

DM 1 (w/o FV):
How's it going, Holly?

I really like your page, I love that you show your life as a realtor from the videos of the showings you had, to quickly show the offer and negotiations to get your clients under contract.

I came across one of your posts in which you say "Always looking for ways to improve our business and how to better serve our clients"

Have you thought about making more video content for your followers?

You could give them a Behind The Scene video at your work for your clients, your expertise and knowledge of your market, show your favorite places to shop & eat, and maybe show some hobbies you like to do in (City).

I wanted to reach out because I have some ideas that may be interesting & valuable to you that will have the potential to

- * Put out engaging educational content for your followers
- * Build a relationship with potential clients through your content
- * Automate your sales process
- * Bring in leads from your IG page

If you're interested in hearing more about these ideas

Please feel free to reach back out to me.

Rewrite

DM 1 (w/o FV)

Objective: Start a conversation with prospect/ Compliment + Ask question to set the stage

The videos that you post to show your life as a realtor are well put together.

From...

The showings you had...

To the offer and negotiation process...

It really shows the Hard Work you do for your clients.

Do you edit your own videos?

DM 2 (w/o FV)

Objective: Give Value / Ask question to get a reply

I got some ideas that you may want to take up...

- Show your favorite places to shop & eat
- Reveal the hobbies you like to do in (City)
- Share your knowledge & expertise in your market
- Produce behind-the-scenes content

By posting this type of content...

It will definitely help give potential clients a look into..

How hard you work to give them the best results...

How well you know the area & the market...

How much you care about them...

What kind of video are you thinking of posting next?

DM 3

Objective: Give Value / Ask question to set the stage for FV

With a good message & a well-edited video

You can potentially...

- Have very engaging content
- Start to build relationships with potential clients that come onto your page
- Bring in leads from Instagram.

We put our focus into making visually appealing videos

So that potential clients not only

Like your message...

But like,

What they see...

Would you like to see the difference between a normal video to an edited video?