

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS


Business Type: Real Estate Social Media Coaching

Business Objective: Get Leads to book a strategic call

Funnel: Paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a.  "WHO WE ARE TALKING TO" MARKET RESEARCH TEMPLATE
- b. New real estate agent
- c. 0 - 1 year experience
- d. Part time job
- e.

2. Where are they now?

- a.
- b. Ready to hit the ground running
- c. Need some guidance
- d. Unmotivated

- e. Not sure of what they're doing
- f. Not learning

3. What do I want them to do?

- a. Stop scrolling
- b. Read the ad
- c. Click the CTA

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?

- a. Get their attention
 - i. Bright colour (Neon + white)
 - ii. Relatability: Industry name - REAL ESTATE
- b. Credibility
 - i. Coach's Name
- c. Copy
 - i. When you're a new agent – you've got to work your strengths and expose their weaknesses. Here's how...
 - 1. Tailored to avatar - call out
 - 2. Value - Lead in value
 - 3. Curiosity - offering to help them utilize the value
 - 4. Link to site
 - ii. Link
 - iii. Fascination
- d. CTA - "Get offer"

DRAFT

OUTLINE

New Copy - Discovery call ads

1. New to Real Estate and Feeling Stuck? We've Got You Covered!

Claim your **FREE** strategy call with Chris, our expert social media marketer for real estate agents.

On this call, Chris will provide tailored solutions specific to *your* situation, covering:

- ✅ **How to Get Leads with Social Media:** Unlock the strategies that bring in clients.
- ✅ **Free Account Audit:** Discover what's working and what needs improvement.

✓ **Content Creation** Tips: Learn how to create engaging posts that drive results.

✓ **Building Your Real Estate Brand**: Establish a strong online presence that sets you apart.

PLUS: Get a **step-by-step guide** to generating leads and closing deals in just **one month**—at no cost.

Don't miss out on this chance, your first step to becoming a multimillionaire because of real estate. Your first **BIG WIN** is just a call away!

Don't miss out on this chance to kickstart your real estate success. Your first **BIG WIN** is just a call away!

1. **Get Leads and Close Deals in Just One Month!**

Are you a new real estate agent feeling overwhelmed by social media? Let's fix that!

Book your **FREE strategy call** with our social media expert to tackle all your questions about growing your online presence and generating leads.

This isn't just another tip sheet—it's a personalized call designed to help you know the *first steps* to take to start seeing results fast.

Why wait? Schedule your free call now and take the first step toward your next big win!

2. **Get Leads and Close Deals in Just One Month!**

Are you a new real estate agent stressed out trying to figure out effective ways to create lead generation with limited money you have saved up?

Are you constantly thinking "just how much longer will it take before you get your first transaction?"

We want to help you, How?

We're gonna tell you exactly what you need to do, the first step to take, a clear gameplan and answer all your questions on a strategic call...FOR FREE!

You can book your **FREE strategy call** with our social media expert to tackle all your questions about growing your online presence and generating leads.

This isn't just another tip sheet—it's a personalized call designed to help you know the *first steps* to take to start seeing results fast.

Click the link to book your FREE call

3. **Get Leads and Close Deals in Just One Month!**

Are you a new real estate agent struggling to generate leads with limited resources?
Wondering how much longer until your first deal?

We're here to help!

In our **FREE strategy call**, you'll get a clear game plan, tailored advice, and answers to all your social media questions—so you can start seeing results fast.

This isn't just another generic guide—it's a personalized session focused on getting you leads and growing your real estate business.

Click below to book your FREE call today!

4. **Get Leads and Close Deals in Just One Month!**

Wait!!

Imagine yourself opening your own real estate agency in the next three years.

Do you have it all Planned?

Think. See yourself building a million dollar empire through real estate and property development within the next 10 years!

Do you know the first step to take to starting off your real estate career?

Do you have any support and guidance or do you have to figure it out by yourself?

YOU don't have to

If you get some guidance from someone who knows what you don't, you could be in a much better position.

With Csn-Agency you can. You can get a FREE strategic call with an expert to help you use social media the right way to generate leads and answer all your questions!

Click the link to book your FREE strategic call to get closer to your next transaction or continue to figure it out **ALL BY YOUR SELF.**

5. Get Leads and Close Deals in Just One Month!

Wait!

Imagine opening your own real estate agency in the next three years

Do you have a plan?

Picture yourself building a million-dollar empire through real estate in the next 10 years—but do you know the first step to take?

Are you trying to figure this out by **yourself**?

You don't have to figure it out alone. With guidance from someone who knows the path, you'll be in a much stronger position.

At **Csn-Agency**, we're offering a **FREE strategy call** to show you how to use social media the right way to generate leads and answer all your burning questions.

Click the link to book your FREE call and get closer to your next transaction—or keep trying to do it all on your own.