



# THE 3 ACT PLAY FRAMEWORK

The simple but powerful storytelling framework real estate pros can use to 3-10X their engagement and produce a steady stream of leads to fuel their biz!





# HEY, I'M JONATHAN

**Speaker, Author, Award Winning Journalist &  
Creator Of The 3 AP & Spread Factor Framework**

I help real estate agents **3-10X their video engagement** in less than 120 days so they can accelerate a consistent flow of seller leads and buyer sales using just their phone.

The '**3 Act Play Script**' (part of my 9 step Spread Factor Framework) is the foundational structure to creating compelling and captivating video that turns views into clients - in just minutes.

Without it, you'll continue to 'wack-a-mole' your content, putting out undercooked video that get's next-to-zero engagement let alone produce a client (and risk looking silly doing it)...

Instead, you can **easily implement** the same framework that has helped Aussie industry giants create *incredible* content that converts views into revenue.

Enjoy!

*jonathan creek*



# The **#1 key** To Engaging Content

The 3 Act Play is single-handedly responsible for helping huge brands like **AFL, Amcal, 2XU, Sigma, Rams, Reiwa, Addidas** & many more.

This simple but powerful **framework will prompt and guide you** towards writing video content that is *not only* captivating, but also dramatically increases engagement, turning viewers into seller leads and buyer sales.

Over the next 3 pages you'll find examples of the 3 Act Play in action. The first being a 'rough outline' (how all scripts start) and the second being the final script + a template at the end.

*let's dive in*





# 3 ACT PLAY OVERVIEW

The 3 core phases that every compelling and engaging story moves through.



