

Capture Day Prep Checklist.

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Show up to your capture day ready, and you walk out with **10-14 posts** — a month of content in one afternoon. Here's everything to line up before I get there. **Tick the boxes. That's the whole system.**

01 · THE WEEK BEFORE **Set the table.**

- Pick the day + the scene.** Open house, listing walk, closing day, or a desk day — whatever's real.
- Write down 3 real wins** from the last 30 days — a close, a save, a happy client.
- Give your team a heads-up** so nobody photobombs your best take.
- Charge your phone** the night before. Clear the storage so nothing stops mid-shoot.
- Outfit:** something you'd be proud to see on a billboard. Solid colors film best.
- Text me the address + start time.** I show up on FaceTime or in person.

02 · THE DAY OF **We shoot. I direct.**

- Phone at eye level,** window light in *front* of you — never behind.
- Talk to the camera** like it's your favorite client, not an audience.
- One talking-head answer** for each of your 3 wins. Short. Real.
- Shoot 3 vertical + 3 horizontal** of every moment. You'll want both later.
- Grab the b-roll:** hands signing, keys, the front door, the sold sign, your coffee.
- Aim for 14 usable,** not 1 perfect. Volume beats polish, every time.

03 · THE WEEK AFTER **It compounds.**

- Post your strongest asset within 48 hours,** while the energy's still hot.
- Reply to every comment** in the first hour. The algorithm is watching.
- Text me what landed.** We build the next audit around what actually worked.
- One post every 2-3 days** from the batch. Don't dump it all at once.
- Save the rest in a folder.** That's next month's content, already done.
- Book the next capture day** before you lose the momentum. Rhythm beats bursts.

Clean closings. Growing feeds.

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Ready for your first one? **Text Ada — (480) 381-7200** ·
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Ada Ortiz is a Sales Executive with Clear Title Agency of Arizona, a licensed title insurance agent in the State of Arizona. Coaching is offered free and equally to any agent, regardless of referrals.