HOW TO USE VIDEO
IN YOUR LAND BUSINESS

A practical playbook for answering clients,
building trust, and keeping good deals moving.

ROSS JONES



Landverse AI
LANDVERSEAI.COM

BEGIN HERE

YOU DO NOT NEED TO BECOME A VIDEO MARKETER.

You only need to become useful at the moment your client needs an answer.

These videos are not commercials you push at people. They are clear, calm answers you can send when a buyer is curious, uncertain, or ready for the next step.

1 ANSWER THE QUESTION

2 LOWER THE FRICTION

3 INVITE THE NEXT CONVERSATION



Start with one client, one question, and one helpful video.

THE SIMPLE METHOD

THE RIGHT ANSWER. AT THE RIGHT MOMENT.

Adults learn best when the lesson solves a problem they already care about.

1. LISTEN -
Name the question behind the question.

2. SEND -
Choose one video, not a pile of videos.

3. CONNECT -
Explain why this answer matters to their plan.

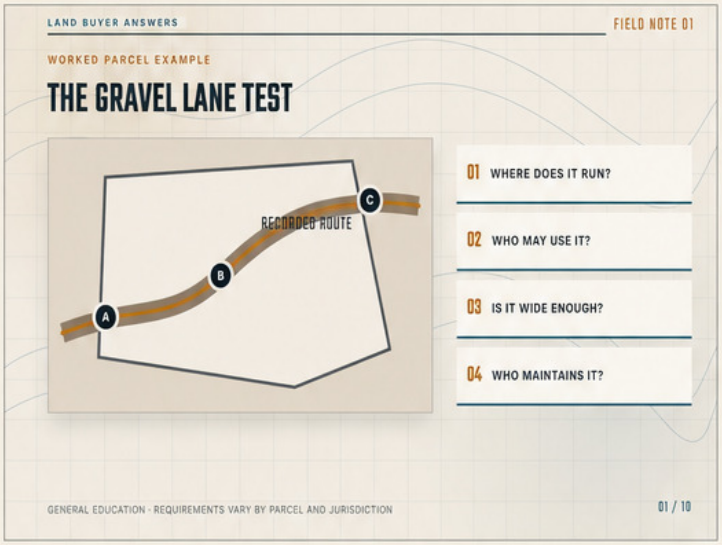
4. FOLLOW UP -
Ask one question that moves the conversation forward.



USEFUL BEATS IMPRESSIVE.

USE CASE 01 - FIRST INQUIRY

WHEN THE BUYER ASKS, "DOES THE ROAD REACH IT?"





SEND VIDEO 01 - THE ROAD IS NOT THE RIGHT

WHEN TO USE:

Use it after the first call or web inquiry, before a visible road turns into an expensive assumption.

EMAIL

Subject: A quick answer about access

Hi Taylor – You asked a smart question about the road. This short video explains why seeing a road and having a documented right of access are not always the same thing. Watch it when you have two minutes, then I can help you identify what we need to confirm for this parcel.

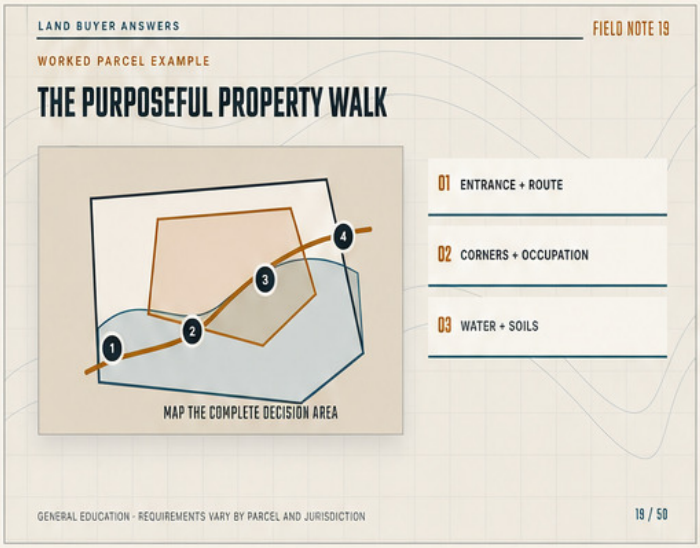
TEXT

Here is the short access video I mentioned. It will give you the three things we need to verify. When you finish, tell me which part you want to look at first.

