manychat)*
 - *Replying to
Comments*

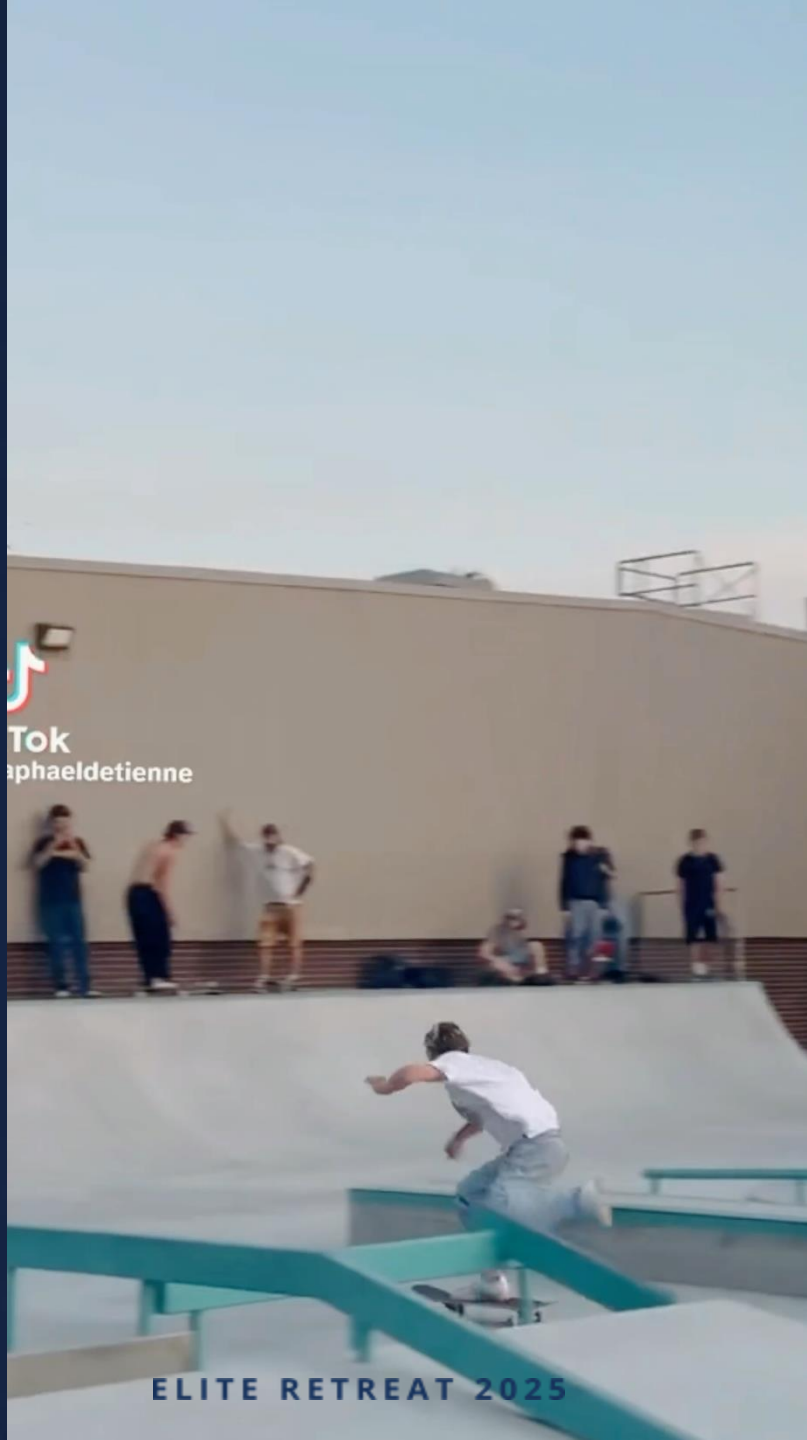








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ELITE RETREAT 2025

Build a Better Brand...

1

Know Your To
Brand Identity:

- *Storytelling over selling*

2

Be Engaged Or Not
Engaged:

- *Creative Hooks*
- *Polls in Stories*
- *CTA (Manychat)*
 - *Replying to Comments*

3

Be Consistent:

- *Power of Stories*
- *Post: 3x a week.*
- *Utilize buckets*

What I'm Known For...



The background features a light beige color with faint, stylized line art of various leaves and ferns scattered across the surface. The main text is centered in a bold, orange, sans-serif font.

THE IDEA THAT REDEFINED MY BRAND...

