



THE INSTAGRAM REEL TOOLKIT

50 INSTAGRAM REELS FOR REALTORS

THE INSTAGRAM REEL TOOLKIT™

OUR MISSION
TO HELP REAL ESTATE AGENTS BUILD A UNIQUE BRAND ONLINE.

EXAMPLE #1

I GET ASKED ALL THE TIME, HOW DO I [DO AN ACTIVITY] TO [GET DESIRED RESULT]?
SO I STARTED THIS HABIT [INSERT HABIT]...
[INSERT RESULT]

EXAMPLE #2

I USED TO THINK [INSERT FALSE BELIEF]...
IF YOU DO [ACTIVITY] AND YOU'LL GET [RESULT OF ACTIVITY].
I WAS COMPLETELY INCORRECT.
INSTEAD, [INSERT NEW ACTIVITY].

EXAMPLE #3

ENTREPRENEURS NEED TO START SOLVING PROBLEMS USING [THIS] INSTEAD OF [THAT].
AND I'LL GIVE YOU 2 EXAMPLES...
[METAPHOR #1]
[METAPHOR #2]
AND THE SECRET TO THIS STORY IS [MORAL].

EXAMPLE #4

I WAS [INSERT ACTIVITY] BUT I WAS STILL [UNDESIRED ACTION].
HERE'S WHY:
[INSERT REASON WHY]
ULTIMATELY I [INSERT WHAT CHANGED YOUR MINDSET].
I THINK IT'S THE RIGHT CALL BECAUSE [INSERT HYPOTHESIS OR OUTCOME].

EXAMPLE #5

HERE'S HOW TO [TIP] WITH PEOPLE THAT ACTUALLY WANT [GOAL]...
IT COMES DOWN TO 4 VARIABLES:
[VARIABLE #1]
[VARIABLE #2]
[VARIABLE #3]
[VARIABLE #4]

EXAMPLE #6

THE NUMBER #1 REASON THAT YOUR [INSERT UNATTAINED GOAL] IS BECAUSE [REASON].
INSTEAD, [INSERT NEW HABIT].



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EXAMPLE #7

I REACHED OUT TO [INSERT PERSON] TO FIGURE OUT IF WHAT I WAS DOING WAS SMART BECAUSE I FELT THAT [INSERT FALSE BELIEF].

AND HE SAID THIS THING THAT [INSERT FEELING]...

HE SAID, [YOUR NAME], DO YOU WANT [DESIRED GOAL]?

EXAMPLE #8

I'M GOING TO GIVE YOU THE SINGLE HACK THAT HAS [INSERT OUTCOME]...

THE NICE THING ABOUT IT IS [INSERT WHAT MAKES IT GREAT].

THE WAY IT WORKS IS [INSERT INSTRUCTIONS].

EXAMPLE #9

I WANT TO TALK ABOUT THE DIFFERENCE BETWEEN [THIS] AND [THAT] AND WHEN I MADE THIS SWITCH, EVERYTHING [DESIRED RESULT].

AND SO THE DIFFERENCE IS [INSERT DIFFERENCE].

EXAMPLE #10

IF YOU LOOK AT WILDLY SUCCESSFUL PEOPLE THE [HABIT] THAT THEY KEEP ARE WILDLY DIFFERENT.

SOME [DO THIS] AND OTHERS [DO THAT].

I THINK IT IS MORE IMPORTANT TO THINK ABOUT WHAT [DESIRED OUTCOME]

AND WHEN CAN I ALLOCATE TIME THAT IS JUST MY TIME TO [DO HABIT TO GET OUTCOME].

EXAMPLE #11

I'M GOING TO TELL YOU IN 60 SECONDS OR LESS WHY YOU SHOULD [INSERT BELIEF]...

THE BIGGEST MISTAKE THAT I EVER MADE IN MY BUSINESS IS THAT I THOUGHT THAT [INSERT FALSE BELIEF].

AND THIS IS WHAT HAPPENED...

[INSERT STORY]

AND THEN GUESS WHAT HAPPENED?

NOTHING!

EXAMPLE #12

WHenever you think to yourself [INSERT INNER CRITIC].

REPLACE THAT THOUGHT WITH, IF SOMEONE CAN, SO CAN I.



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EXAMPLE #13

THE EASIEST WAY TO [TIP]...

YOU DO WHAT EVERYONE ELSE IS DOING AND YOU DO IT
HALF THE TIME.

SO IF YOU [INSERT METAPHOR #1]...

OR [INSERT METAPHOR #2]...

SPEED ALWAYS WINS. EVEN IF YOU'RE COMPETING WITH
SOMEONE WHO [INSERT COMPETITORS ADVANTAGE].

FAST BEATS [INSERT COMPETITORS ADVANTAGE].

EXAMPLE #14

HERE IS A HACK TO [INSERT THE DESIRED RESULT]:

WHEN TRYING TO [INSERT SITUATION]...

IS [INSERT THIS] AND YOU DON'T WANT [THAT].

