

# 60 SECOND VIDEO

## FORMULA TEMPLATE



## 60 Second Video Formula Template

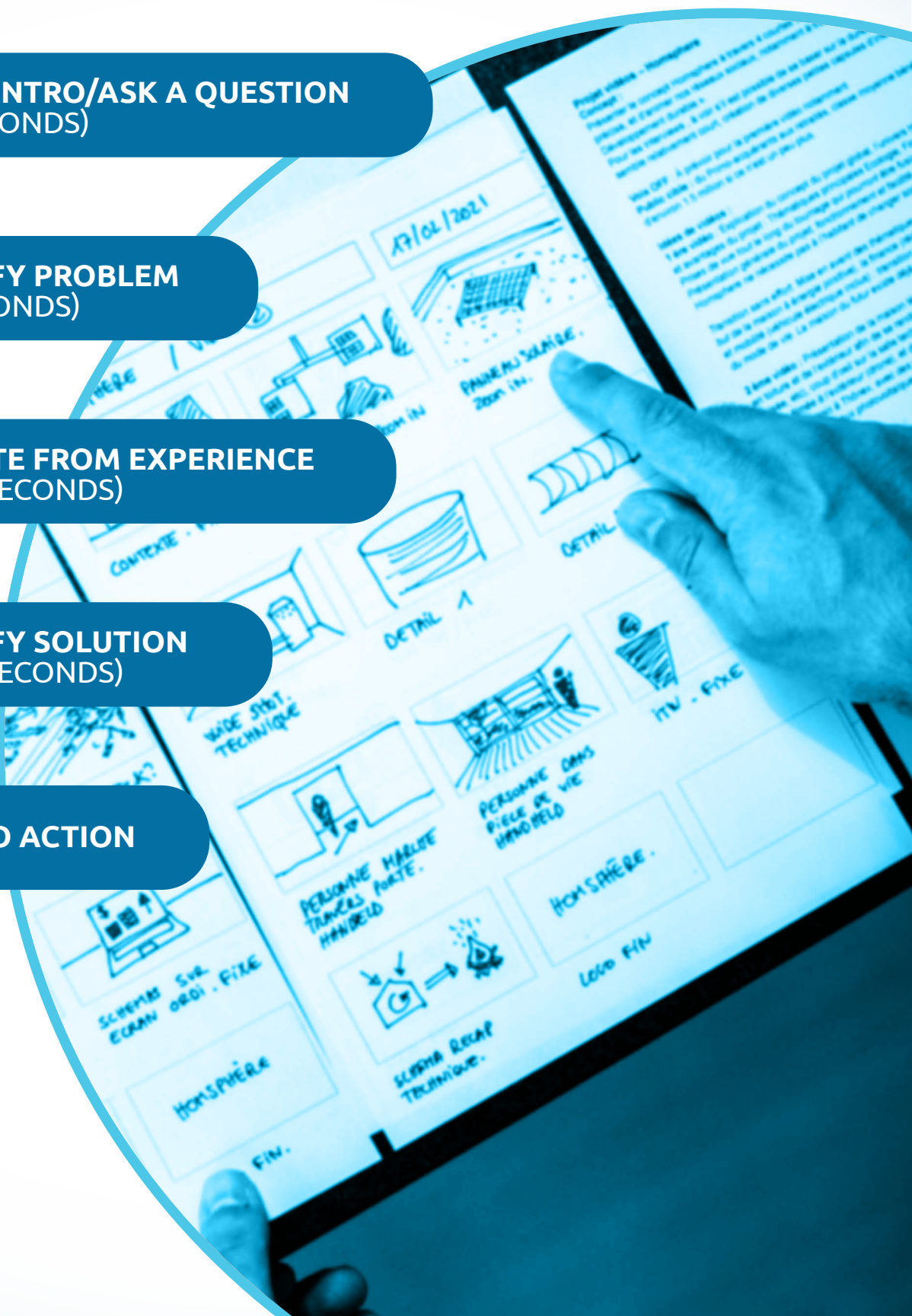
**1 HOOK/INTRO/ASK A QUESTION**  
(3-5 SECONDS)

**2 IDENTIFY PROBLEM**  
(10 SECONDS)

**3 EDUCATE FROM EXPERIENCE**  
(10-15 SECONDS)

**4 IDENTIFY SOLUTION**  
(10-15 SECONDS)

**5 CALL TO ACTION**



## 1. Hook/Intro/Ask a Question (3-5 seconds)

You need to build curiosity or state something that's emotionally compelling.