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Monday Fuels

- *Your way to become mayor of your town.*
- *Layer it with a giveaway*

GIVE MORE, GAIN MORE: THE ULTIMATE GUIDE TO SUCCESSFUL GIVEAWAY JULY 23, 2024

The image shows a digital presentation titled "ULTIMATE GIVEAWAY TOOLKIT" by Faith Barrett. The presentation is displayed in a PDF viewer window titled "Cream Neutral Minimalist New Business Pitch Deck Presentation.pdf". The main slide features the title "ULTIMATE GIVEAWAY TOOLKIT" in large, bold, serif font, followed by the subtitle "GIVE MORE, GAIN MORE: THE ULTIMATE GUIDE TO SUCCESSFUL GIVEAWAYS" in a smaller, bold, sans-serif font. Below the text is a large, central image of Faith Barrett, a woman with blonde hair, wearing a bright pink jumpsuit, standing in front of a wooden door. A large play button icon is overlaid on the image. To the right of the image, the text "FAITH BARRETT" and "THE BARRETT TEAM" is visible. In the bottom right corner of the slide, there is a small logo that reads "reaJ". On the left side of the PDF viewer, a sidebar shows a table of contents with four numbered items: 1. ULTIMATE GIVEAWAY TOOLKIT, 2. HOW TO BE SUCCESSFUL, 3. What's New for Giveaways, and 4. THE MOST FUN TO BE SUCCESSFUL. A small video thumbnail of Faith Barrett is visible in the top right corner of the PDF viewer window.

Cream Neutral Minimalist New Business Pitch Deck Presentation.pdf
Page 1 of 12

ULTIMATE GIVEAWAY TOOLKIT

GIVE MORE, GAIN MORE: THE ULTIMATE GUIDE TO SUCCESSFUL GIVEAWAYS

FAITH BARRETT
THE BARRETT TEAM

reaJ

1
ULTIMATE GIVEAWAY TOOLKIT

2
HOW TO BE SUCCESSFUL

3
What's New for Giveaways

4
THE MOST FUN TO BE SUCCESSFUL

Faith Barrett

But I'm not a creative person...

But I'm not a creative person...

- **Immerse, Scroll and Save**
- **R&D**
- **Done is better than perfect**
- **Throw spaghetti on the wall**

FOLLOW ON IG:

Community Expert Queen : @alyssacurnett

Faceless Home Tours: @samrp & @roland_osage

Meme Clip/Green Screen Queen: @the.mangin.team

Humor Content Kings: @krysbenyamein & @shaneburgman

Talking Head 2.0 Queen: @hatandheelsrealtor

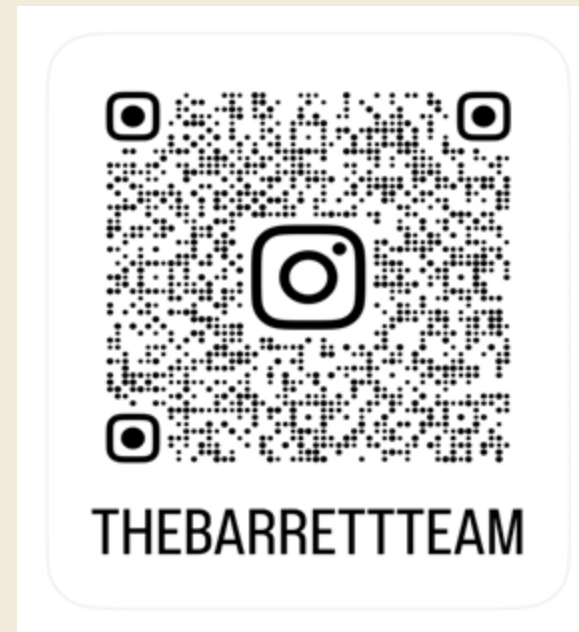
High Production Listing Videos: @utahpaigerealestate & @the.real.brad.mccallum

Creative All Around: @domorealty

THE SILENT FARMING

ELITE RETREAT 2025

BEST WAY TO CONNECT WITH ME:
INSTAGRAM: @THEBARRETTTEAM



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WHAT YOU NEED ON YOUR OWN:

- YOUR PHONE
- RING LIGHT
- PROGRAMS: CAP CUT | IN SHOT | STUDIO
- WIRELESS DJI MICS

WHAT WE PROFESSIONAL SHOOT WITH:

- SONY A7SIII
- WIRELESS DJI MICS
- FINAL CUT PRO X
- GIMBAL: RONIN RS 2



Video Resources

