

**Business type** → Financial/insurance services

**Business objective** → generate 10 leads of potential agents for my client's financial service agency.

**Funnel** → Catch the attention → consume → read caption → comment → DM

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Who am I talking to?

- people scrolling on instagram
  - College students
  - Beginner entrepreneurs
  - Want to make money online
- People who want to get more money so they can improve their living standards
  - ex; move out of the apartment to the big mansion
- Everyday people
  - People who are working minimum wage jobs and are looking for more opportunities

Where are they at now?

- Current state
  - Have bought coaches before
  - Already trying some ways to make money
    - Amazon
    - Shopify stuff
    - Ecommerce
    - Etc
  - They've failed at trying to do wtv they initially used to make their money
  - Already spent thousands of dollars on trying to make money buying products on amazon and stuff
    - But it didn't work out
  - Left parents home to go and make some money
  - They realized they need a mentor
    - They have already paid for mentors

- Spent some money on courses and realized that it was just a bunch of videos
- Already an entrepreneurs
- Wonder how other people got rich
- Wonder how they can figure that out themselves
- Don't understand money
- Money is a mystery for them
- Working all kinds of job
  - College
- Lacks money, time or both to
- They've been cussed out by coaches before
- Awareness levels
  - Level 2-3
    - They know they have this problem "
      - They don't have money
    - They know about some solution but they might not know about this specific mechanism
- Sophistication level
  - Stage 5
    - They've heard all of the make money ways, they've tried a bunch of different ones, but they've failed
    - You need to present your mechanism as the best mechanism,
- Is the value worth it
  - 5/10 if you can lower the cost/effort/sacrifice
- Do they believe the idea will work
  - 5/10 if you can show how many people have already achieved
- Do they trust the person
  - 2/10 not if it's the first time they're seeing the dude
  - You need to use visual elements that subconsciously make your Clint look trustworthy
- Beliefs
  - They need to be smart, good looking, and well connected
- Dream state
  - 6 bedroom house with cherries in the backyard
  - Make income for their family
  - Get their family out the apartment
  - Buy a house
  - Finding success
  - 6 figure income
  - Reach freedom and flexibility that most people only dream of
  - Debt free
  - Invest free
  - Leave a legacy for their family
  - Worry less enjoy life
  - Make more than a living, you can make a life

Why do they want to buy your thing? What's in it for them? Why would they even care? What's in it for them?

- They would want to book the zoom call because it's a new opportunity for them, which will allow them to go from living in a small apartment with 5 random people to big mansion with cherry trees in the backyard and a lambo in the frontward.

What's their roadblock ?

- Having some one right there to guide them through the whole process (a good mentor)
  - Someone they can talk and someone who explains the whole process
- Hard work and focus

What's the mechanism?

- A professional business that meets a huge need in the marketplace
  - 90% of people struggle with financial knowledge,so it's a huge marketplace, our agents will help them reach their clients goals
- Thank's the technology, what possible for you is even bigger
- You can start part time and there is no limit to your income

What's the product?Does it make it faster? Better quicker? How is this the best solution?

- Financial industry
- 32 hours to start making 2-3 thousand dollars
- Best solution because you have a whole team of people who's already done and are there to help you achieve your goals quicker
- Cutting edge tools
- Personalized guidance

What do I want them to do?

- Stop the scroll
- Expand the caption
- Read the caption
- Comment

What are the steps they need to take?

- Stop the scroll
  - Visual dream state
    - Surrounded by nice cars

- Mansion
  - etc
- Expand the caption
  - Curiosity fascination
- Read the caption
  - Pain state
- Comment

Stop the scroll

- Fascination hook
  - 'The biggest scam on the planet'

Consume

- Brings forth their current painful state and also connects it to esteem
  - He's taking a shit in their oasis

Read the caption

- Curiosity/fascination hook again
    - 'Is it normal'
  - Amplifies their pain state
    - Makes their current life/situation look like shit
    - Connects it to:
      - Esteem
      - love and belongings
      - Self actualztio
  - Uses time to make it sound even more devastating
    - 🤔People will do this for 40-50 years straight and not question it one time.....'
  - Takes a shit in theri oaisis again
    - 'It's ABSOLUTELY INSANE!!'
  - Connects the pain state to something higher → time
  - Uses comparison
    - You have all of theoptions in the world but you pick a 9-5
  - Makes them see how bad their current state is
    - Ya, now that I'm breaking it down like that you're looking at it completely different aren't you? WAKE UP!
  - Present solution
  - Why this solution is better tjen the other
  - Current state again
  -
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# Drafts

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**Video Copy:** Tired of clocking in and out yet?

Earn \$2k in as little as two weeks—no prior experience needed.

Trusted by over 142,000 people.

👉 Check out the caption for more details. 👉

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## **Caption:**

Are you truly satisfied...

...with clocking in at your minimum wage job that barely covers the bills, when deep down you know you're meant to build wealth, travel the world, take care of your family, and live life on your own terms?

You know you're capable of more, but without the right direction and support, you're stuck spinning your wheels.

## **Here's how you can change that *today*.**

I'm looking to train 30 motivated individuals ready to break free from the 9-5 grind and upgrade from a cramped apartment to a 6-bedroom house.

In the time it takes to binge-watch a Netflix series, you'll be on board with Primerica—the #1 most trusted insurance company and ranked #3 most trusted financial companies by *Investor's Daily*.

Join over 142,000 licensed agents who've transformed their lives with our powerful network, thriving environment, and unwavering support. Here, every question is answered and every success is within reach.

We empower you to start earning the income you deserve in just a few weeks.

And if you're worried about time, don't be. Our part-time option allows you to earn \$2-3k a week, all from the comfort of your home.

Now let me ask you again...Are you really content with living paycheck to paycheck, sacrificing hours commuting, and missing precious moments with your family—just to fill someone else's pockets? If that doesn't sit right with you, it's time to make a change.

Comment 'money' below to take the first step towards the life you deserve.

#sidehustle #makemoneyonline #insurance #financialfreedom #financialindependence  
#workfromhome #insurance #opportunity #insurance #careerchange #success #entrepreneur  
#insuranceagent #insurancecareer #financialplanning #sidehustle #makemoneyonline #trending  
#viral #foryou #fyp