

Who are we talking to?

We are talking to both men and women, from 25- 50 years old, interested in real estate fix and flip business. They have little or no start-up capital.

Where are they right now?

They are frustrated with the current market twists and turns, and most of them are unable to find good deals, some are dealing with location problems, while some are scared of the possible return after they have a budget for the project.

What action do we want them to take at the end of this copy? Where do we want them to go?

We want them to click on the purchase link and buy the course, as it is the only vehicle to help them achieve their goals.

What are the steps they need to take?

They need to stop paying too much for a property

They need to understand that not all properties are profitable

They need to sell fixed property quickly for some quick cash and avoid the stress on top hold costs.

They need to understand that out-of-state deals are never a barrier especially if they find a good deal in a good location.

The reader's roadblocks and the solution/mechanism that will solve those roadblocks.

> Finding good deals is the most common roadblock for the reader and the solution to solving this problem is networking with the best realtors and agents in their locations.

> Unexpected renovation costs like hidden foundation problems or plumbing issues are nightmares to the reader and the solution is to plan for it by adding so extra fees to your renovation budget.

> Working with an unreliable contractor is another roadblock for the reader and the solution is to simply find good contractors who can ensure that your project stays on track and within budget.

My best personal analysis of my copy's weakness and how I think I should improve it.

I think the content of the course in my copy is vague, it needs an additional value stack, and my best guess to solve this is to ask my clients to help me out, he should outline the course content himself.

I also noticed that the close section of my copy is complex but not a problem only if I can arrange the scarcity/urgency, 3-way close, and guarantee/risk reversal in accordance to persuade my reader to purchase, my best guess to solve this is to go out and find different sales page and see how they did it better.

While my discovery story is engaging I think it lacks a personal touch and going through my client's discovery videos will help me fix this.

The lead in my copy lacks a touch of sensory information to help trigger the reader's emotion, using a vivid descriptive image will give me the spark.

[100 push-ups first set 96 then an extra 6](#)

if I have tested my copy? No, I have not.

Current state: The reader is having a hard time closing deals as they are facing shady realtors who are in Kahoot to sell to the bidder. They would call the reader to let them know that the property has been sold.

Most of the readers get loans to buy homes that need remodeling/reconstruction before selling for profit.

Most of the readers have income less than the amount required to purchase a property and mostly they don't know how to go about their first flip.

Sometimes the reader pays too much for a property, usually buying properties is a bidding war and the property is sold to the dummy.

Dream State: The wants to know how to estimate a home's value, calculate the costs to improve it, find good deals for lesser amount rehab, and sell for profit, network with the best realtors so more deals can come in.

The reader wants to make some cash flow from fix and flip so they can acquire buy and hold properties.

"I already have given the available information about the roadblock/solution"

Product: The course we are selling with this copy consists of 11 modules targeted to help the reader through finding deals to closing deals.

Each module consists of lessons to help the reader blast through their roadblocks, the course is sold for \$599.

Personal analysis: According to my client, she's finding it difficult to sell the course, she hasn't even sold 1 to her audience, and she has 3k followers on Instagram and a private Facebook group.

She has been in real estate since 2004 but she started her flipping business 15 months ago.

Value ladder:

Instagram post which offers free value, then 3 masterclass videos sold for \$97 each, then MASTERING REAL ESTATE PROFIT the course I'm trying to sell, and the virtual mastermind classes she holds every Wednesday

Value equation:

value> The course will help the reader mitigate the uncertainties of the market and foresee the hidden renovation costs.

Dream outcome> This course will give them a roadmap on how to network work with realtors and find reliable contractors so their project will go on time and within budget, also give them access to the best agents within their location.

Perceived likelihood of success> The readers have doubts about their abilities to find good deals because of the challenges they face in the market, getting properties is hard. This course will help shift their limiting beliefs.

Effort and sacrifice> Most of the readers put in their effort and sacrifice their time to find good deals in their location but due to their roadblocks they end up being delayed and frustrated, this course will help mitigate their time and effort.

Awareness and sophistication:

Most of the readers are problem-aware, they know their roadblocks but they don't know how to solve their problems and get to their dream state.

most have tried other courses and read books but still find themselves struggling and end up frustrated because the solution given to them isn't working. They are sophisticated, some readers already know about the course they are not sure if it will help them because they have tried the same solution from others.

My prospect gets his attention through his posts on Instagram, which is his only funnel for grabbing attention, so the potential clients see his post on Instagram about fixes and flip and want more information then he/she will click on the link on her bio to access the sales page because my client doesn't have a sales page.

