

Pushups: <https://vimeo.com/912802585>

Avatar:

Pain Points:

Sarah navigates a challenging real estate landscape, where high inventory, low demand, and prolonged listing durations add daily frustration. The rising interest rates amplify the difficulty of helping clients qualify for mortgages, impacting overall sales. The fierce competition in the saturated market makes it hard for her to stand out, and she struggles to differentiate herself. Sarah is also concerned about low client acquisition, facing the slowest year in her career, affecting her finances and morale.

Desires:

Sarah yearns for success in a tough market. She desires effective strategies to differentiate herself, a unique selling proposition to stand out, and improved marketing tactics to boost client acquisition. Financial stability is crucial, and she dreams of a thriving real estate business despite market challenges. Sarah wishes to maintain motivation, close deals, and ultimately overcome the obstacles she faces.

Day in the Life:

Sarah's day is a mix of determination and frustration. She starts early, analyzing market trends, and strategizing ways to navigate the high inventory and low demand. Throughout the day, she juggles client meetings, attempting to ease concerns about rising interest rates and provide solutions to qualify for mortgages. In between, she engages in social media groups seeking advice on standing out in the competitive field. The constant battle with slow business takes a toll on her morale, but her resilience keeps her pushing forward. Evenings are spent reviewing marketing strategies and reflecting on the day's challenges.

Estimated Age and Gender:

Sarah is a 35-year-old female real estate agent. Her age reflects enough experience to be seasoned but young enough to adapt to changing market dynamics. As a woman in a traditionally male-dominated industry, Sarah embodies resilience and determination in overcoming challenges.

4 questions:

Who am I talking to: "avatar".

Where are they now?

Right now Sarah is struggling to find a way to stick out in the competitive real estate market, she yearns for help and an effective strategy to stand out and improve client acquisition.

Where do I want them To go?

I want Sarah to feel like there is a newfound hope and somehow a possibility to achieve her dreams of becoming a top 1% real estate agent and standing out against the hoard. The product is the hope. I want her to click the link to the free coaching call with the Sales X Team

What do they need to go through to get there?

She needs to feel like if she keeps going at her current rate she will fail surely, she needs to then realize her roadblock and then get a peak at the solution, she needs to really feel connected to the solution and her newfound hope, she needs to trust the speaker.

Targeted roadblock: lack of clients **Solution:** learn better way to gain clients then current, the best way to do that is the product Sales X Training that will teach them this new way to gain clients with additional support at a fraction of the price and 10x the value of competitors.

Self review: After going through a revision process I have made a few adjustments, however I'm not too confident about my PS line and how I worded it, I also am not completely sure about my CTA, but I can't find anything wrong with it.

What are they thinking?

"Oh this is for the real estate method let me check that out"

Where are they in a funnel?

Just subscribed to email newsletter

Where are they emotionally and physically?

Worried about their real estate work but excited to see what this "SalesX" program is all about

Sophistication and Awareness level:

They have probably tried the "usual" way of getting clients which is farming and have likely heard of cold calling but didn't think it was the best route as they didn't know what to say and thought it was corny. They have also most likely never bought a course for it before because most are way overpriced and they haven't seen its potential yet.

Tested: no

Subject line: The biggest sales secret that top 1% realtors aren't telling you

There is a reason only less than 15% of real estate agents will stay in the real estate game longer than 5 years.

(as 87% fail according to LinkedIn)

It's not location, it's not experience and it's surely not luck.

They all use a very specific, undercover client acquisition method that bypasses market ups and downs and allows them to stick out like a sore thumb in the crowd of agents.

This method is usually hard to access and normally requires an obscene amount of money just to learn it.

[But Clicking Here Will Secure You A FREE Coaching Call On This "Insider" Technique.](#)

Talk To You Soon,
SalesXTeam

P.S. We'd appreciate it if you didn't let those "pay-wall" gatekeepers know about this, wouldn't want to get on their bad side.
