

BRYAN KARP EMAIL

Bryan is a 40-year-old real estate agent, actually very good, he is the top salesman in Long Island

He has a 4th-Grade reading level and he describes himself as an illiterate millionaire.

He has been in the business for 12 years. In the first one, he sold three houses to his friends and family and the last year he earned over 2 million in commission with over 200 houses sold.

In his day stills in business but he has launched a real estate blueprint that will help real estate agents grow their business

1. POTENTIAL CLIENTS AND WHAT THEY HAVE IN COMMON

Potential clients might be entrepreneurs that want to sell an online course, but they apply the basics of online marketing strategies. In this case, the potential client is Brian, who wants to sell an online course about real estate knowledge.

2. ACTUAL STATE

Bryan generates a great amount of money with his real estate assets, but he wants to go a step forward and generate money while he helps beginner real estate agents reach their financial goals.

3. DREAM STATE

He goes to bed happy, knowing he is changing many lives and doing what he enjoys most.

4. ROADBLOCKS

Lack of engagement with his audience from social media. He doesn't leverage it correctly

Poor marketing strategies when it comes to using social media, no testimonials showed. Counting on his experience, his product might be great, but if I went to his page and read it, it isn't building that needy feeling about wanting to buy it.

5. SOLUTION

Build an actual audience that is going to look at their social media pages every day excited for another post or some form of content that is going to provide value, help them, build a relationship, and is going to lead them to the landing page.

6. PRODUCTS

He doesn't have an email newsletter so it could be from a low-ticket product or an E-book to use in an Opt-in Page and create a leads magnet or write short form copy on Instagram posts, Tweets, TikTok, and so on.

COLD EMAIL

SUBJECT LINE: This is true, and everyone knows it.

Hi Bryan.

I was on Instagram getting information about real estate, and the quote "Stop picking cheerleaders as friends, start picking coaches that will push you" caught my eye. On this day is well known that if you have this kind of friends, you can accomplish amazing things in your life.

That led me to your sales page. I liked the way you refer to the customer and the way you show that you know what you are talking about.

But I noticed the trouble I had finding your Instagram page, and in this Internet era, capturing the reader's attention through social media is one of the best digital marketing strategies.

I do not doubt the quality of your product and the immense value it could bring to the customer, but there is no point in having a road without traffic.

So, I have an idea that could bring you a lot of leads while increasing engagement with your audience.

[\(PDF With a CTA showing him the solution\)](#)

Feel free to review it all times you want but...

... I'm pretty sure that you know that knowledge without application isn't knowledge at all.

So, if you are looking for someone who knows how to apply it, don't look any further.

If you are interested, please let me know. And if not, I hope you have a great day.

Alejandro.