

# DAN'S RECORDING SCRIPTS

Two scripts. The shaded boxes are what you say. The lines in brackets tell the edit what goes on screen, and you don't read them out loud. You can say it in your own words, as long as you keep the meaning and don't add a number, a promise or a date. Record the parts in any order, on any day.

---

## SCRIPT 1: THE MEMBERSHIP PAGE VIDEO

**Where it plays:** beside the plan card on [pro.ttscontractors.com/membership/](http://pro.ttscontractors.com/membership/). **Length:** about 2 to 3 minutes. One take, or the four parts below. **What it leaves out on purpose:** the price. The price is printed next to the video, so it can change without a new recording.

### PART 1: WHO WE ARE

[On screen: Dan on camera.]

We're contractors. Between us, roughly 75 years in the trades.

And for most of those years, we paid for everything a contractor needs to run a real business. The software, the marketing, the leads. We paid somebody who probably never did the work like we have. So money left the trade, and it didn't come back.

So we built the membership we never had.

### PART 2: WHAT YOU GET TODAY

[On screen: Dan on camera. The edit can cut to the member screens named in each line.]

Here's what that means for you.

We build your Cornerstone out of your best customers' own words. Your Cornerstone names the one true thing they value about working with you. Then we publish on it for you every week, on your Google profile, your social accounts and your blog, under your name. You don't have to write any of it.

You get your own mini-site, where a homeowner can read your story before she calls.

Miss a call while you're on a job, and she gets a text back in your name.

After a job, the review request goes out for you.

And you can see your own numbers: how many people looked at your pages, and who got in touch.

There's training, and there's mentoring from people who've run crews. And there's financing you can offer your customers at the kitchen table. We're not the bank. We bring the connections.

## **PART 3: WHAT'S STILL COMING, AND WHO IT'S FOR**

[On screen: Dan on camera.]

Now, we're building this in phases, out in the open. Insurance and benefits access for your crew, the contractor network, and project management are rolling out now. We'll tell you straight what's live and what isn't.

And this isn't for everybody. It's built for licensed, insured contractors running a real business. If your referrals already keep you booked a year out, you might not need us. But if you want the systems around your business that you never had time to build, this is it.

## **PART 4: THE CLOSE**

[On screen: Dan on camera.]

It's month to month, with a 60-day money-back guarantee on the membership fees. And the first 300 members are founders, with a voice in what we build next.

The plan is right here, next to this video. Pick monthly or yearly, and you can join right on this page.

Your name on all of it. Homeowner leads when you want them.

---

## SCRIPT 2: THE MEMBERSHIP WALKTHROUGH

**Where it plays:** the membership presentation, Step 5 of the automated sales funnel. **Length:** about 12 to 15 minutes in all, recorded as 7 parts of 1 to 3 minutes each. Dan records one part at a time, in any order, on any day. **How it's built:** Dan records the words. We add the membership map and the member screens over his voice in the edit. Each part names what goes on screen.

### PART 1: WHO WE ARE

[On screen: Dan on camera. About 1.5 minutes.]

I want to walk you through the whole membership, piece by piece, so you can see exactly what you'd be getting.

First, who we are. We're contractors. Roughly 75 years in the trades between us.

For most of my career, I ran my business on handshakes. I didn't get my first computer until a few years ago. I didn't even have a Google business profile.

So when I tell you the business side is hard, I'm not guessing. I had to go get every piece of it. And nearly every piece got sold to me at a markup, by somebody who probably never did the work like we have. The software. The marketing. The leads. Money left the trade, and it didn't come back.

So we built the membership we never had. Let me show you what's in it.

### PART 2: YOUR OWN SITE

[On screen: the membership map, the mini-site pillar opening. Then the Beacon demo site, scrolling on a phone. About 2 minutes.]

Let's start with what a homeowner sees first: your own site.

Every member gets a mini-site under your own name. It's built to be found in search. It carries your video and a before-and-after gallery, and it tells your story, so a homeowner knows who you are before she ever picks up the phone.

Your reviews are on it. The area you serve is on it. And there's a request form, so when she's ready, she can reach you right there.

Now, you might already have a website. A lot of guys do, and that's fine. You can keep it.

And you can change your mini-site yourself. You sign in with one click and update your photos, your blog and your page.

## **PART 3: THE FOLLOW-UP THAT RUNS BEHIND YOU**

[On screen: the map, the follow-up pillar. Clip: a missed call and the text back firing on the demo account. About 2 minutes.]

Next is your follow-up. It runs behind you while you're on a job.

You're up on a roof, the phone rings, and you can't get to it. Within seconds, that homeowner gets a text back in your name. So she's talking to you, instead of calling the next contractor.

After a job, the review request goes out for you.

And your old leads and past customers get worked again on their own. These are people you already paid to get, hearing from you again.

None of this is complicated. Most of us just never have the time to set it up, so we set it up for you.

## **PART 4: FINANCING, YOUR NUMBERS, AND THE PEOPLE BEHIND YOU**

[On screen: the map, the financing pillar. Then the Beacon demo account's traffic page. About 2 minutes.]

Now, financing. You're at the kitchen table, and the job she wants is bigger than her checking account. You can put a financing option in her hand, right there.

We're not the bank, and we don't set rates. We bring you the financing connections so you have that option at the table. And we can help with your own credit and long-term planning, too.

You also get your own numbers: how many people looked at your pages, and who got in touch. It's on your own dashboard.

And you're not doing any of this alone. There's training. And there's mentoring, so when a job goes sideways, you've got somebody to call who's stood in that exact spot.

## PART 5: THE CORNERSTONE

[On screen: Dan on camera for the story, then the map, the Cornerstone pillar, and a sample Cornerstone page. About 2.5 minutes.]

Now your Cornerstone. It's the piece I think matters most.

A while back, somebody asked me what made my company different. And I said what every contractor says. We do good work. We have integrity. We give an honest price.

And the answer came back: that's every other truck. That's what everybody's saying.

The real answer was something I'd never counted as an answer. I never bid low and then let the change orders pile up. I just thought that was normal. It turns out that's why people were choosing us.

That's what the Cornerstone is. We read what your best customers actually say about you, and we find the one true thing they value about working with you. Then we write it down.

And everything runs on it. About fifty posts a month across Facebook, Instagram, Threads, LinkedIn, your Google profile and a weekly blog. In your voice, under your name. You don't have to write any of it.

And you own your Cornerstone.

## PART 6: WHAT'S ROLLING OUT

[On screen: the map, the network pillar. About 1.5 minutes.]

Now, what's still coming. We're building this in phases, out in the open, and I'd rather tell you straight what's live and what isn't.

Rolling out now: insurance and benefits access for you and your crew. A network of vetted pros and subs you can call on. And project management, to keep your jobs moving. The first 300 members are founders, and founders get a voice in what we build next.

Homeowner leads are rolling out too, and they're opt-in. The homeowner picks you, just you. A person confirms she's real before you're billed. And when you're full, you turn them off.

## PART 7: THE CLOSE

[On screen: Dan on camera. About 1.5 minutes.]

So that's the whole membership. Your own site, the follow-up running behind it, financing at the table, training and mentoring, your own numbers, and your Cornerstone running under your name every week.

Now, this isn't for everybody. It's built for licensed, insured contractors running a real business. If that's not you yet, that's okay. We'd rather tell you what would get you there than sell you something you're not ready to use.

It's month to month, with a 60-day money-back guarantee on the membership fees. One membership, one price, whatever trade you're in. You can join on the membership page.

Your name on all of it. Homeowner leads when you want them.