

3 FREE POST TEMPLATE 🖐️

HOOK ---> STORY ---> OFFER

Classic

🔁 Hook:

Give them a reason to watch, what will they be missing out on if they DON'T watch this video

📖 Story:

Paint the picture but be quick. People like to learn from stories, not when you tell them what to do

💰 Offer:

This is where you get your target to sign up for an email list, a free webinar, or a way to generate leads.

 It Should look a little like this:

 I Lost \$60,000 so you don't have to

 I was getting ready to close on a house that had \$60,000 coming my way but on the day of closing my client said “ You're immaturity and lack of life experience just lost you a client.” So what I learned was, you can make up for lack of life experience with an abundance of knowledge.

 If you want to learn more on how to become a subject expert, Dm me “X” and ill send you my proven tips on how to do so.

2. Lead Generating Template

 Hook:

What is the problem they have?

Qualify yourself that you are someone who can solve their issue:

Show them what you can do to solve that problem. Give references, stories, or how you have faced their same problem and found the solution.

 **Steps to follow:**

Run them through the steps on how to get over this problem (Provide the value for them to attempt it themselves they will often times still need your professional help)

 **What does the outcome look like?**

Describe what it looks like on the other side. Once they solve this issue what rewards will they get to enjoy?

 **It Should look a little like this:**

In order to ride a bike I have listed out a full proof way to get you riding within a week!

 **First get momentum so then you don't tip over and fall, try just getting the balance part down before starting to pedal. Second, once you are comfortable with the balance start adding in a few more pedals, then stopping. We want to get comfortable peddling. Last, Put it all together and slowly start increasing the amount you pedal.**

 **If you follow these three steps you will no longer be the one left out of the community bike rides**

3. Outrageous Statement Template

 **Outrageous statement:**

Say something that is so outrageous that it makes people think for a second and be like, “There is no way I heard that right.

 **Bring them back to earth:**

Ease them back in by saying that isn't true at all. But, you have to be deliberate and sure that you make it known that what you just said is completely FALSE.

 **Third person story:**

Tell a story about someone who has had this same thought and how they overcame it:

 **Explain that if they have ever thought of this, give them the solution to overcome it with action taking steps:**

 **Drive it home:**

Give another piece of proof that solidifies that you are able to help because you have dealt with this more than once.

 **It Should look a little like this:**

 There is no way you could ever qualify to buy a home!

 This may be what you're telling yourself. But, I am here to tell you that is not the case. If your dream is to own a home, I am here to help you get there.

 One of my past clients prior to starting the home buying process said to me, “ My dream is to own a home to raise my family in.” and by following the steps I am about to give you we were able to make that dream a reality.

 First, let's make sure your credit is in order. If it is not, spend the next few months really focusing on improving it. Here are my top three people I recommend to help you with that (list them) second, we will get pre-approved to see what home we can get, third we will start searching for your dream home.

 Still don't think you can buy a home? What if I told you I was in the exact same situation you are in. My dream was to buy a home and as soon as I started focusing on the three steps I gave you above, I not only bought one house, I bought 3!