

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

---

Business Type: Real estate investment


Business Objective: Book more appointments

Funnel: YouTube

---

## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a.  MARKET RESEARCH REAL ESTATE
- b. People who always heard about real estate and the great business model it was to become financially free.
- c. People who've been in real estate for a while but haven't made enough money to be comfortable with

### 2. Where are they now?

- a. YouTube
- b. Awareness

- i. Solution aware. They want to become financially free and protect their retirement through real estate because it's a reliable way to generate wealth.
  - c. Sophistication
    - i. 3-4. They are skeptical because they've tried multiple solutions but didn't work, so they are looking for something different.
  - d. Levels
    - i. Pain/desire
      - 1. Very high since they want to become financially free and protect their retirement.
    - ii. Belief
      - 1. Medium since they believe real estate is the business model that can set them financially free but fear that it can be just smoke and mirrors
    - iii. Trust
      - 1. Medium to high since they know the guru because it's well known in the space
- 3. Where do I want them to go?**
  - a. Pain/desire
    - i. Increase it by tailoring the video and strategies to the audience
  - b. Belief
    - i. Add logical explanations and
  - c. Trust
    - i. Mention results he's achieved in the past
  - d. What specific actions do you want them to take at the end of your copy?**
    - i. Click on the link to book a free real estate consultation
- 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?**

- 1. Youtube headline
  - a. The first line of each word is capitalized
  - b. Keywords
    - i. Get Started
    - ii. Real Estate
    - iii. 2024
- 2. Thumbnail
  - a. 4 houses in the background with a grill of 4 columns
  - b. The guru in the middle in a real estate suit
- 3. Video
  - a. If then introduction
  - b. Quick transitions and slides
  - c. Storytelling

- i. Relatable to the audience
    - ii. Key insight
    - iii. Lessons learned
  - d. Pitch the low-ticket product at half video. Say it's free, all you have to do is handle the shipping costs.
  - e. CTA to click the link and get the free guide
  - f. Banner "CLICK THE LINK BELOW" in a red background and white text
  - g. What you'll discover in the book and how it can help you
  - h. Address an objection
  - i. Give tips to overcome it
  - j. Match with identity and future pacing
  - k. Pitch your consultation (called gameplan)
  - l. Absolute certainty about him turning the reader into whatever they want to become (multimillionaires) no matter where they are starting from
  - m. All he cares is if they match the identity and have the drive (something they value) to pursue their dream
  - n. CTA to click the link and get the free guide
  - o. Banner "CLICK THE LINK BELOW" in a red background and white text
  - p. Address an objection (him is up while below there's the subscribe button and on the left, there's the logo with the next video coming soon)
4. Description
- a. Address the problem going on and how you show how to solve it in this video
  - b. Leave some space
  - c. Emoji 🍷 Get the (lead magnet)
  - d. Link to get the lead magnet

## Landing page

- Headline
  - Attacking the existing solution
  - CTA
    - Contrast
    - YES! Get A (give a unique name to the call)
    - Schedule Your Call With (team or guru)
- H3
  - ALL IT TAKES IS JUST ONE EASY STEP
- H2
  - Get Your Custom
  - (unique name you gave to the call)
- H4
  - ↓ Your (desired outcome) through (solution) starts here ↓
- Hook
  - For the past x years...
- Body

- How you and your team took newbies from where they were to where they wanted to be (for most, that's achieving a big outcome)
  - Anybody can achieve their desired outcome through a solution no matter where you're starting from
  - A custom plan will help you get there. Now's your chance to get YOUR (unique name for the call) that will reveal your path to greater wealth.
  - Arrow pointing the CTA
- CTA
  - GET THE (unique name for the call) NOW
- H2
  - What to expect from the call
- H3
  - Depending on where they start they can expect x things from the call
- Structure
  - Thing to expect
  - If "situation" then "how thing to expect going to help"
  - CTA: GET THE (unique name for the call) NOW
- H3
  - ARE YOU READY TO
- H2
  - STOP
- H3
  - DOING BAD THING AND START DOING GREAT THING
- H2
  - The best time to NOT do something bad
- Body
  - Why you should act now: the solution is the gateway for your desired outcome
  - You have the tools and strategy to help them make their dream a reality if they are willing to commit
  - CTA to connect with the team/guru to receive (unique name for the call).
  - Submit your information to meet with my team/me and get started on wish them the prosperous future they desire
- Form to the right
- H2
  - GET STARTED HERE
- H3
  - Here Is What Others Are Saying
- H2
  - ABOUT PARTNERING WITH GURU
- Structure
  - Two video testimonials at the top
  - Three written testimonials at the bottom
- CTA
  - GET THE (unique name for the call) NOW

- Aligned to the center