

Copy review

Context: Outreach for a real estate CEO that owns a company focused on the alliance with realtors and Real Estate HQ in my country. The vision he has of the company is to go full tech and renew the real estate sector in the country and internationally. My offer is not only to help them increase their revenue via social media growth but to offer a SAAS to innovate their current website to something more aligned with his mission.

Tao

- Who am I talking to?

Man between 50-60 years old. Real estate agent/realtor and CEO. He's busy, has little time. If something captures his attention it has to be something important that he knows will generate some kind of benefit.

- Where are they now? (State, awareness)

The market is saturated, you have to look for new things to do to be able to stand out and not be part of the "normal". He is optimistic that things will work out but he knows that doing the same thing as everyone else is not going to help them get where they want.

Stage 5

- What do I want them to do?

I want them to feel that it is something that can really help them overcome those difficulties that they are experiencing, from not knowing what can help them, to achieving their vision and objectives as a company. I want him to understand that if he takes the first step he will not regret it.

- What do they need to think/feel/experience to do those things?

I want him to feel that it's his opportunity to go beyond what he has, to remove that fear of taking that step because he will not do it alone. Make him understand he has an ally.

Message:

Hello Luis

Is great you want to implement new technology into the Real Estate market. There are two ways to make technological development in REX. Using social media to your advantage and creating a real estate online platform. I made a post focusing on the mission and vision of your company, this way your followers and allies will feel closer to you and your brand. Using social media is the best way to let people know you're stepping up the game and make them join REX. I'd like to know if you're interested.