

DMACK CLIPPER SOP

Final Phase: Lifestyle + Talking Head

THE GOAL

Drive viewers to the **Closer Playbook** (link in bio). Not views. Not virality. Link clicks. A clip with 5K views and 100 clicks beats 500K views and 0 clicks.

WHO WE'RE TARGETING

New/struggling life insurance agents and people stuck in a 9 to 5 who want to make \$10K to \$30K per month.

WHAT TO CLIP

Two formats only:

1. **Lifestyle:** car, watch, suit, money, hotel, travel. Always paired with a voiceover or on screen lesson within 3 seconds.
2. **Talking head:** DMack delivering one sharp line, story, or objection breakdown.

Best performer: 2 second lifestyle opener cut into talking head.

CLIP LENGTH

20 to 45 seconds. Sweet spot 25 to 35. Hard cap 60.

HOOK RULES (the only thing that matters)

First 2 seconds decide everything.

Good hooks:

1. "Your upline is lying to you about this."
2. "This is why most agents quit in 6 months."
3. "The 1 objection killing 90% of new closers."
4. "If you're still cold calling, you're behind."

5. "POV: you just closed your first \$5K policy."

Bad hooks (instant scroll): "So today...", "Let me explain...", "What's up guys...", any slow build.

If by second 3 there's no curiosity or tension, scrap it.

STRUCTURE

1. Hook (0 to 2 sec)
2. Tension or pain (2 to 25 sec)
3. Value tease, never the full answer (25 to 35 sec)
4. Open loop close, push to Closer Playbook (final 3 to 5 sec)

Never resolve the curiosity inside the clip. The playbook resolves it.

EDITING STANDARDS

1. Cuts on the beat, never mid word
2. B roll cut every 3 to 5 seconds
3. Captions on every line
4. Music under the voice, never over it
5. Color graded so lifestyle and talking head match

Sloppy edit = no payout.

ON SCREEN TEXT

Big. Bold. One thought per frame. Highlight the emotion word in red or yellow.

Examples: "THIS IS WHY YOU'RE STUCK", "MOST AGENTS MISS THIS", "\$10K MONTH IS REAL"

CAPTION

One sentence. Two lines max. No hashtag spam.

Examples: "Read this before your next call." / "Most agents aren't ready for this." / "Closer Playbook is free. Link in bio."

CTA:

Soft only. Never hard sell. The playbook is FREE, frame it that way.

Use: "Link in bio", "Closer Playbook in bio", "Free playbook, link in bio"

Never: "Buy now", "Sign up today", "Limited time"

Story post creatives:

<https://drive.google.com/drive/folders/1skIA6z64Cr8kzTfwFC9z6PxxwCl-fJd5n?usp=sharing>

Make sure to use this link on your story: <http://closersplaybook.net>

MAKE SURE ITS IN THE COMMENTS AND DESCRIPTION OF THE VIDEO

DO NOT CLIP

Inside jokes. Long explanations. Pure flex with no lesson. Lifestyle with no voiceover. Anything off niche or political.

POSTING

1. Minimum 2 clips per day
2. Best windows: 7 to 9am, 12 to 1pm, 7 to 10pm local
3. Between 2 clips, post the more controversial one
4. Post 1 to 2 story creatives per day with Closer Playbook link sticker

GREEN vs RED FLAGS

Green: comments asking "how do I start?", DMs about the playbook, profile visits up, link clicks up.

Red: high views with zero comments, "nice clip" replies, no link clicks.

Views without clicks = failed clip.

AUDIT

Weekly review every Sunday. Two failed audits in a row = removed from campaign.

FINAL RULE

If the viewer feels nothing, the clip failed. Make them curious, uncomfortable, or called out. Then hand them to the link.