

THE FACEBOOK AD COPY GENERATOR



7 EASY STEPS TO STARTING WRITING YOUR OWN FACEBOOK AD COPY





JAY BERUBE IS A REALTOR, PROPERTY MANAGER, AND REAL ESTATE TRAINER/COACH. HIS PRIMARY FOCUS IS ON HELPING YOU, THE REAL ESTATE AGENT, LEVEL UP YOUR SALES GAME, SELL MORE HOMES, AND HAVE MORE TIME AND FREEDOM IN YOUR LIFE TO DO THE THINGS THAT ARE TRULY IMPORTANT TO YOU.

HE DOES THAT BY GIVING YOU THE RIGHT TOOLS AND TRAININGS TO GET YOU FOCUSED NOT ONLY ON CRUSHING THE REAL ESTATE GAME, BUT BUILDING A SUSTAINABLE AND CONSISTENT RE BUSINESS THAT YOU ARE PROUD OF.

JAY, A 15-YEAR VETERAN OF THE REAL ESTATE INDUSTRY, IS IN THE TOP 1% OF REAL ESTATE AGENTS IN THE NATION WITH OVER \$325,000,000 IN REAL ESTATE SALES AND 1400+ HOMES SOLD.





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Always follow the 3 Rules To Engagement

EDUCATE - ENTERTAIN - INFORM

And Remember...

- **Speak to your audience - VISUALIZE one person**
- **Focus on the RESULT they will get**
- **Don't forget a compelling Call To Action (CTA)**





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INTRO - HOOK/RELEVANCE

Hi, I am _____, with _____ (company), and delivering YOU accurate _____ (topic of video or relevance) is important to me...

CAPTURE THEIR ATTENTION

Ask Yourself: "WHY SHOULD THEY CARE?"

_____ (why you care) (example: I grew up in a real estate family. It kind of felt like I was listing and selling Barbie houses before I could even walk. :)

_____ (solution or agitate the problem) (example: But, as I grew up, I found access to reliable information, from sources that I can trust, was becoming less and less available. All you want to know when you are selling a home is "How much can I sell it for? AND How long will it take?").

_____ **YOU HAVE BEEN LIED TO!**
Let me explain...





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BODY - PROBLEM/SOLUTION

In most markets this is what's happening...

- _____ (Increased Days On Market)
- _____ (This has been because of _____, and we need this to stop).
- _____ (Lower List To Sales Price)
- _____ (This has been because of _____, and we need this to stop).
- _____ (Lower Interest Rates)
- _____ (This has been our saving grace, and experts are predicting within 3 months that 92% of all first time home buyers are going to be buying again.)





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POWER/PASSION STATEMENT - BELIEF SYSTEM AFFIRMATION

How does that make sense to _____
without _____.

Why wouldn't we _____, instead of _____.

I believe we can, and that's what I plan on doing...





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SUMMARY-Tie it all in

(IF APPLICABLE: include Call To Action)

The _____(1), _____(2), and _____(3),

You can see why I am so passionate about real estate. Our clients TRUST US to LIST and SELL your investment properties.

(If you want to find out how to NET more money on the sale of your home, and find out how to get your home sold in under 30 days, even in a heavy-bulge market, then CLICK BELOW to get _____)



The **Proven Lead Generation** Strategy For
Generating Thousands Of Leads For FREE
Without All The Headaches And System Setup

LEADS

PROS

CUSTOMERS

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time to create an avalanche of high-quality,
organic leads every month.