WHY IT WORKS: It respects the buyer's question and gives the next conversation a clear purpose.

USE CASE 02 - AFTER THE SHOWING

TURN “WE LIKED IIT” INTO A BETTER SECOND LOOK.





SEND VIDEO 19 - WALK THE EDGES, NOT JUST THE VIEW

WHEN TO USE:

Send it the same afternoon, while the property is still fresh in the buyer's mind.

EMAIL

Subject: A useful second look at today's property

Hi Morgan - I enjoyed walking the land with you today. This short video shows the purposeful property walk I use to look beyond the prettiest view. As you watch, think about the entrance, the edges, water movement, and the route your plan would actually use. Which part would you like us to revisit?

TEXT

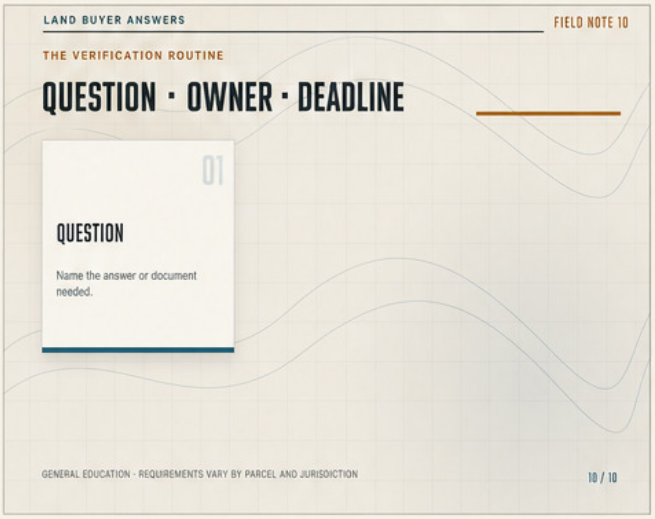
This is the site-walk video I promised. Watch it while today's visit is still fresh. What is the one area you would want to inspect again?

WHY IT WORKS:

Reflection turns a showing into learning instead of letting the details fade.

USE CASE 03 – DUE DILIGENCE

GIVE THE DEADLINE A JOB.





SEND VIDEO 10 - DECIDE BEFORE THE CLOCK RUNS OUT

WHEN TO USE

Send it when the contract is signed or when the buyer's task list starts to feel scattered.

EMAIL

Subject: Let's organize the due-diligence window

Hi Chris - Now that we are under contract, this short video will help us organize the next few days around three things: the question, the person who can answer it, and the deadline. After you watch, I will send our parcel-specific list so we can assign each item and keep the important decisions visible.

TEXT

This video explains the system we will use during due diligence: question, owner, deadline. Watch it first, then we will build the parcel list together.

WHY IT WORKS: A simple structure lowers anxiety without pretending every answer is easy.

REPLACE THE SCARY LABEL WITH A VERIFICATION PLAN.

SEND VIDEO 15 - WET IS NOT THE WHOLE TEST





WHEN TO USE

Use it when a map, low spot, rumor, or unfamiliar term causes the buyer to freeze.

EMAIL

Subject: What the wet area does - and does not - tell us

Hi Jamie - The low area deserves attention, but it does not answer the whole question by itself. This short video separates screening clues from the field evidence and professional determination we may need. Watch it, then we can decide what level of verification makes sense before your deadline.

TEXT

This will help separate the clue from the conclusion. After you watch, I can walk you through what we know and what still needs verification.

WHY IT WORKS: It neither dismisses the concern nor turns uncertainty into a verdict.

