

**Business objective** → generate more leads for agents for my clients financial service agency

**What funnel** → Organic social media (ig reels) posts

**Video ideas** →

<https://www.instagram.com/reel/C9DeEPXSQTp/>  
<https://www.instagram.com/reel/C-WdJjSPmMo/>

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Who am I talking to?

- People looking for ways to make money more money
  - Add extra income stream
  - 18-35 age range
- Men and women
- Everyone scrolling on social media across the US
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Where are they at now?

- Current state
  - Individuals facing financial hardship
  - Blow through paychecks
  - Not being able to pay for things they want
    - Haircuts
    - Nails
  - Scrolling endlessly
  - Don't know their purpose
  - Looking for a quick fix to their problems
  - Credit card debt
  - Living paycheck to paycheck
  - Depending on parent for money

- Dissatisfied with their current income
- Limited financial freedom
  - Inability to afford desired experiences, travel, or hobbies.
- Student loan debt
  - Overwhelming burden and uncertainty about future financial stability.
- High cost of living
  - Struggling to cover basic expenses like rent, food, and utilities.
- Job market challenges
  - Difficulty finding well-paying jobs that align with career goals.
- Financial insecurity
  - Constant worry about money and ability to meet financial obligations.
- Peer pressure
  - Feeling pressured to maintain a certain lifestyle that is financially unattainable.
- Mental health impact
  - Stress and anxiety related to financial struggles.
- Dependent on their parents for financial services
  - Nothing saved
- Their common beliefs
  - Education as a guaranteed path to success
- Wake up in the middle of night panicking about their financial state
- They wonder how other successful people found success
  - They're financially/money wise/etc illiterate
- They're embarrassed
- Afraid of looking dumb when talking about making money
- They don't know where to start
- They don't understand who to ask
- They don't know that they can actually change
- They want to money to fully live out their purpose
- They already have a job they don't devalue like
- They don't know how money works
- Little to no savings
- Might be in some debt or at least their parents
- Afraid of trouble later in their life that they don't know how to avoid ...
  - Debt
  - No savings
- Living paycheck to paycheck
- Drowning in student loans, car loan
- Dream state
  - Work for themselves
  - Flexible schedule
  - Significant income potential
  - Better the lives of people in their community
  - Live out their purpose

- Freedom of time
- Going out with their friends
- Reduced stress
- Focus more on their studies
- Being able to travel
- What they want other to think about themselves
  - Responsible
  - Independent
  - Confident
  - Charismatic
- Buy their dream car
- Financial independence
- Freedom of time
- Create another income stream
- Master on financial freedom
- Free from debt
- Live a quality of life that they want without working anymore
- Level 2 awareness market
- Sophistication 5
  - Niching down
- Roadblocks
  - High cost of education
    - Rising tuition fees and student loan debt.
  - Stagnant wages
    - Difficulty finding jobs with competitive salaries.
  - Economic inequality
    - Growing wealth gap and limited opportunities for upward mobility.
  - Lack of financial education
    - Insufficient knowledge about budgeting, saving, and investing.
  - Rising cost of living
    - Inflation and increased expenses for housing, transportation, and food.
  - Limited financial knowledge
  - Procrastination

What do I want them to do?

- Stop the scroll
- Read the caption
- comment

What are the steps they need to take?

- Stop the scroll

- Fascination/curiosity thing
- Read the caption
  - Increase value by decreasing sacrifice and effort
  - Share what it is
  - Increase value by decreases time
  - Destroy objections
  - What they will learn
  - Presents the product as the siltuin
    - 'Thiss is your way out
  - Increases theri pain adn connects the dream state or something more - love and belonging
- Comment
  - Comment 'this' and you'llrecive how to get started or sum

## Formula for success #1

### 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 than the other
- Current state again

## Formula for success #2

- Stop the scroll


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# Draft

## Stop the scroll

"I want to earn 2-3 thousand a week, working from home"

Take 15 sec to read the caption

Let me paint the picture 

One of the easiest and safest industry that allows you to earn above average income working from the comfort of your home

💥Financial industry💥

Here's how you will earn you m

Over 70% of people are miserable with their money and finances.

