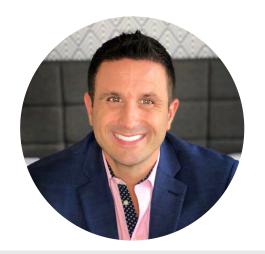
THE FACEBOOK AD COPY GENERATOR



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.





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)



<u>INTRO - HO</u>	OK/RELEVAN	<u>CE</u>
Hi, I am	, with	(company), and
delivering YOU	accurate	(topic of video or
relevance) is im	nportant to me	
CAPTURE T	HEIR ATTENT	ION
Ask Yourself: "V	WHY SHOULD THE	Y CARE?"
(wl	ny you care) (exam	ple: I grew up in a real
estate family. It	kind of felt like I v	was listing and selling
Barbie houses	before I could ever	n walk. :)
(solu	tion or agitate the	problem) (example: But,
as I grew up, I f	ound access to rel	iable information, from
sources that I c	an trust, was beco	ming less and less
available. All yo	ou want to know w	hen you are selling a
home is "How r	much can I sell it fo	or? AND How long will it
take?").		
	YOU HAVE	BEEN LIED TO!
Let me exp	lain	

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.)



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...



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





A step-hy-step guide to kycore that frees up your time to create an avalanche of high-quality, organic leads every month.