

The Ultimate Filming Guide

THE
MEDIA
Coach Group



U L T I M A T E
A G E N T

The Media Coach Group



Shot LIST

A SHOT LIST IS A SIMPLE CHECKLIST OF THE FOOTAGE
YOU NEED TO FILM FOR YOUR REELS

Lifestyle & Personality

- Walking with coffee in hand
- On the phone mid-conversation
- Smiling in a relaxed outdoor setting
- Pausing thoughtfully outside a property

Client Interaction

- Greeting clients at the door or gate
- Walking through a bright home together
- Conversing on a balcony or in a garden
- Celebrating after a sale

Auction & Sales

- Placing a SOLD sticker on a board
- Holding or raising an auction paddle
- Calm reaction during bidding
- Subtle smile after a sale

Work in Action

- Reviewing a floorplan or brochure
- Writing notes or circling details
- Inspecting property features
- Opening a door to welcome clients

Candid Moments

- Adjusting flowers or cushions
- Opening blinds or sliding doors
- Walking with a brochure in hand
- Pouring water or coffee in a kitchen

Subtle Reactions & Movement

- Nodding or smiling at phone updates
- Turning towards camera mid-walk
- Picking up or tossing keys
- Confident stance with property behind you

Prop LIST



WHAT TO BRING

Work & Lifestyle Props

- Coffee cup or takeaway cup
- Glasses (reading or sunglasses)
- Pens in gold, silver, or black
- Phone on silent with clean screen
- Headphones or AirPods
- Magazine or newspaper
- Stylish water bottle
- Keys with a sleek keyring
- Leather wallet or clutch

Home & Styling Props

- Fresh flowers in a vase (neutral or white vase works best)
- A throw blanket for over a chair or lounge
- Books with neutral covers (stacked or open)
- Decorative tray for candle or coffee cup
- Neutral ceramic mug or wine glass
- Small potted plant or greenery
- Bowl of fruit (lemons, limes, green apples)

Brand & Personal Touch Props

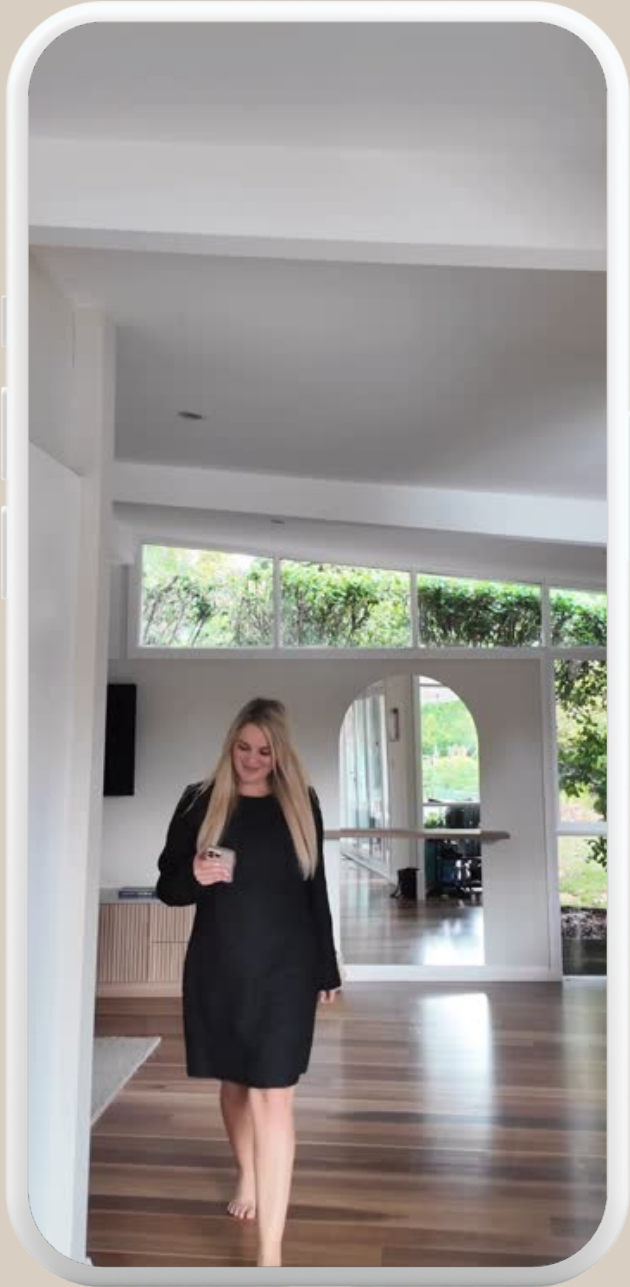
- Business cards in a cardholder
- Property brochures or flyers
- “Sold” or “Just Listed” signs (mini-print versions for lifestyle shots)
- Branded water bottle or notebook
- A laptop bag or tote with logo discreetly showing
- Planner or diary