They don't know that they need help, primerica mission is to help rescue those people, help increase their savings, help them have a comfortable retirement, help their kids get an education without their kids having to worry about money, primecare have over {number} licensed agents who are making a difference

Now you might be wondering

- I don't know nothing about finances

No worries we'll teach you everything you need, and in just 32 hours you can have the ability to make money

Here's what you will get by becoming a part of us

- Support
- Professional
- Winnings
- Live trainings

- A plan

This is for you

I don't have time

- We have part time stuff we allow you to work through things at your own pace and still earn 2-3 thousand working part time easily.

Control your life, by controlling your finances

You have all of these people you can help that's why it's the best approach

Join a winning team, these people have already proved this can happen, if they can do it so can you

This is the opportunity you've been looking

Click the link in bio.

We train you to become that guy

It only takes 32 hours,

You might be wondering you need these things

Financial knowledge

A college degree

We will teach you

Life insurance

### **Caption**

In the same time you'd spend binge-watching a Netflix show, you could be setting yourself up to earning \$2-3K per week working part-time.

We have a proven system that has helped over {number} people like yourself achieve their financial freedom. You will have professional support and help through every step of the process.

You will know what to do and who to ask...

3 reasons why you may want to join

- Reasons

### **Worried about finances?**

- **No experience?** We have a proven system to help anyone learn and earn quickly, with professional support and a winning team behind you.
- **Already busy?** We offer flexible part-time opportunities that fit your schedule, letting you choose when and how much you work, so you can easily balance earning extra income with your current commitments.

This is the chance you've been waiting for—a way to escape the 9-5 grind, work from home, and start earning for yourself.

### **CTA**

Imagine cruising in your dream car—do you really see that happening with your current job?

You've got nothing to lose. Comment 'info' and I'll share the details

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### **Faciantion**

**POV: You want to make 6 figures working from home but don't know where to start or who to ask?**

**What's the fastest way to earn 6 figures in 2024?**

**Take 15 seconds to read the caption and click the link in bio**

Caption

### **Is it normal...**

That over 70% of people are constantly stressed about paying bills, drowning in debt, and unable to save for their future because they don't know how money works?

Help me understand why dedicating 50 weeks a year to a job, wasting 1-2 hours every day commuting, sacrificing time with your kids—just to line someone else's pockets while you can hardly afford one vacation—is the only option you believe you have?

Is this really how you want to live for the next 30-50 years of your life?

If yes you can stop reading, but for those who want to paint their own path...

My firm is open to hiring and training 10 new agents who are actively looking forward to going from financially illiterate to financial masters.

You'll be part of the #1 most trusted life insurance company, and #3 most trusted financial companies, with over {number} licensed agents who are on path to achieve their financial freedom.

You can choose to work part-time or full-time, and Primerica will even help you set up your own agency if you want in the future.

And no, it doesn't take months to learn. It doesn't even take weeks. It takes just 32 hours to get started.

Even if you know nothing about finance, we've got you covered.

We have countless examples of agents who came in with no prior knowledge and reached \$100k within six months. It's been done before, and you can do it too as well.

For once you have which allows you to

If you dream of financial freedom, the ability to work from anywhere, and finally enjoying those long-awaited trips, click the link in bio to start your journey.

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POV: You don't know what you're doing in college.

Mindlessly scrolling for hours...

Why not use that time to start earning 2-3 thousand a week.

A week of switching from social media to focusing on your future is all you need to shift from mindlessly scrolling to mindlessly earning...

We have over {Number} licensed agents who's working towards being able to travel the world, buying their dream car, and taking care of their family...

All while helping others help manage and secure their finances, so many people understand so little about how money and finances work, we will teach you to help them achieve their freedom.

And no you don't already need to be expert about managing your finances, we have a proven system and team of professionals who will help you overcome all of the roadblocks in your journey.