The readers are thinking about how to avoid unseen renovation costs and unreliable contractors.

The readers have an interest in the product but they are in consideration to either purchase the course or not.

They are emotionally frustrated because they can't get deals, it's probably hard for most of them as they are not working with the right agents in their locations.

LITTLE-KNOWN SECRETS TO AVOID SURPRISE RENOVATION COSTS.

Ever felt the frustration of diving headfirst into a flip project, only to be blindsided by unexpected plumbing disasters and sneaky structural surprises that drain your budget faster than you can say "renovation woes"?

I get it, the struggle is real, and it's enough to make even the most seasoned fix and flip enthusiast doubt their investment decisions.

Imagine you are transforming a property into a stunning masterpiece fueled by dreams of financial freedom.

But, BAM! Out of nowhere, you're hit with a burst pipe or a hidden foundation issue, and suddenly, those dreams turn into nightmares.

If you ever found yourself nodding along, yearning for a journey free from the grip of unforeseen costs, then buckle up.

Because I will reveal the game-changing solution "Get ready to transform your struggles into incredible success!"

NOTE: what I'm about to reveal is for serious-minded people who are tired of their current situation.

If you are ready to take your Real Estate journey to the next level, keep reading!

Finding a good contractor (Extremely hard), finding a good deal (Hard), then you pay private financing, realtor costs, and taxes.

Flipping out of state might be a nightmare. You may have bad experiences in your city due to location.

If you aspire to become an authority in this market, there are fundamental principles that you must adhere to.

- **Finding Good Deals Feels Like a Marathon:**
 - *Roadblock:* Every potential flip seems to vanish before you can make an offer.
 - *Solution:* you must uncover proven strategies to secure lucrative deals in competitive markets, a good realtor plays a role in this.
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- **Unreliable Contractors Bring Stress, Not Success:**
 - *Roadblock:* Missed deadlines and budget overruns leave your projects hanging by a thread.
 - *Solution:* The secret is to secure dependable contractors who ensure your projects stay on track and within budget.
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- **Hidden Renovation Costs Haunt Your Budget:**
 - *Roadblock:* Unexpected plumbing issues and structural surprises tend to drain your budget.
 - *Solution:* The easiest way to eliminate this is to plan for it, use techniques to foresee it, and then avoid it.
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- **Market Uncertainty Casts a Shadow on Your Profits:**
 - *Roadblock:* Navigating interest rate hikes and economic downturns leaves your profits hanging in the balance.
 - *Solution:* Gain insights into Industry trends, and shield your profits from unpredictable market shifts.
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Now, imagine a flipping journey where:

- **Identifying valuable deals becomes a Breeze:**
 - *If* you implement proven deal-finding strategies, like networking with the best realtors.
 - *Then you will* secure lucrative properties before they slip through your fingers.
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- **Trustworthy Construction Team Propels Your Success:**
 - *If* you find a good contractor through vetting techniques,
 - *Then* your projects will run smoothly and within budget.
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- **Unforeseen expenses Are a Thing of the Past:**
 - *If* you embrace foresight and planning methods,
 - *Then* you'll eliminate surprises and protect your budget from unexpected hits.
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- **Economic Instability Works in Your Favor:**
 - *If* you stay informed on market trends and employ strategic planning,
 - *Then* you can safeguard your profits against economic uncertainties.
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Let's "**REVISIT**" a pivotal moment in my property flipping journey.

EARTH-SHATTERING MOMENTS CAN EITHER GO ONE OR TWO WAYS.

<<< I CAN VIVIDLY REMEMBER >>>

It was a stormy Tuesday evening, the kind that rattles windows and leaves you questioning your life choices.

During my journey into real estate, I faced a predicament that could either make or break my dreams of financial freedom.

Just like you, I was navigating the rough side of rehab and resell, haunted by the ghosts of unreliable contractors, and hidden renovation costs.

Every step forward seemed to invite two steps back. The frustration was intense, and my dreams were on the brink of collapsing.

Desperate for answers, I embarked on a quest to discover the secrets of successful renovation and resell. I read books, attended seminars, and even experimented with different strategies.

Yet, despite my efforts, the roadblocks persisted. My dream of financial freedom felt like an illusion.

I found myself at a crossroads, faced with the decision to abandon my aspirations or dig deeper into the realms of fix and flip mastery.