AND WHAT WILL HAPPEN IS [INSERT DESIRED
RESULT].

EXAMPLE #15

WHEN I WAS [INSERT AGE] I [INSERT GOAL]...

HERE ARE 2 THINGS I LEARNED THROUGH THAT
PROCESS:

[INSERT IDEA #1]

[INSERT IDEA #2]

EXAMPLE #16

YOU CAN'T DO WHAT 99% OF THE PEOPLE ARE
DOING IF YOU WANT [THING]...

FUNDAMENTALLY, YOU HAVE TO HAVE THAT UN-
COMFORTABLE CONVERSATION ABOUT WHAT YOU
BELIEVE WHICH IS [INSERT BELIEF]...

EXAMPLE #17

HERE ARE 3 THINGS YOU MUST DO TO [X]...

AND STICK AROUND BECAUSE THE LAST ONE IS ES-
SENTIAL.

EXAMPLE #18

IF YOU FEEL LIKE YOU HAVE [X] BUT NO ONE IS [Y]...

SEE, [X] ALONE WON'T MATTER TO ANYONE.

INSTEAD, WHAT YOU WANT TO DO IS...



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EXAMPLE #19

AVOID [X] IF YOU WANT [Y]
[RESTATE X]
INSTEAD...

EXAMPLE #20

IF YOU FEEL LIKE [X] BUT [Y], HERE IS 1 THING YOU
NEED TO KNOW TO [Y]...

EXAMPLE #21

HERE ARE 3 MISTAKES ENTREPRENEURS MAKE
WHEN [X]:
YOU CAN...

EXAMPLE #22

3 THINGS THAT I THINK [X]

EXAMPLE #23

ANYTIME ON [SOCIAL MEDIA] YOU'LL SEE...

EXAMPLE #24

I WAS STUCK AT [X] UNTIL I MADE THESE CHANGES:



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EXAMPLE #25

WE NEED TO THINK OF THE TYPE OF BUSINESS
WE'RE IN AS [X] AS A [METAPHOR]

EXAMPLE #26

HOW YOU CAN BUILD YOUR [X] IF THERE ARE A LOT
OF PEOPLE OUT THERE WHO ARE...

EXAMPLE #27

IF YOU'VE NEVER HIRED [INSERT OCCUPATION], THEN YOU DON'T EVEN
KNOW WHAT GOOD [INSERT SERVICE] LOOKS LIKE.

YOU'LL PROBABLY THINK, OH THIS LOOKS GOOD! WHEN IT'S NOT...

HERE'S A STRATEGY:

HIRE A [INSERT SPECIALIST] ON A WEEKLY BASIS,

ONE HOUR A WEEK TO COME IN AND [REVIEW THE SERVICE] AND THEN
REPORT BACK TO YOU.

THEY ACT AS YOUR [INSERT METAPHOR] OF UNDERSTANDING WHAT'S
GOING ON.

THAT IS HOW YOU VERIFY TALENT BUT THEY ALSO MONITOR THINGS
AND ARE PART OF THE ONGOING SANITY CHECK.

EXAMPLE #28

PEOPLE SAY, "HOW DO YOU [INSERT ATTRIBUTE]."

WELL, I DON'T HAVE [INSERT ATTRIBUTE].

WHAT I HAVE IS [INSERT NEW ATTRIBUTE].

EXAMPLE #29

[INSERT GOAL] IS CREATING A GAP BETWEEN [THIS]
AND [THAT].

AND TO THE DEGREE THAT WE CAN CREATE SPACE
AND STRETCH THAT GAP,

THAT FRICTION IS WHERE THE [INSERT GOAL] IS
MADE.

EXAMPLE #30

IF I CAN'T EXPLAIN IT TO A [INSERT AGE], THEN IT'S
TOO COMPLICATED.

THIS IS TRUE FOR

[EXAMPLE #1]

[EXAMPLE #2]

[EXAMPLE #3]

AT THE END OF THE DAY, COMPLEXITY IS EASY. SIM-
PLICITY IS HARD.



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EXAMPLE #31

WE ALWAYS [DO THIS] BEFORE WE [DO THAT].

IT'S BECAUSE SOMEBODY ELSE'S [DID THIS] PAST THAT WORKED.

THEN TRYING TO [DO THAT] AND THINK WE'RE SMART.

ONCE WE GOT IT DOWN, THEN WE MODIFY.

EXAMPLE #32

ONE OF MY GOOD FRIENDS [INSERT FRIEND'S NAME] SHARED THIS STORY

[INSERT STORY]

EXAMPLE #33

HEY GUYS, MY SUGGESTION TO YOU IF YOU [DO A SPECIFIC ACTIVITY]

[INSERT ADDITION TO ACTIVITY]

[INSERT EXAMPLE #1]

[INSERT EXAMPLE #2]

[INSERT EXAMPLE #3]

EXAMPLE #34

SO YOU MAY BE SEEING ME IN MY AMAZING [INSERT STAGED REALITY]...

BUT LOOK AT [INSERT TRUE REALITY].

