

THE FACEBOOK AD COPY GENERATOR

7 EASY STEPS TO STARTING
WRITING YOUR OWN
FACEBOOK AD COPY

www.SalesCommanders.com



VIDEO TEMPLATE GENERATOR

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)**

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...

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.)

BELIEF: POWER/PASSION STATEMENT

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

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 _____.)

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