USE CASE 05 - BEFORE THE OFFER

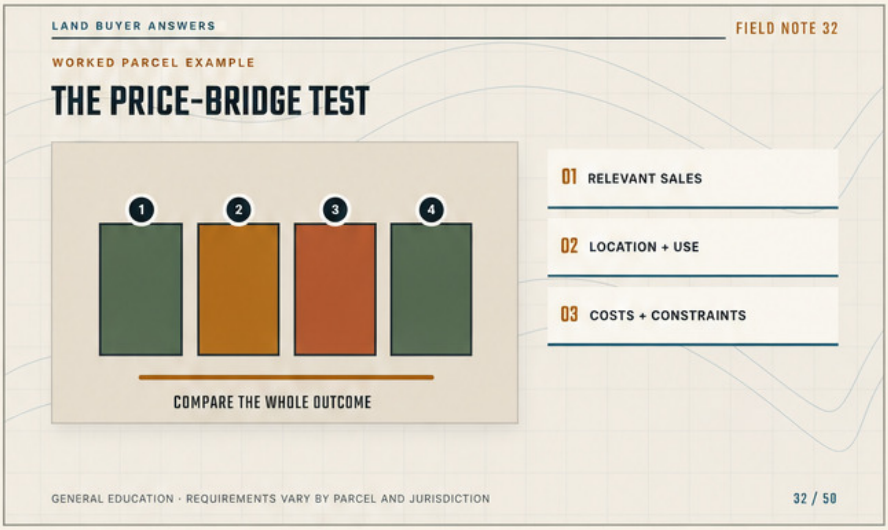
HELP THEM PRICE THE EVIDENCE - NOT THE EXCITEMENT.



SEND VIDEO 32 - PRICE THE EVIDENCE

WHEN TO USE

Send it before the buyer names a number or when two parcels look similar but lead to different outcomes.



EMAIL

Subject: A better way to think about the offer

Hi Alex - Before we settle on a number, this short video shows how I connect relevant sales, location, intended use, costs, and constraints. It will not choose the price for us, but it gives us a sound way to discuss it. After you watch, let's compare the evidence for this parcel.

TEXT

Watch this before we talk price. It gives us a simple bridge from the comparable sales to the real outcome you want.

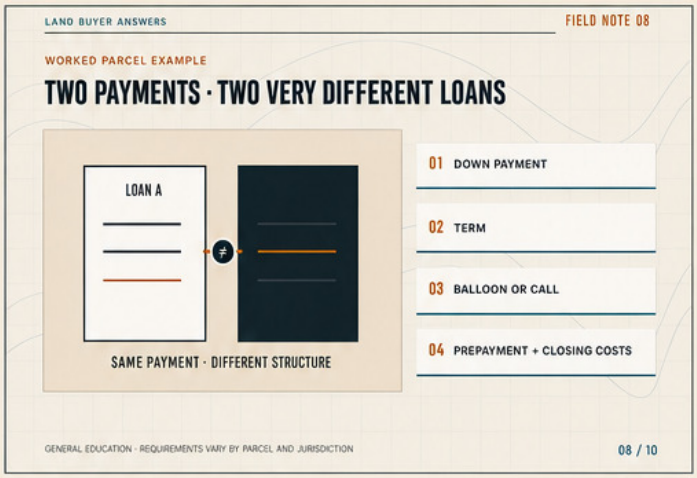
WHY IT WORKS: The buyer arrives at the pricing conversation with a shared framework.

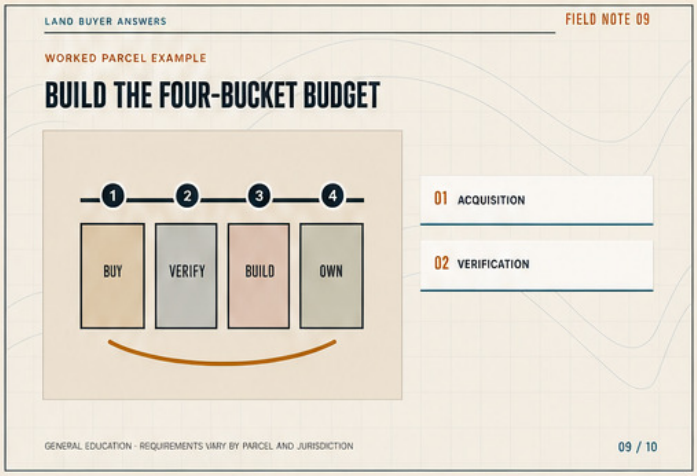
USE CASE 06 - MONEY QUESTIONS

SHOW THE WHOLE FINANCIAL PICTURE EARLY.