## ACT I

Identify a problem  
Driven by a desire



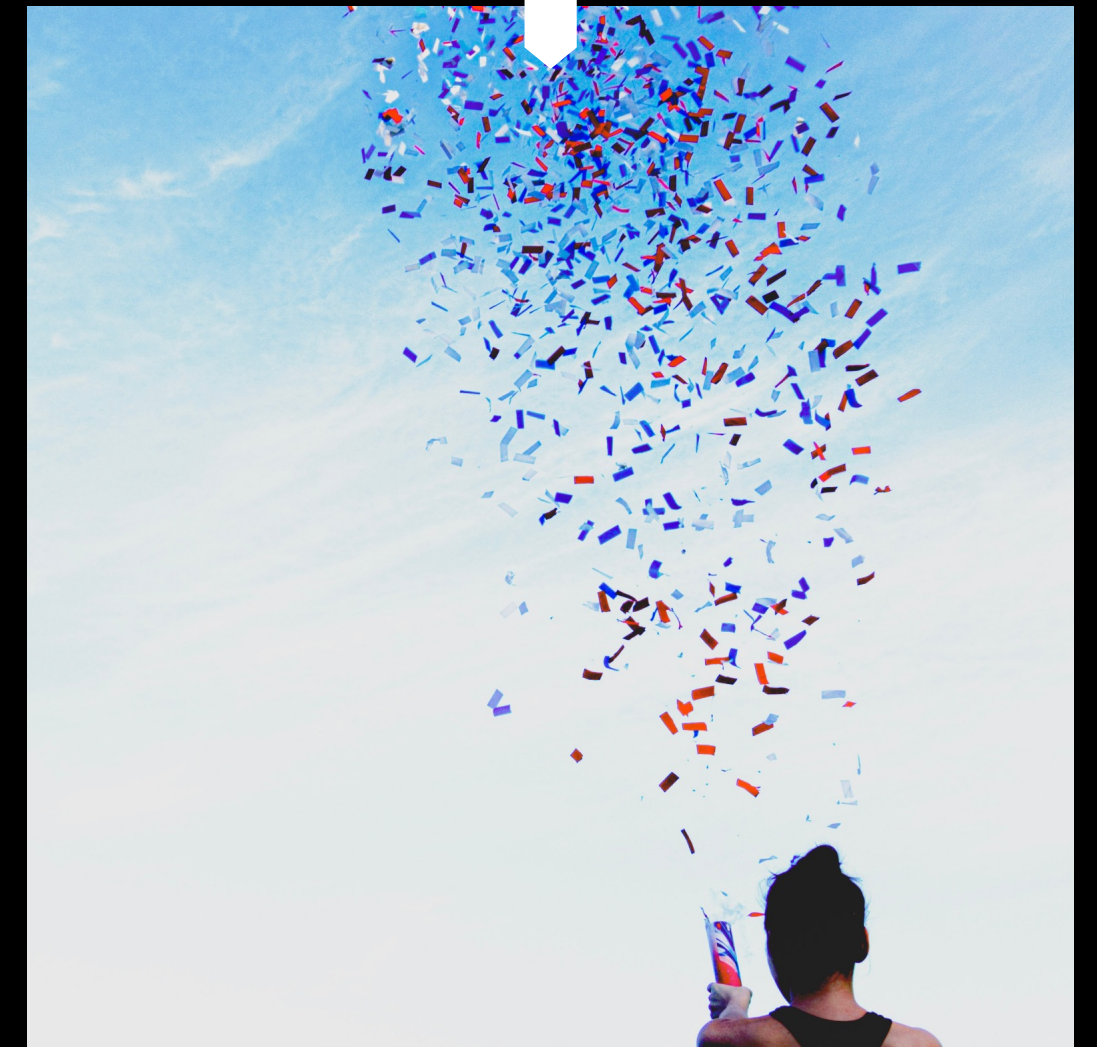
## ACT III

Win or lose  
Share the lesson

## ACT II

Move through a  
hurdle or challenge

“The journey that  
comes to a moment.”





# 3 ACT PLAY FRAMEWORK

step 1

Dot-point out each element to get a rough idea of what you're saying, when and how.

## ACT 1

Start by identifying a problem driven by a desire.

### Desire:

- Beach side living is the best
- Want to live there

### Problem:

- So good, properties in high demand
- Finding your perfect home can be hard
- Can lead to giving up on your dreams.

### Bridge:

- Don't quit... there's a way

## ACT 2

Move through a hurdle or challenge. This needs to be a journey that comes to a moment.

### Story:

- Recently contacted by a family
- "Unicorn" home

### Challenge:

- 4 bed within walking distance to beach

### Journey:

- Alerts set on every property website
- Months of open homes and auctions
- Return on effort, deflated...

### Trigger:

- you've been hunting, know the feeling
- Tired, dejected and ready to compromise

### Moment:

- Time to quit or do something different

## ACT 3

Your story can end with success or failure. what matters most is the lesson you share.

### Turn:

- I'd met them a few times
- They called for help and we met

### Action:

- We went to work
- hunting unicorns (Act 2 Loop)

### Timeframe & Twist:

- Within a week we had 3 properties
- One not even listed on market yet

### Outcome:

- A property they wouldn't know about
- Perfect fit
- Problem solved / desire satisfied

### Lesson:

- Engage a local expert

Don't forget to watch this short but important video to help you get **EVEN BETTER** results from your 3 ACT PLAY Framework

**WATCH NOW**

# 3 ACT PLAY FRAMEWORK *step 2*

Expand on each dot point to create your actual video script.

## ACT 1

Start by identifying a problem driven by a desire.

### Desire:

Beachside living, with it's fresh air and open space. Put simply it's clearly the best place to live. And that's why beachside properties are in such high demand.

### Problem:

Finding your perfect home in this perfect neighbourhood can be an endless, exhausting search. An emotional rollercoaster that often leads to disappointment. And leaves you wanting to throw it all in and give up on your dreams.

### Bridge:

But don't quit yet, there's a way.

## ACT 2

Move through a hurdle or challenge. This needs to be a journey that comes to a moment.

### Story:

I was recently contacted by a family looking for what they describe as a "unicorn home"

### Challenge:

4 bedrooms within walking distance to the beach, backyard big enough for the dog and kids on a modest budget.

### Journey:

They had alerts set on every property website and had spend MONTHS dragging through opens and auctions only to get their hopes up before being left deflated and disappointed.

### Trigger:

If you've been house hunting you know exactly how they feel. Tired dejected and ready to compromise just to find a solution. At least it would bring an end to the torturous auction merry-go-round, right?

### Moment:

For this family, it was time, they had to do something or settle for second best.

## ACT 3

Your story can end with success or failure. what matters most is the lesson you share.

### Turn:

I'd met them a few times at open homes but for whatever reason they never accepted my help.

### Action:

Until one Saturday afternoon I answered a call, they were driving home from another missed auction, under bidder once again and they'd reached breaking point. So we organised a time to meet, agreed on the non negotiable and my team and went to work hunting unicorns.

### Timeframe & Twist:

We canvassed our connections and within a week, had 3 houses for the family to consider - one not even on the market yet.

### Outcome:

A property they wouldn't have even known about, but it turned out to be the perfect fit.

### Lesson:

That's the advantage of engaging an expert, local area agent to help - we find unicorns lol

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# 3 ACT PLAY FRAMEWORK *step 3*

Your turn! Go ahead and use the examples above and get writing!