**Goal:** *Make the viewer think to themselves, "Wow this applies to me, I should watch the rest of the video."*



## 2. Identify Problem

Relate to your audience any way that you can.

Let them know that you understand their needs and how important their home is.  
You've been in their shoes what they're going through.  
Tell a story.





### 3. Educate From Experience

Tell a story where your audience can relate to.

*"By the way, I'm John Doe from ABC Contractors, one of Philadelphia's highest customer rated HVAC companies, and what we've been finding is that almost every home we encounter in Norther Liberties is experiencing similar issues as the home I'm at now..."*

*"What we've been finding is most homes in Northern Liberties that we inspect are experiencing X, which is caused from Y, a common problem in these older homes."*

## 4. Identify Solution

How is their property or life going to be transformed? What are they preventing?

*"If you're experiencing X, the smart thing to do would be to get your AC system a maintenance check to make sure that Y is not happening. Most homeowners put this off until it's too late - leaving them with costly repairs from it going untreated."*

*"See, most homeowners put this off until it's too late - leaving them with costly repairs when it finally breaks. If you think your home might be having similar issues, the smart thing to do would be to get your AC system a maintenance check to make sure that Y is not happening."*

Use the word "smart" due the psychology behind it. Your customers would like to think of themselves as smart. You're stroking their ego here.

State the clear way to solve the problem and the exact steps involved.

## 5. Call To Action

Explicitly state what they should do next.

*Have conviction in your entire pitch so that they're excited about the outcome.*

*Make it very clear that they have to take x action to find out more about how to solve the problem. You've only scratched the surface*



# Headline

For the Headline above the video, you've only got 40-50 characters before Facebook cuts it off. You **MUST** use your words wisely.

## Headline Tips:

*Ask a question for call your prospect out. Get their attention.  
Repeat - **GET THEIR ATTENTION.***

