

Push-up video

<https://vimeo.com/924688063?share=copy>

Product: Short-term rental course

1. Who am I talking to?

Men and women, (mostly men) who want to start a side hustle, make extra money, or are looking for a way to enter the real estate niche through short-term rental.

2. Where are they now?

They're working at their dead-end job tiring themselves every day and making barely enough money to pay for rent and food. They are looking for multiple ways to enter the real estate industry. They want to do something more meaningful than their current job and learn more about the industry. They would like to find a mentor who can show them how to start making money in the real estate industry.

3. Where do I want them to go?

I want them to overcome that last wall of doubt in their mind and join the course. I want to show them that my prospect's courses are exactly what they were looking for so that they are convinced they are on the right path, put their info (name and email), and register for the short-term rental course.

4. What do they need to see, hear, and feel to get there?

They need to feel that this course is different from the others they rejected and believe that this is the course they have been looking for (one where they can start making money without spending a lot). They need to see themselves as being successful in the industry (amplifying the desire with imagery). And they need to feel a sense of urgency at the end to give them that last push to join.

Current state

They are struggling financially with their day-to-day life and want ways to make more money. After some research, they realized that real estate is a growing industry and they can make some good money within it. One of the best ways to slowly enter the real estate industry is through short-term rental, but they don't own and can't afford to rent any property.

Dream State

They would find a way to get into short-term rental and have access to multiple houses to put out there on the market. They would then take advantage of their profits by buying properties at a lower price and reselling them for a higher price. This would allow them to make a large profit without investing in a lot of capital. And with that, they'd fully enter the real estate industry.

Roadblocks

They don't know how to start and every time they look for a class and get to the opt-in page, they aren't convinced that they will get the result they want. Either because they need to own or rent a property, or they need to spend a huge amount of money at first before earning any profit. So they feel like it's too complicated and that they don't have the resources to make it work. They are not sure if it's worth the investment and they don't want to waste their money.

Solutions

An opt-in page introducing the prospect's short-term rental course. It's a course that will show them the ropes and give them a way to start short-term rental without owning. Giving them the steps to take in order to make a profit by partnering up with landlords and making profits using their properties.

Where are they in the funnel?

At the opt-in page

Best personal analysis

After my first 2 drafts, I realized that I used too many fancy words (which the avatar wouldn't know yet) and made it too long, to the point it was either hard to read or confusing. I tried to give them a solid imagery with the SL at first but it kept making it too long, so I found a way to make it short and I added an AI image to reinforce it.

Some of the other SLs I thought of:

Skip the property hassle and start your short-term rental in days
Master short-term rental without owning or renting
Capitalize on the housing market and dominate short-term rentals
From a beginner to a Tycoon

(The copy hasn't been tested yet)

Your **Golden Ticket** To Short-Term Rental Success.



You will gain access to my script

containing everything **YOU NEED** to make thousands of
dollars in the first few days
WITHOUT OWNING OR RENTING !!

Here's what to expect:

✓ **Mastering LLC Formation for AirBnB Success:** Using other people's property, you'll learn how to launch your short-term rental and maximize your LLC's funding.

✓ **Learn Extensive Property & Market research:** Track the success of Airbnb markets, and use the insights gained to secure the most profitable ones.

✓ **Rapid Landlord Approval:** Gain the same strategies I used to become the perfect tenant and make thousands with any landlord with the Art of Negotiation.

Don't just sit there, go out and claim what's rightfully yours! 🚀💰

You're on the clock
00: 00: 00

Grab your seat while you still can!

Name:

Email:

Choose Wisely