DO NOT BE FOOLED.

EXAMPLE #35

I AM GOING TO SHOW YOU HOW TO [DO THIS] WITHOUT HAVING TO [DO THAT].

PEOPLE ARE REALLY WONDERING HOW TO [DO THIS] AND I'VE BEEN DOING IT FOR YEARS.

I'VE BEEN [INSERT SYSTEM].

EXAMPLE #36

TELL OTHERS ABOUT [THIS] NOT [THAT].

THIS IS A MANAGEMENT TECHNIQUE.

SO IF YOU'RE TALKING TO [INSERT PERSON], YOU'RE TALKING ABOUT VERY BIG THINGS

IT NEEDS [INSERT THING]...

NEED TO HAVE [INSERT THING].



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EXAMPLE #37

THE BIG THING THAT PEOPLE ARE MAKING A MISTAKE WITH IS [INSERT PROBLEM IS]...

IT'S A MISTAKE BECAUSE [INSERT REASON].

INSTEAD, YOU SHOULD [INSERT ADVICE].

EXAMPLE #38

IF [NAME] HAD A [THING] AND ONLY HAD A [CONSTRAINT] HOW WOULD SHE USE IT TO [GET DESIRED RESULT]?

WELL [NAME] WHAT YOU WANT TO DO IS [INSERT INSTRUCTIONS].

EXAMPLE #39

I HAVE [A THING] AND 99% OF THEM ARE USELESS...

WHEN I STARTED, I THOUGHT I WANTED WAS [A THING].

IF I WAS STARTING ALL OVER AGAIN I WOULD [DO THIS THING INSTEAD].

EXAMPLE #40

PSYCHOLOGY TRICK TO GET YOU MORE [DESIRED RESULT]...

GETTING [RESULT] IS SO MUCH EASIER WHEN YOU THINK IT LIKE [METAPHOR].

[RESULT] IS LIKE [METAPHOR] BECAUSE [INSERT DESCRIPTION].

EXAMPLE #41

FOR ME, LIFE IS ALL ABOUT [X] AND [Y]...

AND THEN [Z].

IF I CAN DO THAT, I'M A HAPPY PERSON HAVING A GREAT SUCCESSFUL LIFE.

EXAMPLE #42

IN ORDER TO DEAL WITH WHAT'S HAPPENING TODAY, WE MUST [CITE PAST EVENTS].

THE CIRCUMSTANCES THAT WE ARE FACING HAVE HAPPENED BEFORE...

LOOK AT [INSERT EXAMPLE].



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EXAMPLE #43

WHEN I WAS A KID I GOT INTO THE GAME OF
[INSERT HOBBY]...
AND THAT WAS A KICK!
AND FOR THE REST OF MY LIFE [INSERT HOW THIS
HELPS YOU TODAY].

EXAMPLE #44

THE BEST ADVICE I CAN GIVE TO ANYONE IN THEIR
[AGE GROUP] IS:
[INSERT ADVICE].

EXAMPLE #45

IF YOU THINK OF [DESIRED RESULT] AS A [INSERT
SHAPE]...
THE EDGES ARE YOUR GOAL.
IF YOU START IN THE MIDDLE AND YOU GO IN A
STRAIGHT LINE AND YOU HIT ONE OF THE EDGES.
BUT IF YOU START IN THE MIDDLE AND KEEP
CHANGING DIRECTION, YOU'LL NEVER HIT THE
EDGE.
FOCUS MANIACALLY BEFORE DIVERSIFYING OUT.

EXAMPLE #46

IF YOU FEEL LIKE QUITTING THE ONE THING YOU
NEED TO LOOK FOR IS [INSERT KPI]...
MEANING:
[INSERT THE MEANING OF TRACKING THE KPI].

EXAMPLE #47

YOU SHOULD [DO THIS] INSTEAD OF [THAT]...
BECAUSE WHEN YOU DO THIS YOU ARE [INSERT
BENEFIT].
INSTEAD OF STARTING FROM SCRATCH WHEN
[DOING THAT].

EXAMPLE #48

PEOPLE MIGHT THINK THAT [INSERT BELIEF] BUT I
THINK [INSERT ALTERNATE BELIEF].
AND I THINK [ALTERNATE BELIEF] BECAUSE...



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EXAMPLE #49

THERE ARE LEVELS IN [DESIRED GOAL]
AND YOU DECIDE WHETHER YOU WANT TO GO TO
THE NEXT LEVEL OR NOT.
WHAT ELSE CAN WE DO?
CAN WE GO [DO THIS] OR [THAT]?

EXAMPLE #50

WHAT MY [INSERT PARENT OR MENTOR] GAVE ME
MORE THAN ANYTHING:
[INSERT ADVICE].

CREDITS TO

ALEX HORMOZI, MO ISMAI, GREG HICKMAN, DAN MARTELL,
MARTHA KREJCI, CHRIS DO, NIEL PATEL, RAY DALIO, ERIC SUI, LEILA HORMOZI



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