

Context:

It is the first part of a sales page customers see when they click the link tree from Instagram and there the first link.

He is a real estate agent coach

Who am I talking to?

Maria 45 years old, she is a pretty happy wife and mother. But very stressed and doesn't have much time, because they are working 24/7.

Making around 50k to 100k annually.

Where is the avatar now?

They went from Instagram reel, clicked on the link tree in bio, and the first thing they saw was "Become a Power Agent in real estate", they clicked and now they are here.

They have been a real estate agent for a while now (years), but they are not really satisfied.

They feel like the job is eating them and they use phrases for this like "I am so burnt out/tired/stressed",

What is the objective this copy is aiming to achieve?

The copy aims to make the customer buy his membership

What steps do they need to take in order to get there?

They have to realize that it is actually eating them alive, they are not spending enough time with their loved ones.

They also need to believe that there is a way of identifying bad clients that are just wasting their time

Roadblock

Not enough skills and knowledge on how to get better leads that don't ghost them, sales strategies

Solution

A successful mentor and a community that could help her with her sales skills and tactics, time management, avoiding bad leads, and closing more clients

My best analysis of my copy

I know that the headline is not great, I am trying to show the benefit, but I don't know if that is too bold of a claim.

He had many testimonials of doubling people's incomes.

I also do not know if the "We both know" approach is good or if I should delete it.

I want to make the P.S. paragraph somehow better but I don't really know how. I tried to make it specific but it is still quite vague.

Lastly, I need to be more specific with the desires in the CTA

Here is my whole research + customer language

 **Agent Avatar**

COPY:

Discover How to Make Clients Chase You as a Real Estate Agent

Being a real estate agent can become a 24/7 burnout very quickly, and working with difficult clients can even drive you insane.

But with our easy-to-use social media advertising software quality leads will be crawling for your attention on social media.

So you will not be stressing yourself about chasing clients anymore, because they will chase you instead.

You will also learn our communication strategies for closing million-dollar deals and building relationships with your clients that will pay you forever.

Many of our students already doubled their income in the first 12 months without chasing clients.

I Want to Become a Power Agent! (button that will lead them to sign up)

P.S. Thanks to our community working towards the same goal - success, you will never have to worry about having any questions or being stuck on one problem forever.

That's why we are here to show you the systems of Multimillionaire agents.

How to double your income while working less, so you can spend more time with your loved ones.

Discover How to Make Clients Chase You as a Real Estate Agent

How to avoid the stress of chasing clients as a real estate agent

Discover How to Double Your Income and avoid the Stress of Being a Real Estate Agent