

Video Guide by Rocket Digital Media

DESCRIPTION: Short videos that we can use for branding and ads.

OBJECTIVE: Differentiate your company, provide value, and increase lead quality.

SCENE: Preferably a selfie video with worksite or work in progress in the background.

LENGTH: 1-5 minutes long for Facebook™, 60 seconds or less for TikTok™

FORMAT: Vertical like a reel or story. "Tik Tok" style format

Sample Script Format (*location is important for Algorithm)

1. **GET ATTENTION** - "Are you looking to save money on your next roof?"
2. **INTRODUCTION** - "Hey everyone, this is John from Roof Pro's"
3. **LOCATION** - "We're out here today in Miami"
4. **SITUATION/TOPIC** - "Describe the situation and what you're doing etc."
5. **CLOSING** - "If you're in need of a roofing contractor, we'd love the opportunity to help you. Please call us at (954) 000-0000"

Video Ideas:

- Things you should look for when hiring a (industry) (red flags etc)
- Ways other (industry) cut corners and/or rip off homeowners
- Film jobs in progress or completed discussing the project
- Your go-to products and why you use them
- Customer Video Testimonials
- Highlight your certifications etc
- Company background (why you started, how, etc)
- Insurance claims process/success story
- Describe the installation process
- Describe the inspection/estimate process
- Showcase a clean, organized worksite
- General (industry) information that would be valuable to a homeowner
- What someone can expect if they hire you

TIPS: Be yourself, and be authentic. Ums and pauses are ok, it looks human. Avoid reading a script, it sounds fake and not genuine. Be *genuinely you*. Make sure the video recording settings on your phone are set to at least 1080p, preferably 4k. Audio from phone is fine as long as its not windy.

SAMPLE SCRIPT: “Why the Cheapest Roofer Can Cost You More”

🎥 [Scene: Selfie-style video in front of a roof that needed repair due to poor workmanship]

🔊 **HOOK:**

“Think you’re saving money by hiring the cheapest roofer? Think again...”

👋 **INTRO:**

“Hey, it’s Bryce with Bryce’s Roofing — we’re out here in Providence fixing a roof that was done just a year ago.”

🧱 **TOPIC:**

“This homeowner went with the lowest quote they could find. The problem?

- No underlayment.
- Nails in the wrong places.
- Re-Used Old Flashing and Drip Edge

Now they’re paying again — plus extra for tear-off and repairs. Truth is, cheap roofing isn’t really cheap. You either pay for it now, or pay double later when it fails.”

📞 **CLOSING:**

“If you want it done right the first time, with quality products and workmanship that lasts — call us at (401) 000-0000. We’re here to protect your home, not cut corners.”

SAMPLE SCRIPT:

"What to Expect When You Hire Us"

🎥 [Scene: Selfie-style video with active or completed roofing job in the background]

🔊 **HOOK:**

"Wondering what it's actually like to work with a roofing company you can trust?"

👋 **INTRO:**

"Hey, it's Bryce from Bryce's Roofing — we're out here finishing up a roof in Warwick."

🧱 **TOPIC:**

"When you hire us, here's what you can expect:

- We show up on time, every time.
- We walk you through every step — no surprises.
- We use high-quality materials and install them the right way, the first time.
- When we leave, your property is spotless — no trash, no nails, no stress."
- And if something does go wrong, which it shouldn't, we'll actually answer the phone and make it right."

📞 **CLOSING:**

"If you want a hassle-free roofing experience, we'd love to earn your business. Call us today at (401) 000-0000." Script: "What to Expect When You Hire Us"

SAMPLE SCRIPT: “What to Look for When Hiring a Roofer”

📹 [Scene: Selfie-style video in front of a clean, active job site — maybe showing work in progress or materials neatly laid out]

🔊 **HOOK:**

“Hiring a roofing company? Here’s what to look for so you don’t get burned...”

👋 **INTRO:**

“Hey, it’s Bryce with Bryce’s Roofing — we’re out here in Warwick wrapping up another clean install.”

🧱 **TOPIC:**

“If you’re comparing roofers, here are a few things to ask before signing anything:

- Are they licensed and insured? Don’t just take their word — ask for proof.
- Do they have 5 star reviews on Google and are they rated by the Better Business Bureau
- Do they offer a written warranty on both labor and materials?
- Can they show you photos or real references from past jobs?
- Do they clean up — or will you be picking up nails for weeks?
- And finally — are they trying to educate you, or just pressure you into signing?”

📞 **CLOSING:**

“At Bryce’s Roofing, we believe in doing it right, not rushing it. If you want honest answers and a team that treats your home like it’s their own — give us a call at (401) 000-0000.”

SAMPLE SCRIPT:

"What to Expect From Your Free Estimate or Inspection"

🎥 [Scene: Selfie-style in the truck before or after an estimate, or at a job site]

HOOK:

"Here's what happens when you contact us for an estimate."

INTRO:

"Hey, it's Bryce with Bryce's Roofing — I just finished up an estimate here in Cranston."

TOPIC:

"If you reach out for a free estimate, here's what happens:

- We'll set a time that works for you.
- We inspect your roof thoroughly including the attic, and explain everything we find including show you pictures.
- You'll get a clear, written quote with options
- No pushy sales pitch like other contractors
- We believe in being transparent and helpful — whether you hire us or not."

CLOSING:

"Ready to see how we can help? Reach out today for your free, no-pressure estimate. Call us at (401) 000-0000."

SAMPLE SCRIPT:

"Red Flags to Watch for in Roofing Quotes"

 [Scene: Selfie-style video, standing in front of a roof-in-progress]

HOOK:

"Thinking about getting a new roof? Watch out for these red flags when you're getting estimates..."

INTRO:

"Hey guys, it's Bryce with Bryce's Roofing — we're out here today in Providence, Rhode Island."

TOPIC:

"So we just gave a second opinion to a homeowner who almost went with a roofer quoting \$3,000 less. But guess what? That quote didn't include tear-off, underlayment, OR a warranty. If the price looks too good to be true, it probably is."

CLOSING:

"If you want a real quote with no surprises, give us a call at (401) 000-0000. We're here to help."

SAMPLE SCRIPT:

"How We Keep Our Worksites Clean"

🎥 [Scene: Clean and organized job site, pans over tools neatly arranged]

HOOK:

"Ever seen a messy roofing job that left nails and trash all over the yard?"

INTRO:

"Hey, it's Bryce from Bryce's Roofing — today we're working in Warwick."

TOPIC:

"One thing we take pride in is keeping every worksite clean. We use magnetic rollers, tarps, and daily clean-ups. Why? Because your family shouldn't be stepping on roofing nails."

CLOSING:

"If you care about quality and cleanliness, we'd love to work with you. Call us anytime at (401) 000-0000."

SAMPLE SCRIPT:

“Why We Use Certain Products and Materials”

 [Scene: Holding or pointing to roofing materials at job site]

HOOK:

“Not all shingles are created equal — here’s what we use and why.”

INTRO:

“Hey guys, Bryce here with Bryce’s Roofing. We’re out in Cranston today.”

TOPIC:

“We use CertainTeed Landmark shingles — they’re thicker, more durable, and come with one of the best warranties in the business. We install products that we’d want on our own homes.”

CLOSING:

“If you want a roof that lasts, let’s talk. Give us a call at (401) 000-0000.”