SEND VIDEO 08 -
FINANCE THE LAND, NOT THE DREAM

FOLLOW WITH VIDEO 09 -
THE PRICE IS ONLY BUCKET ONE





WHEN TO USE

Use these when the buyer asks about monthly payments, down payment, or what the property will really cost.



EMAIL

Subject: Two short videos before we talk numbers

Hi Jordan - Land financing and the total project budget are related, but they are not the same question. Start with the financing video. If the parcel still fits your plan, watch the four-bucket budget video next. Then we can separate purchase, verification, improvements, and ownership costs.

TEXT

Start with Video 08. If the loan structure still fits, Video 09 will help us build the full budget without mixing every cost together.

WHY IT WORKS: Sequencing prevents information overload and makes the next financial conversation more useful.

DO NOT SEND THE LIBRARY. BUILD A CONVERSATION.

One useful answer at a time is easier to watch, remember, and discuss.



DAY 1

DAY 1 - ACCESS:

Can we document the right to reach it?

DAY 2

DAY 2 - USE:

Does the buyer's actual plan fit?

DAY 3

DAY 3 - WATER + SEPTIC:

Can the basic systems work together?

DAY 4

DAY 4 - TRUE COST:

What belongs in the full budget?

DAY 5

DAY 5 - DECISION:

What must be answered before the deadline?

> "I am sending one short answer each day. You do not need to memorize it. Just reply with the question it raises for this property."

ONE VIDEO. ONE QUESTION. ONE NEXT MOVE.



USE CASE 08 - LISTING FOLLOW-UP

MAKE THE LISTING EASIER TO UNDERSTAND.

SEND VIDEO 21 - DRAW THE PROJECT, NOT THE PARCEL

WHEN TO USE

Use it after a buyer saves, clicks, calls, or tours a listing but has not connected the acreage to a real plan.

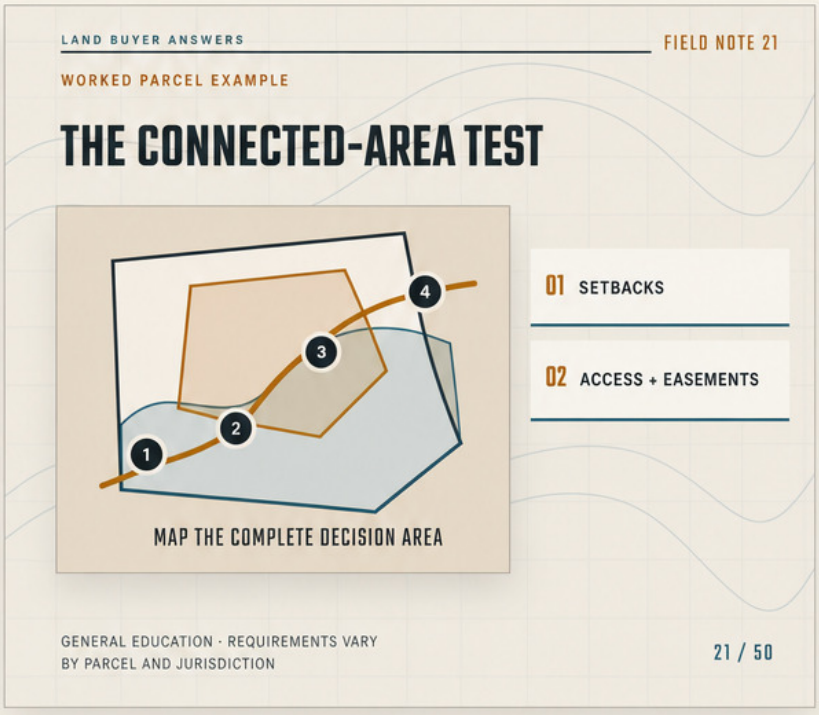
EMAIL

Subject: How much of this parcel fits your plan?