*Be specific in your call out.*



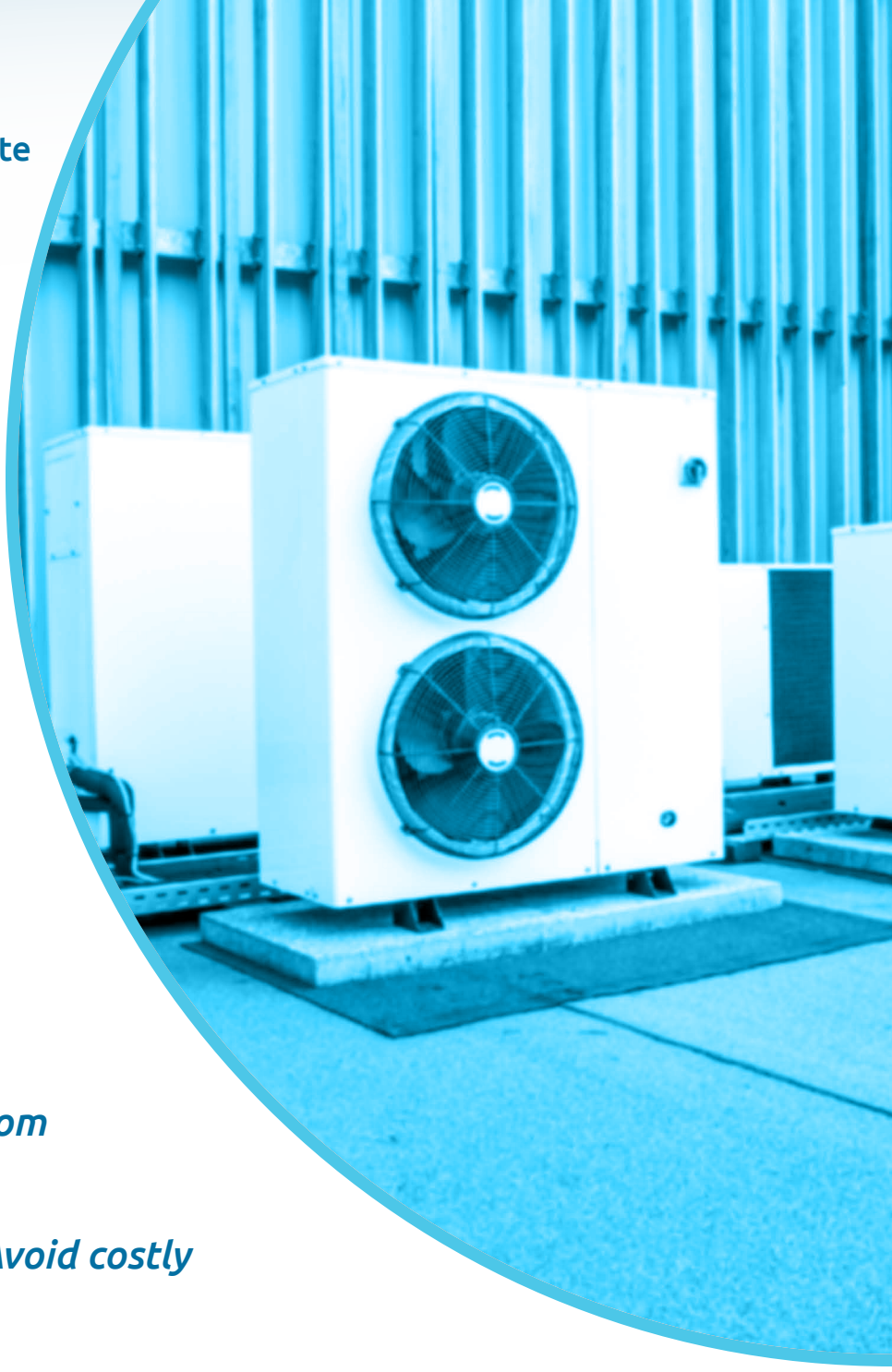


## Weak Examples:

- *Free Inspection*
- *Free Estimate*
- *Complimentary Assessment*
- *New (roof, water heater, boiler, etc.)*
- *Roof Repair, Water Heater Repair, Window repair, etc.*

## Strong Examples:

- *Free roof condition report from this weekend's storm*
- *Every roof can be repaired! Avoid costly replacements*
- *Extend the life of your water heater and cut down your utility bill.*
- *Every hvac system can be repaired - don't get conned by bad contractors.*
- *It might be time to replace your Shady Oaks Village roof.*
- *54 other homeowners in Shady Oaks trusted us to repair their windows.*
- *Little known tax code Shady Oaks homeowners are using to lower their utility bills.*



## Example Problem Aware Prospect Commercial Roofing

### ICP

Privately owned or managed property.

### Problem Aware

Prospect knows the roof is damaged or warped or leaking, or simply looks bad.

They may be seeing signs of leaks inside of the building such as brown rings on ceiling panels.

### Solution Aware

Any prospect will know that there are roofers out there to fix their roof. What they might not know are the specifics of the process, or who to trust, or to think about preventative maintenance.

### Ask Yourself:

- Are they aware that there are solutions that don't involve total replacement and affordable repairs are an option?
- If there is financing are they aware?
- Are they aware of update tech and materials?
- Are they aware that the inside damage may not be covered by insurance?
- Are they aware that exterior damage may be covered in full by insurance to fix?

## Ad Copy Example:

### Hook

Shady Oaks Commercial Property Owners: Have nagging roof issues that you have not addressed?

### Problem

We had a big storm this year that caused extensive damage to tens of thousands of properties in our area. And you might be aware of some visible damage, or even a small leak in your roof. Or even suspect you have damage but are unsure. Either way, the thought of a full roof replacement, or costly repair, is overwhelming.

### Credibility

Well ABC Roofing is one of Shady Oaks most trusted roofing contractors, with a 5-star rating on Google. We specialize in affordable repairs and restoration for property owners like you who don't want to spend a fortune on a replacement - especially if it can be affordably repaired.

## Ad Copy Example:

### Solution

If you're aware of any issues, or just want peace of mind before winter comes to ensure any small leaks don't freeze causing more damage, the smart thing to do would be to get a free roof condition report - and be proactive about the issue to prevent further damage to the property that could lead to costly repairs.

### CTA

Get a free roof condition report - and call ABC Roofing at 855-867-5309 or click the link below to request a free roof condition report of your property.





# CONTACT

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