



## FRIDAY TEXT SCRIPTS

**Goal:** Send 10 "Market Like You Gossip" text videos to your sphere

### HOW TO USE THESE SCRIPTS

Every Friday at 2 PM (non-negotiable):

- Pull 10 sphere contacts from your phone or CRM
- Use each of the 5 variations above twice (send to 2 different people per variation)
- Personalize each one - don't copy and paste exactly
- Make it sound like how you actually text
- Send throughout the afternoon (not all at once)

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#### VARIATION 1: THE SHOCK VALUE

**Script:** "You're not going to believe what just sold on [street near them]. \$520K. For a 3/2 built in 1978. No pool, no updates. What do you think about that?"

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#### VARIATION 2: THE RENTER REALITY

**Script:** "I just saw a rental listing in [their area] for \$2,600/month. For a 2-bedroom! That's insane. Are you still renting over there or did you end up buying?"

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#### VARIATION 3: THE NEIGHBORHOOD BUZZ

**Script:** "Three houses on your street just went up for sale in the last week. Are you guys all coordinating this or what's going on over there? 😂"

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#### VARIATION 4: THE PRICE DROP

**Script:** "Did you see that house on [street name] dropped their price again? Third time in two months. I don't know who told them to list at \$550K but yikes."

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#### VARIATION 5: THE PRICE JUMP

**Script:** "I just saw what homes are going for on your street now. Didn't you say you paid like \$350K back in 2020? They're selling for \$500K+ now. That's crazy."