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**Campus:** Copywriting Campus

## **LIVE BEGINNER CALL #4 - Winner's Writing Process**

**Mission:** Create your own outline and draft

- Take a piece of the funnel you mapped out yesterday.
- Go through the winner's writing process.
- Create your own draft based on what you see.

# **TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS**

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**Business Type:** Real Estate Investment Company

**Business Objective:** Get More Attention

**Funnel:** IG Ads

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## **WINNER'S WRITING PROCESS**

- 1. Who am I talking to?** Young professionals looking to achieve financial independence by investing in affordable apartments.
- 2. Where are they now?**
  - a) Scrolling on Social Media (Instagram)
  - b) **Current Levels:**
    - i. **Pain/Desire** – 3/10 They have an idea that they want to be financially independent, but don't know how to go about it. Not acute right now.
    - ii. **Belief in the idea** – 5/10



iii. **Belief in the company – 4/10**

c) Current State

- i. No affordable real estate investments (high interest, short payment period)
- ii. Scared of being scammed
- iii. Poor property management of previous investments

d) Dream State

- i. Secure investment
- ii. Affordable payment plans
- iii. Good property management

**3. What do I want them to do?**

- a) Stop scrolling and read the ad.
- b) Click the link to the sales page and book a call.

**4. What do they need to see, feel, or experience in order to take the action I want them to, based on where they are starting?**

a) **Stop scrolling and read the ad**

- i. Drone shot of completed apartments
- ii. Zero Deposit
- iii. Zero interest rate
- iv. Affordable apartment in Nrb
- v. Video ad with good background music

e) **Click the link to the sales page and book a call**

Offer dream state, lower cost of entry (increase desire) and good ROI (increase belief in the idea), accomplishments (increase belief in the company).

- i. Own an apartment in Nairobi with KES 35K per month (or KES 2.1M) ☐  
Making a direct offer and lowering the entry/cost barrier.
- ii. Zero deposit, zero interest ☐ lowering entry/cost barrier.
- iii. Increasing belief in the company (9 years in real estate, 11 completed projects, 4K+ investors, 8K+ units sold, etc)
- iv. Increasing belief in the idea (rental yield of at least 8%, capital appreciation up to 30% by completion)



## **DRAFT**

Instagram Image



### **Body Text**

Affordable Amazing Apartments from KES 2.1M.

Own a Rental Apartment, paying as little as KES 35,000 per month.

0% Deposit and 0% Interest.

If you're looking for a real estate investment that has the potential to give you a rental yield of at least 8% and capital appreciation (up to 30%) by completion, then this is it.

Here is a testimonial from one of our investors:

"Very transparent and engaging owners who walk with you throughout the entire journey, plus a flexible payment plan. What more could one wish for? Kudos!" ~ David

YES - Real estate is real wealth. 🏡 It's time to take action. If you are serious about investing in real estate and want to know more, book a call below.

Book a call: <https://www.example.com/book-a-call>