

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Realesate wholesaler

**Business Objective:** getting attention- add 5 sells  
a month

**Funnel:** Direct sales funnel via cold outreach  
**Messages**

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# WINNER'S WRITING PROCESS

## 1. Who am I talking to?

**Who-** homeowners, middle-class families, or empty nesters looking to relocate or downsize aka sell their home quickly for maximum profit

**Pre-Foreclosure:** Homeowners facing foreclosure due to missed mortgage payments.

**Urgent Need to Sell:** People who need to relocate quickly for a job, family reasons, or other life changes. Significant repairs or renovations may not have the cash for repairs or the time to wait for a traditional sale.

**Financial Hardship:** Those dealing with job loss, medical bills, or other economic issues that make it difficult to keep their home.

**Occupation-** Dual income homes, retirees, professionals

**Age-** 35-60

## 2. Where are they now?

1. **where are they in the funnel-** engaging with their phones or apps, at the start of the direct sales funnel, and receiving outreach messages

**Attention Level-** passive attention / low intent - they are not actively looking for the solution.

**-Level of awareness-**

**Level 3-** solution aware, they know the challenges in selling their home, and the solution (real estate agent)

**-Stage of sophistication- stage 5**

**Market tired of everything-** the target audience no longer believes in claims and sees them all the same.

Best move- lead with identification, niche down, create an experience

**Pain States**

1. **Financial Stress:** Homeowners facing foreclosure or financial hardship often experience anxiety and fear about their financial future.
2. **Time Constraints:** Urgent relocations create pressure to sell quickly, which can lead to hasty decisions that may not maximize profit.
3. **Market Uncertainty:** Concerns about fluctuating home values can cause worry about whether they'll get a fair price.
4. **Repair Costs:** The burden of necessary repairs can be overwhelming, especially for those lacking funds or time to invest in renovations.
5. **Emotional Attachment:** Selling a long-term family home can be emotionally challenging, leading to stress and second-guessing.
6. **Complex Transactions:** Navigating the sale process can be daunting, particularly for those unfamiliar with real estate.

## Dream States

1. **Quick Sale:** Successfully selling their home quickly allows homeowners to move on with their lives without prolonged stress.
2. **Maximum Profit:** Achieving a sale price that exceeds their expectations provides financial relief and stability.
3. **Relief from Burden:** Selling a property in distress allows them to alleviate the financial and emotional burden associated with ownership.
4. **New Beginnings:** The opportunity to relocate or downsize opens doors to new experiences and lifestyle changes.
5. **Freedom from Repairs:** Selling without needing to invest in repairs simplifies the process and saves time and money.
6. **Supportive Network:** Connecting with real estate professionals who understand their situation can lead to a smoother transaction and better outcomes

## Desire

**7/10 Strong-**They want a reliable professional to simplify the process and get the most for their home.

**However,** they want to understand fees and the process, which means they want transparency/clarity.

**How-** Showcase their problem, amplify it, then showcase why our mechanism is the best option, how simple the process is, and how easy and fast they can get an offer. With the help of sensory language

## Belief

**4/10 Weak-** They want clarity and have seen offers fall through before.

, Use logic and guarantees, showcase social proof, data, and relatable metaphors.

#### **Trust**

**2/10 weak** -They are skeptical based on previous real estate agents, also my client is small. And when selling something like a home a lot of trust is needed.

**How-** Highlight confidence, competence, and customer testimonials. A professional-looking website and empathetic, no-obligation offers(risk reversal) can enhance trust.

#### **What do I want them to do?**

1. Get them to read the outreach message, check our online presence, and reply for a cash offer/ evaluation of their home

-Beyond that they should either accept the cash offer or choose to list their home.

### 3.What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

**Trust-** Ensure they feel confident in our claims through guarantees, data, and a proven track record.

**Problem, solution, fit-** Help them see wholesaling as the best option for selling their home.

- Amplify their problems using sensory language
- Explain why wholesaling is a better choice than using a realtor
- Demonstrate why we are the best choice to help them
- **Simplified Selling Process**
- Our company offers a quick, simple, and easy three-step process to maximize profit with minimal delay.
- **Customer Experience**
- Provide a pleasant experience where clients feel valued and cared for by keeping them updated, simplifying answers, and being supportive

Draft- cold outreach text message-

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**Hi [Name], this is [Your Name] with MJ Real Estate Solutions.**

**In 3 simple steps**, we've helped **500+ families** close in as little as two weeks with our **simple, quick, and honest process**:

**"Get a no-obligation cash offer within 24 hours—guaranteed! No repairs and no hidden fees."**

**Here's how it works:**

- 1. Send us a few details about your home.**
- 2. Receive your cash offer in 24 hours.**
- 3. Relax while we handle the rest!**

**Interested in learning more? Click here: [website]**

**Act now and reply to secure your free cash offer!**