

Note: GC = general contractor, which is my prospect avatar

SL - Sharpening branding for Springdale Custom Homes

Hi <box_name>,

I know being a GC is time-consuming so I'll be brief. I help ambitious construction and real estate professionals grow their businesses by sharpening branding and writing marketing content. Your social media posts displaying your core values showed me you're serious about getting Springdale's brand voice out there.

As a renovator and framer myself, I can say I know your audience well. The research they do before reaching out, the qualities they look for in a builder, and the trust they have to feel before they call you up about a project. I write with all this in mind so you can grab more clients from your competition and position Springdale as the known leader in Charlotte for custom builds.

I went over your website (a short assessment I do) and came up with some outlines of text for your homepage and case studies that will keep visitors browsing longer, connect with your expertise, and come away with a clearer understanding of why Springdale is their best bet for a premier build.

Interested in exploring what I've come up with for you?

<my email signature with link to my website>