Primeic ais number on wtv wtv, come be a [art of the winning team.



If you would like to live without looking at your wallet, travel without holding back, walking into the dealership and buying that dream car, this is for you comment "info" to receive more info.

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Still relying on parents for money in college?

With Primerica, you can change that...

Your biggest problem isn't that you're "dumb" or "stupid", you just don't understand money.

We'll teach you how you can help families secure and manage their finances.

You will be sponsored by us to get your license and become part of our already {number} licensed agents who are pushing forwards everyday to come closer to reach their full potential.

You might have these question

Questions

Destroy em

## New drafts

Is it normal that you've tried everything from Amazon to Shopify, poured your savings into courses and coaches, yet you're still stuck in the same place?

How many more times will you pay for 'expert advice' only to end up frustrated and confused, wondering how others are living the life you dream of?

Are you really okay with working all kinds of odd jobs, barely scraping by, and still having no clue why money remains a mystery? If this sounds like the cycle you're trapped in, it's time to break free.

We're offering a proven path that's different—where you can work part-time, full-time, or even build your own agency.

After just 32 hours of training, you'll be equipped to start earning \$2-3K, with no cap on your potential. With Primerica, the #1 most trusted insurance company, you're backed by a team that's helped over 14,000 agents succeed. Comment 'Ready' and let's make it happen.

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How many times have you invested in a 'foolproof' system, only to realize it's just another collection of videos with no real substance? Spent thousands on mentors who promised the world but left you more lost than before?

Why do you keep sacrificing your time, energy, and money chasing solutions that never seem to work? Is this really the life you envisioned when you first set out to be an entrepreneur?

**What if instead of empty promises, you had a clear path to financial success? Imagine helping others achieve their goals while building your own business—with the freedom to work on your terms. After just 32 hours, you could start earning \$2-3K, and with Primerica, you're part of a trusted, top-ranked team.** Comment 'I'm in' if you're ready for a real solution.

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Isn't it exhausting to keep trying every new money-making idea only to end up burned out and empty-handed? How many more courses will you buy, hoping that this one will be different, only to find it's just more of the same?

Are you willing to keep living paycheck to paycheck, juggling jobs, and wondering why financial success always seems out of reach? What if there was a way to actually build the life you've been dreaming of?

**With Primerica, you don't have to wonder anymore. We're offering a clear, structured path where you can help others navigate financial challenges while securing your own future. In just 32 hours, you can start earning \$2-3K on your schedule, with the backing of the #1 most trusted insurance company.** Comment 'Tell me more' if you're ready to change your story.

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Is it really acceptable to keep dreaming about a 6-figure lifestyle while your bank account tells a different story? You've invested time, money, and effort—so why aren't you living the life you imagined?

How much longer will you let money be a mystery, watching others succeed while you wonder how they did it? What if the difference between you and them is just the right guidance and strategy?

**Imagine working with a team that empowers you to take control—whether it's part-time, full-time, or building your own agency. After just 32 hours of training, you can start earning \$2-3K, with limitless potential. Backed by Primerica, the #1 most trusted insurance company, you're set up for success from day one.** Comment 'Next Level' if you're ready to make it happen.

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Isn't it frustrating to keep hearing the same promises of success, only to find yourself in the same place, still wondering what's missing? How many more courses, coaches, and side hustles will you try before you realize something's not adding up?

Why are you still stuck when others seem to be cracking the code and living the life you want? Isn't it time to stop wasting your time and money on things that don't work?

**It's time to try something different—a real opportunity with the flexibility to work part-time or full-time, or even start your own agency. After just 32 hours, you can begin earning \$2-3K, all while being supported by Primerica, the #1 most trusted insurance company.** Comment 'I'm ready' if you're ready for something that actually works.

## Fascinations

So you want to stop living paycheck to paycheck?

"I want to earn 2-3 thousand a week"

Quickest way to move from your apartment to a 6 bedroom house.