

SCRIPT TEMPLATE	EXAMPLE
Do you want to _____ (outcome)?	Do you want to know how to get more followers on Facebook?
Stay tuned because I will share with you 5 Ways to _____ (Outcome).	Stay tuned because I will share with you 5 Ways to increase your fan count for free.
I'm (name) and I (give a trust building fact about yourself). Let's get started	I'm Kim Walsh-Phillips. Author of the No. BS Guide to Direct Response Social Media Marketing
Stay tuned, at the end I will give you (describe the opt-in)	Stay tuned, at the end I will tell you how to get 10,000 Facebook Fans in 72 hours.
For Facebook/InstagramLive: If you are watching right now, give me a thumbs up. And post your questions below. Recognize and say "hi" to people who are on.	<p>If you are watching right now, give me a thumbs up. And post your questions below.</p>
Give the 5 tips, strategies or whatever else you are teaching	<ol style="list-style-type: none"> 1. Pull out inspiring quotes from your blog posts and turn them into images. Use my favorite graphic design program–WordSwag. 2. Ask questions and offer an incentive to answer–such as, what's your favorite business book? 3. Facebook Live video–did one last week and my reach was 90,000 4. Tag another business–posts can be shown to their fans too 5. Q&A with a customer
If doing live video, answer questions	Answer any questions
Give them a call to action: <ul style="list-style-type: none"> • Opt-in to lead magnet • Subscribe to channel • Leave a review • Share • Send message • Register for event 	<p>To get 10,000 Facebook Fans in 72 hours, go now to 3daysto10k.com. That's 3daysto10k.com. Get 10,000+ Facebook Fans in less than 72 hours and turn them into your next cash-paying customers. That's 3daysto10k.com.</p> <p>Until next time.</p>