Hi Sam – You were looking at the acreage, so I thought this short video would be useful. It shows why usable land is the connected area that supports the entrance, structures, systems, drainage, and outdoor uses together. If you send me your basic plan, I can help you sketch the first version on this parcel.

TEXT

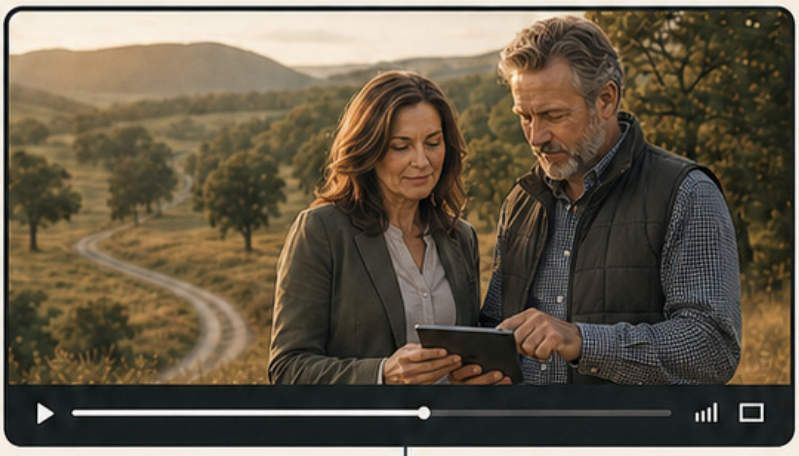
This video is a good next step for the listing you saved. Send me the three things you want the land to support, and we can start a parcel sketch.



WHY IT WORKS: It turns passive interest into a concrete planning conversation.

USE CASE 09 - BUILD IT ONCE, USE IT EVERYWHERE

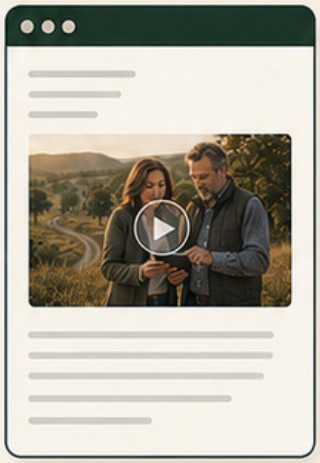
ONE VIDEO CAN DO FOUR DIFFERENT JOBS.



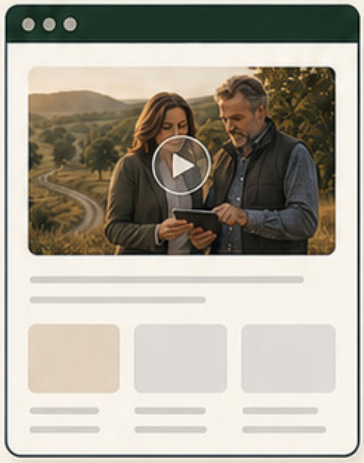
1. DIRECT MESSAGE -
Answer the question a real client just asked.



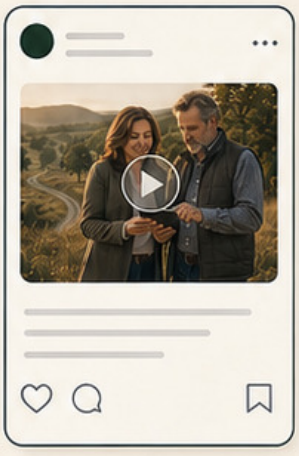
2. EMAIL -
Add context before or after a call, showing, or deadline.



3. RESOURCE PAGE -
Let future clients find clear answers on their own.



4. SOCIAL POST -
Teach one useful idea and invite a local conversation.



"A visible road is not always the same as a documented right of access. This two-minute lesson explains the difference. If you are evaluating land locally, I can help you identify the access documents to request."