**ACT 1** Start by identifying a problem driven by a desire.

**Desire:**

**Problem:**

**Bridge:**

**ACT 2** Move through a hurdle or challenge. This needs to be a journey that comes to a moment.

**Story:**

**Challenge:**

**Journey:**

**Trigger:**

**Moment:**

**ACT 3** Your story can end with success or failure. what matters most is the lesson you share.

**Turn:**

**Action:**

**Timeframe & Twist:**

**Outcome:**

**Lesson:**

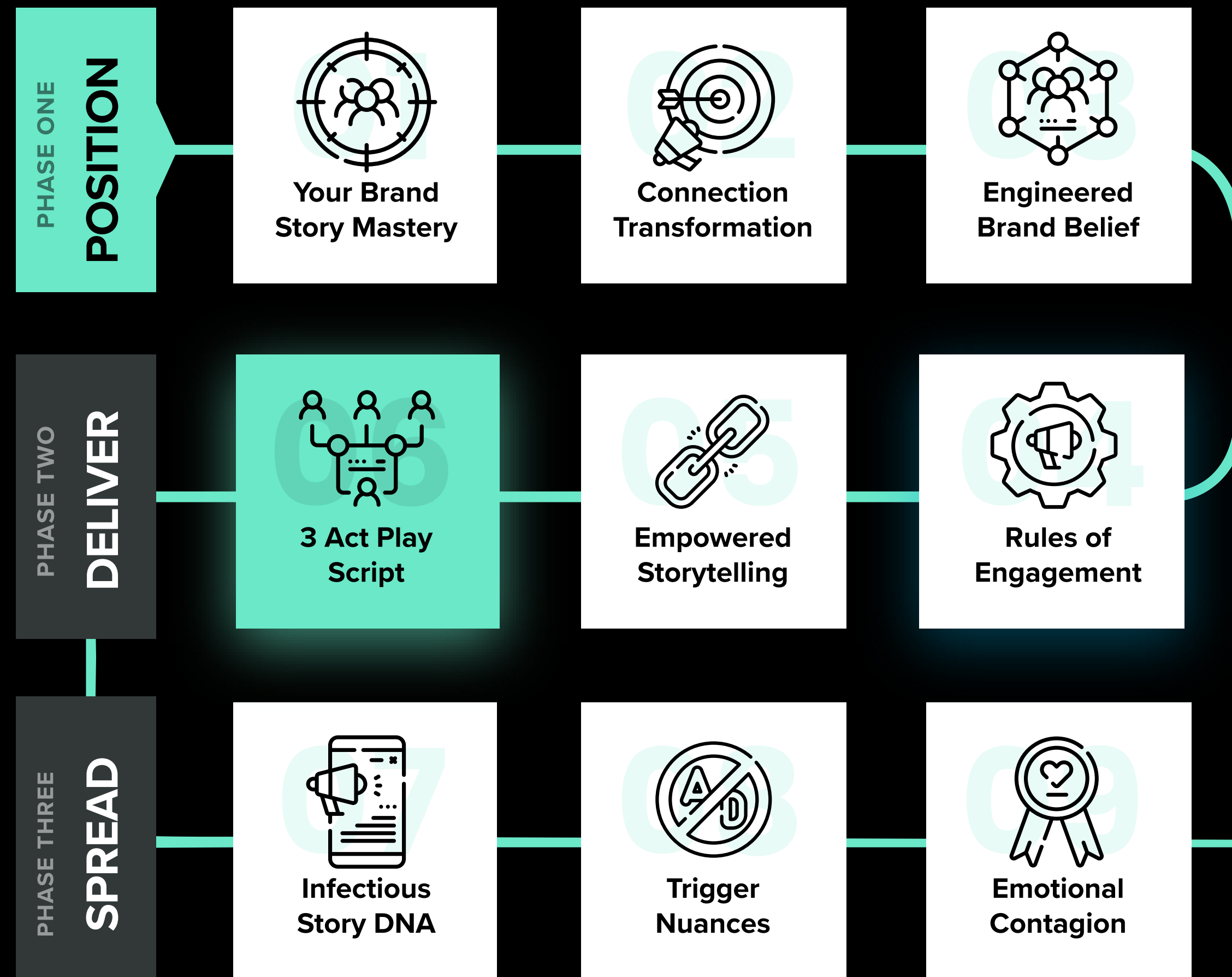
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**WATCH NOW**

# THE SPREAD FACTOR FRAMEWORK

As powerful as the 3 Act Play Script is, it's just **1 of 9 elements** of the framework that is **GUARANTEED to 3-10X your leads & sales with video.**

Write it, record it and publish it - and when the time is right, I can help you put the remaining pieces of the puzzle in place to elevate your results even further.



## WANT HELP?

I'm looking for for 7 **Real Estate Agents & Professionals** to personally help write and publish their first 3 Act Play Script video.

*Rather than drip-feed a bunch of information and leave you to implement, I've found the best (and quickest) way I can help you is over a short call.*

**Why?** I believe in value-first marketing. My hope is that I can deliver **huge value** to you up front, in hope that we might do business in the future.

**In other words,** I want to invest in you before ever asking you to do the same.

If that makes sense to you, go ahead and click the button below to schedule a free 27-minute **'3AP Accelerator Call'**.

**SCHEDULE NOW**