

Instant Form Offer Templates

Ready-to-copy Instant Form copy for roofers • No landing page required • Your Pro Marketing Assistant

These are complete, high-converting Instant Form (Lead Form) templates. Do not reinvent the wheel. Copy the Headline + Description into your Facebook Instant Form builder, then use the **exact same 6 standard questions** for every offer.

1. How to Use This Document

- Copy → Paste Headline and Description into Ads Manager Instant Form builder
- Use the exact same 6 questions for all 8 offers (shown below)
- You can lightly customize the city name later if needed
- All offers work with Instant Forms only (no website, no Pixel required)

2. Winning Instant Form Structure

1. **Headline** — Short, benefit-driven. Creates curiosity or urgency.
2. **Description** — This is your “letter”. 3–6 short sentences. Pain + big benefit + risk-free offer.
3. **Questions** — Always use the standard 6 questions below. Consistent = easier to train your team.
4. **Thank You Page** — Set the expectation that you will call/text quickly. Build trust.

3. STANDARD FORM QUESTIONS (Use for ALL 8 Offers)

Use these exact questions for every offer. Do not change them. This keeps lead quality high and makes follow-up simple.

STANDARD QUESTIONS (copy these exactly for every Instant Form)

1. First Name
2. Last Name
3. Phone Number
4. Zip Code / Postcode (*this confirms they are inside your target area*)
5. What service are you interested in?
6. How soon would you like to get your roof done?

Why these questions? First + Last Name + Phone give you a clean lead. Zip Code / Postcode instantly tells you if they are inside your service area. The last two questions help you prioritize and prepare for the call — without scaring people away.

Recommended dropdown options for question 5: Roof Inspection • Roof Restoration • Roof Repair • Gutter Cleaning / Repair • Full Roof Replacement • Not sure yet

Recommended dropdown options for question 6: ASAP / Emergency • Within 1–2 weeks • Within 1 month • Just researching / 3+ months

4. Ready-to-Copy Instant Form Offers

Copy the Headline + Description for each offer. Then paste the standard 6 questions into every form. Finally copy the Thank You message.

OFFER 1 — Free Honest Roof Inspection (Best for cold traffic)

INSTANT FORM HEADLINE

Get Your Free Honest Roof Inspection

DESCRIPTION (the “letter”)

Most roofers will try to sell you a full replacement. We won't. We'll give you a completely free, no-pressure inspection and tell you exactly what your roof needs — whether that's a simple repair, a restoration, or nothing at all. No hard sell. Just honest advice so you can make the right decision for your home and your wallet.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Thanks! We've received your request. A real roofing specialist will call or text you within the next few hours to schedule your free inspection. Look for a local number.

Pro tip: This is usually the lowest CPL offer. Great for new ad accounts and cold audiences.

OFFER 2 — Don't Replace, Restore (High ticket savings angle)

INSTANT FORM HEADLINE

Not Every Roof Needs Replacing

DESCRIPTION (the "letter")

A full roof replacement can cost \$15,000–\$40,000+. In many cases we can restore your existing roof for a fraction of that price — and make it look brand new again. Homeowners regularly save \$10,000–\$55,000 by choosing restoration instead of replacement. Get a free inspection and find out how much you can save.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Got it! We'll review your info and call you shortly to schedule a free, no-obligation inspection. We'll show you exactly what a restoration can do for your roof and your bank account.

Pro tip: Pairs perfectly with before/after creative. Strong emotional + financial hook.

OFFER 3 — We Pay YOU \$500 (Strong risk reversal)

INSTANT FORM HEADLINE

Or We Pay YOU \$500

DESCRIPTION (the "letter")

Homeowners: Don't be fooled by big roof restoration companies that overcharge. Get a free quote from us. If we can't beat their price or deliver a better result, we will pay you \$500. Zero risk. Real local team. Real results.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Thanks for your request! We will call or text you soon with next steps. We take the "We Pay You \$500" promise seriously.

Pro tip: Excellent for overcoming skepticism. Use with strong social proof or process video.

OFFER 4 — Roof Restorations From \$2,499

INSTANT FORM HEADLINE

Roof Restorations From \$2,499

DESCRIPTION (the "letter")

Is your roof looking tired, leaking, or just plain dirty? Let's bring it back to life with expert care that's affordable, reliable, and built to last. Professional restorations starting from \$2,499. The first 5 bookings in the next 24 hours also receive a FREE roof cleaning.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Awesome — we got your details. A specialist will reach out shortly to confirm availability and lock in your free cleaning if you are one of the first 5.

Pro tip: Price-anchored offers convert well when the number feels like a deal compared to full replacement.

OFFER 5 — 30% Off + Free Gutter Clean**INSTANT FORM HEADLINE**

30% Off Roof Restoration + Free Gutter Clean

DESCRIPTION (the “letter”)

Restore your roof and keep it in good shape with our high-quality solutions that won't break the bank. This week only: 30% off your restoration + free gutter clean (\$400 value). Limited slots available.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Thanks! We'll contact you within a few hours to schedule and apply the 30% discount + free gutter clean.

Pro tip: Great for ASMR / process video creatives. Clear value stack.

OFFER 6 — Storm Damage / Emergency Leak**INSTANT FORM HEADLINE**

Storm Damage or Leaking Roof? Free Inspection

DESCRIPTION (the “letter”)

Don't wait for the next big rain. If you have missing tiles, active leaks, or storm damage, get a free priority inspection. We will tell you exactly what needs fixing and give you honest options — repair, restoration, or replacement only if truly necessary.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

We've got your request marked as priority. Expect a call or text soon so we can get someone out to you quickly.

Pro tip: Use heavily during and right after storm seasons. Highest intent traffic.

OFFER 7 — Free Quote + Free Gutter Clean**INSTANT FORM HEADLINE**

Free Roof Quote + Free Gutter Clean

DESCRIPTION (the “letter”)

Get a completely free, no-obligation roof quote and we'll throw in a free gutter clean when you book any restoration or major repair. Local team, real photos of our work, and straight answers — no pressure.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Thank you! We'll be in touch shortly to arrange your free quote and explain how to claim the free gutter clean.

Pro tip: Simple value-add that feels generous without giving away the core service.

OFFER 8 — Before & After Social Proof Style**INSTANT FORM HEADLINE**

See Real Roof Transformations

DESCRIPTION (the “letter”)

These are real roofs we restored recently. Homeowners saved thousands compared to full replacement and got a roof that looks brand new. Want the same result? Book your free inspection today and see what is possible for your home.

QUESTIONS

Use the **Standard 6 Questions** (First Name, Last Name, Phone, Zip Code, Service, Timeline)

THANK YOU PAGE MESSAGE

Thanks for reaching out! We'll call or text you soon to book your free inspection and show you more local before & after results.

Pro tip: Best used with actual before/after images or video in the ad creative.

5. Final Pro Tips

- Start with Offer 1 (Free Inspection) for cold traffic — it usually produces the lowest CPL
- Use Offer 2 and Offer 3 when you want higher ticket conversations
- Keep the questions identical across all forms so your follow-up process stays simple
- Zip / Postcode is your friend — it lets you instantly discard leads outside your service area
- Test one new offer at a time so you know what actually moves the needle

Pro Tip: Need a custom version of any offer for your city or unique guarantee? Message me privately on Facebook Messenger and I'll help you tweak it.