The moment the storm hit its climax, the entire world stood still in anticipation. In that crucial moment, I found renewed hope as I stumbled upon a breakthrough that would change the path of my journey.

(plus: Reinvent every aspect of my life from the ground up)

Success in real estate ventures is not a matter of luck. It requires a deep understanding of the underlying principles that govern the industry.

With this knowledge, you can make informed decisions that will lead to profitable outcomes.

Imagine if you could decode the framework of property flipping mastery, just like me.

What if you held the keys to identifying lucrative deals, securing dependable contractors, and foreseeing hidden renovation costs?

The discovery moment was not mine, it was a universal truth waiting to be unveiled.

<<< Click here to discover the same information I stumbled upon to build my success >>>.

INTRODUCING>>> 'MASTERING REAL ESTATE PROFIT'

Now that the storm has cleared and the path to success has been unveiled, let's dive into the transformative world of the Flip Mastery course.

The most effective way to dramatically reduce renovation costs is to purchase this course today.

You can decide to walk away and try to approach every project with the information I have given you all by yourself, which is possible it will probably take you 1-2 years, who knows?

Plus you will make mistakes along the way, like encountering the stress of finding the right contractors.

Or you can take advantage of this course, get good deals in better locations, and learn how to avoid some unexpected renovation expenses.

"So you can make profitable returns from all flips"

Imagine this course as the engine propelling you towards your financial freedom. It is not just a collection of modules but the key to unlocking the full potential of flip mastery.

While you could venture into this wilderness alone, this course accelerates your progress, minimizes mistakes, and ensures a smoother ride to success.

SEIZE YOUR FINANCIAL FREEDOM NOW>>

What's Inside:

Here's a sneak peek:

- 🚀 Deal Identification Magic: Discover how to spot the hidden gems that others overlook.
- 📁 Contractor Command Center: Learn the art of managing contractors like a seasoned pro.
- 💰 Budget Busting Prevention: Unravel the secrets to avoiding those pesky hidden renovation costs.
- ⚡ Success Accelerators: Supercharge your journey with strategies that ensure rapid results.

<<{ TESTIMONIALS }

I will be transparent with you. This course is not a magic wand. It will not erase all challenges or turn you into a real estate mogul overnight.

Here is the catch, but it is not necessarily a bad thing. Why? Because transformation requires commitment, dedication, and a proven roadmap, all of which this course provides.

WILL THIS WORK FOR ME???...

If you are worried that this course will not work for you, I agree with you 100% that it may not be suitable for everybody.

"If you are an alien, I am sorry this course will not work for you. However, if you are a human with a normal body like everyone else and can follow basic instructions, then this will work for you 100%,"

If you can follow the solution given to you by someone like me, who has passed through this process, you will get your required outcome.

IS NOT A GOOD TIME RIGHT??? HUH...

This is the best time you are ever going to get it, it is never going to get better than this.

If you are reading this page and you are not ready to put in the effort to find the best available realtors in your location so you can get good deals.

"Argh it's a lot of work "

Then this course is not for you, it's for the people serious about working with the best realtors and contractors.

If that is not you, go ahead and stop reading this page and go back to your life and keep making more mistakes.

My standard rate is \$1500, but I want to offer you a special discount.

Why???

By simply reading this page, you can achieve the same results as if you had paid \$1500, for a fraction of the cost at just \$599.

Do not pay more than you need to - choose the affordable option.

I guarantee you 100% money back only if you follow the correct steps inside of this course and you do not find a good deal after 40 days, message me for a refund.

You have my assurance that this will 100% work for you, ignoring this course will keep you continuously making mistakes.


As a limited-time offer, this discount is only available to the first 20 people who visit this page.

After the first 20 purchases, the price goes back to \$1500.

JOIN THE FIRST 20 AT A DISCOUNTED PRICE>>>

If you choose inaction, the missed opportunities continue, and the dream state remains a distant mirage.

However, if you invest in "MASTERING REAL ESTATE PROFIT" envision a life where financial freedom is your everyday reality.

 **Which One Are You?**

There are people good at making excuses and those skilled at making progress. Which category do you fall into? Are you serious about experiencing a life transformed?

Remember, money is not just a number, it's a tool to enhance your life. 'MASTERING REAL ESTATE PROFIT' is not just a course, it's your key to unlocking life improvements, the essence of what money is for.

It is time to make a choice. Are you willing to take a bold step toward buying, renovating, and selling? Are you ready to invest in your financial future?

CLICK HERE TO BUY>>

“Additional testimonials”