CHANGE THE INTRODUCTION. KEEP THE LESSON.

USE CASE 10 - HELP THE SELLER BUILD THE ANSWER BOOK



PREPARE THE PROPERTY BEFORE YOU PROMOTE IT.

SEND VIDEO 44 -
YOUR LAND HAS A PERMANENT FILE

FOLLOW WITH VIDEO 50 -
SELL THE ANSWER BOOK

WHEN TO USE

Use these during a listing consultation or before photography and launch.

EMAIL

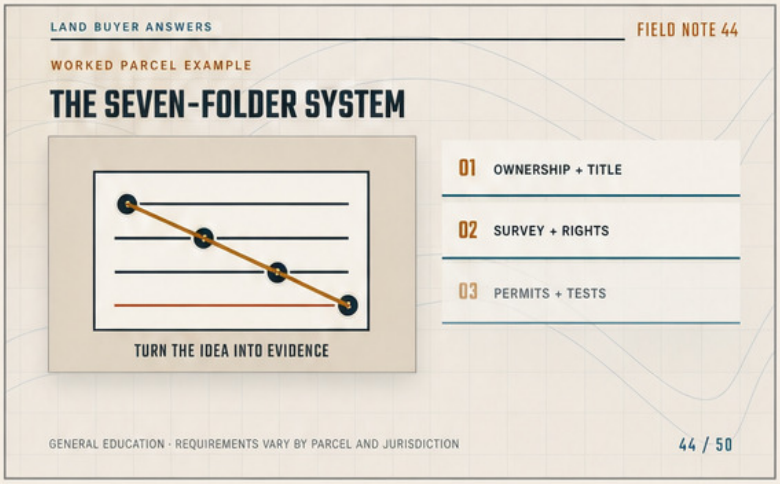
Subject: *The records that can make your land easier to understand*

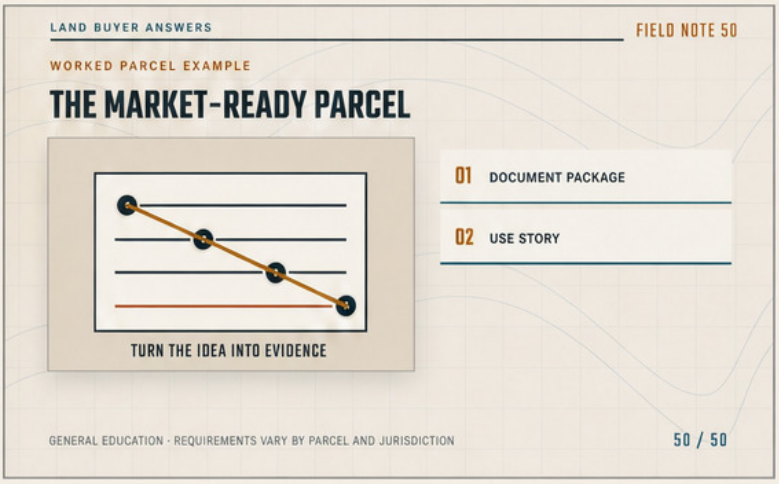
Hi Pat - Before we market the property, these two short videos will help us gather the records and organize the story a serious buyer will need. Start with the permanent-file video. Then watch the resale-preparation video. I will bring a checklist so we can separate what you already have from what we may still need.

TEXT

These two videos explain the answer *book we will build before launch. Start with* Video 44, then Video 50. *I will help* you turn the records into a clear buyer package.

WHY IT WORKS: *Better preparation reduces mystery without making unsupported promises.*





THE 60-SECOND SEND

ACKNOWLEDGE. RECOMMEND. INVITE.

1.
ACKNOWLEDGE

"That is an important question, especially for the plan you described."

2.
RECOMMEND

"I have a short video that explains the issue in plain English. Here is why I chose it for you..."

3.
INVITE

"When you finish, reply with the part you want to apply to this parcel."

"You asked about [QUESTION]. This short video explains [BENEFIT]. As you watch, pay attention to [ONE IDEA]. Then tell me [ONE FOLLOW-UP QUESTION]."