Movement & Action Props

- Shopping bag (neutral or branded)
- Car keys with a recognisable luxury key fob
- A clipboard with notes or property paperwork
- Champagne and glasses (for celebratory vibes)
- Open laptop with property photos on screen

OUTFIT NOTES

Please bring 2 to 4 outfits in clean white or black tones. This will help us maximise content variety and ensure your outfits are less recognisable across different pieces.



WHAT IS B- ROLL

B-roll footage or supplemental footage, refers to secondary or supplementary footage used in videos.

It's short video clips of you.

Grab LIST

KEY GRABS TO FILM

These are simple lines you can say straight to the camera. Choose the ones you like and we will build your tone of voice in your reels around them.

1. If you live in (suburb), here are three stats you will want to know.
2. If home is (suburb), these are the three stats worth watching.
3. (suburb) buyers are changing their behaviour, here are three signs.
4. The five (suburb) spots locals always recommend, quick hits.
5. (suburb) investors, these quick facts show where demand is heading.
6. If I was looking to sell my property in (suburb) or any surrounding suburb, here is what I would do first.
7. If you are considering a move to (suburb), here are the three lifestyle perks people often overlook.
8. For anyone across (suburb) and nearby, these are the three clues showing a lift in demand.
9. Here are three things most people do not know about buying property in (suburb).
10. If I were preparing my own home for sale in (suburb), here is exactly what I would do.
11. If you are watching the (suburb) market closely, here are the three trends standing out right now.
12. (suburb) locals keep mentioning these three changes, here is why they matter.
13. If upgrading in (suburb) is on your mind, these three insights will help you plan it well.
14. For anyone investing around (suburb), these three early indicators are worth noting.
15. If I was buying in (suburb) today, these are the three checks I would do before making an offer.

A grab is a short on camera moment that delivers one clear message. It is usually one line or a quick sentence filmed as a piece to camera. Grabs are used to hook the viewer, introduce a topic or highlight a key point. They help create pace, structure and personality in your reels, and make it easier for us to build strong edits around your voice and style.

Visual HOOKS

WHAT IS A VISUAL HOOK?

A visual hook is a quick action or movement that catches the viewer's eye in the first second of a reel. It is not about what you say, it is about what you do on screen. A visual hook creates instant interest so people stop scrolling, then it gives you space to add text, a headline or your message.

1. Tapping the camera
2. Knocking on the camera
3. Swiping a wall as if turning on three points
4. Walking in a straight line past a home for a text reveal
5. Leaning forward as if about to jump into a pool, then shaking your head
6. Turning around from a chair and looking up while pointing to a blank space
7. Doing three points beside you with your fingers
8. Placing something on a table for a reveal
9. Picking up your iPhone and looking slightly shocked
10. Wiping the lens for a smooth transition
11. Stepping back suddenly as if noticing something, creating space for text
12. Stepping into frame from the side with a confident walk
13. Looking over your shoulder as text pops in beside you
14. Snapping your fingers with a quick cut to the next scene
15. Lifting a coffee cup or keys with a small pause for a headline moment



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