PERSONAL CONTEXT TURNS A LINK INTO GUIDANCE.



THE FOLLOW-UP RHYTHM

ASK ONE GOOD QUESTION.

The goal is not to ask, “Did you watch it?”
The goal is to help the client use what they learned.

SAME DAY

“What part felt most relevant to this parcel?”

TWO DAYS LATER

“Would it help if I found the document, office, or professional connected to that question?”

ONE WEEK LATER

“Has this changed how you are comparing the property with your other options?”

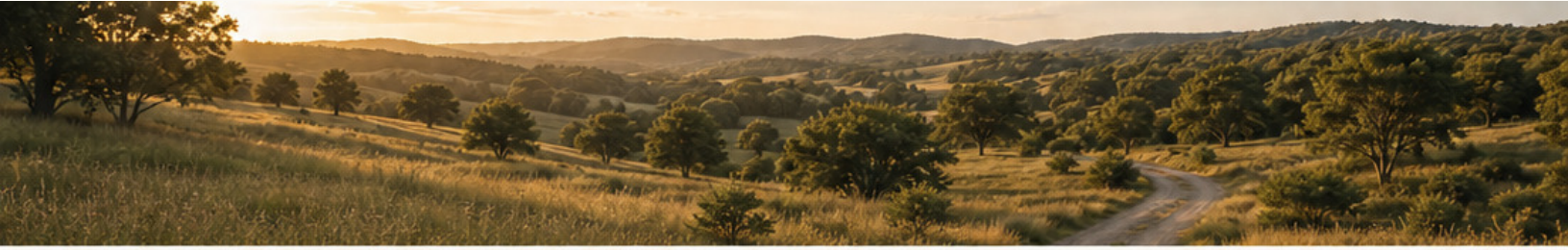






AVOID	“Just checking in.”	“Did you watch the video?”	“Any thoughts?”

FOLLOW UP ON THE DECISION - NOT THE VIEW COUNT.



WORKBOOK - PLAN YOUR NEXT FIVE SENDS

START WITH CLIENTS YOU ALREADY KNOW.

Choose five real conversations. Match one question to one video and one follow-up.

1	CLIENT OR SITUATION	QUESTION THEY CARE ABOUT
	VIDEO TO SEND	FOLLOW-UP QUESTION
2	CLIENT OR SITUATION	QUESTION THEY CARE ABOUT
	VIDEO TO SEND	FOLLOW-UP QUESTION
3	CLIENT OR SITUATION	QUESTION THEY CARE ABOUT
	VIDEO TO SEND	FOLLOW-UP QUESTION
4	CLIENT OR SITUATION	QUESTION THEY CARE ABOUT
	VIDEO TO SEND	FOLLOW-UP QUESTION
5	CLIENT OR SITUATION	QUESTION THEY CARE ABOUT
	VIDEO TO SEND	FOLLOW-UP QUESTION

Which send feels easiest? _____

Which client needs an answer this week? _____

MAKE VIDEO PART OF THE WAY YOU WORK.

WEEK 1 - CHOOSE

Pick the 10 videos that match the questions you hear most.

WEEK 2 - PREPARE

Save the links and customize three email and text templates.

WEEK 3 - USE

Send five videos in real client conversations. Record the questions that follow.

WEEK 4 - IMPROVE

Keep what clients used. Rewrite what felt generic. Add the next five videos.

VIDEOS SENT	____
REPLIES RECEIVED	____
FOLLOW-UP CONVERSATIONS	____
CLIENT QUESTIONS COLLECTED	____

MEASURE CONVERSATIONS, NOT IMPRESSIONS.



ONE LAST THOUGHT

YOU DO NOT HAVE TO HAVE EVERY ANSWER.

Your value is helping clients ask better questions, understand what matters, and find the right next step.

> A USEFUL VIDEO DOES NOT REPLACE THE BROKER. IT MAKES THE BROKER'S GUIDANCE EASIER TO USE.

Start with one helpful send today.

ROSS JONES
LANDVERSEAI.COM

Landverse AI

