

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Real Estate

Business Objective: Grow social media from 300 followers to 10k followers

Funnel: SLIDE POST

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Individual that are trying to buy property either for investment or for themselves to live in

2. Where are they now?

Current Levels

Pain Desire 7/10
Belief in the ideas 6/10
Trust in the company selling service/product 5/10
Market Sophistication (level 5)
Market Awareness level Level 5

Current State

- Annoyed by the Brokers not helping them
- Bad Real Estate place
- Unprofessional Brokers
- Money Hungry Brokers or Clown Broker
- Rude Broker
- After sign contract with the broker they change and start giving attitude
- Dealing with too much stress because they can't really sell or property quickly

Dream State

- Reliable Agents
- Agent that give out tip for their for free without working with them yet
- Over Delivered, work with them even after working hour client
- Give me less stress when working with the agent
- Being able sell their property quick
- Professional agent, that have nice personality
- Being able to sell their property quick or buy them a property as quick as possible
- Give them peace of mind while working with

1. What do I want them to do?

- Interact with reels (like, comment, share, follow)
- Potentially contact me or broker to buy product/service

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

3. Interact with reels (like, comment, share, and follow)

- Make good content therefore they'll like share comment, and follow themselves
- Second option is make a CTA at the end of each reels, or slide post, or just a normal post

4. Potentially contact me or broker to buy product/service

- Mention it in the reels or caption

BIG 3 QUESTION NEEDED TO BE ANSWERED WHILE DOING CLIENT WORK

1. Why should the reader stop what they're doing to read or consume your content

- Because they're missing out on an exclusive deal of investment or a good place to live

2. Why should they take whatever action you wanted them to take now instead of later

- Because it's a limited time offer, and it won't be the same price after that time period ends
- Plus housing if that house is in a popular area they'll have to act fast or the house will be sold really quick.

3. Why should your reader buy your product/services instead of your competitor product/services

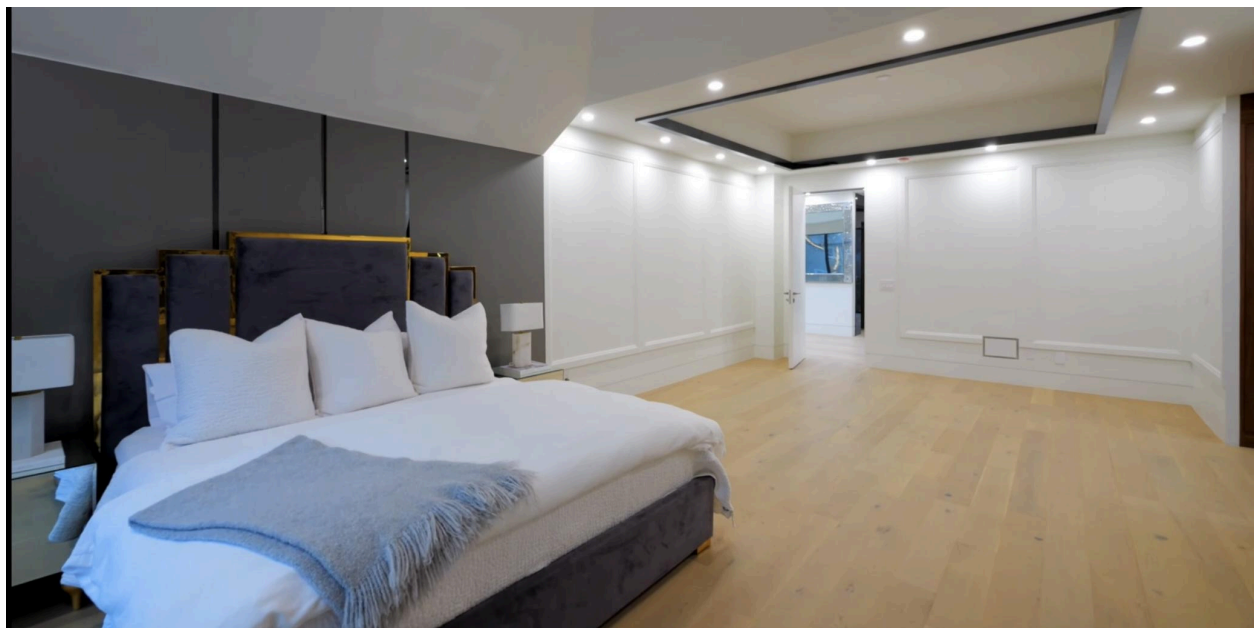
5. When we work with you to sell your property or help you buy a property we will ensure that you'll get peace of mind
6. Our Real Estate will ensure (we will provide with you want as quick as possible, we will make sure the persons that work with you are well trained that can assist you with good manners and respect)!

DRAFT



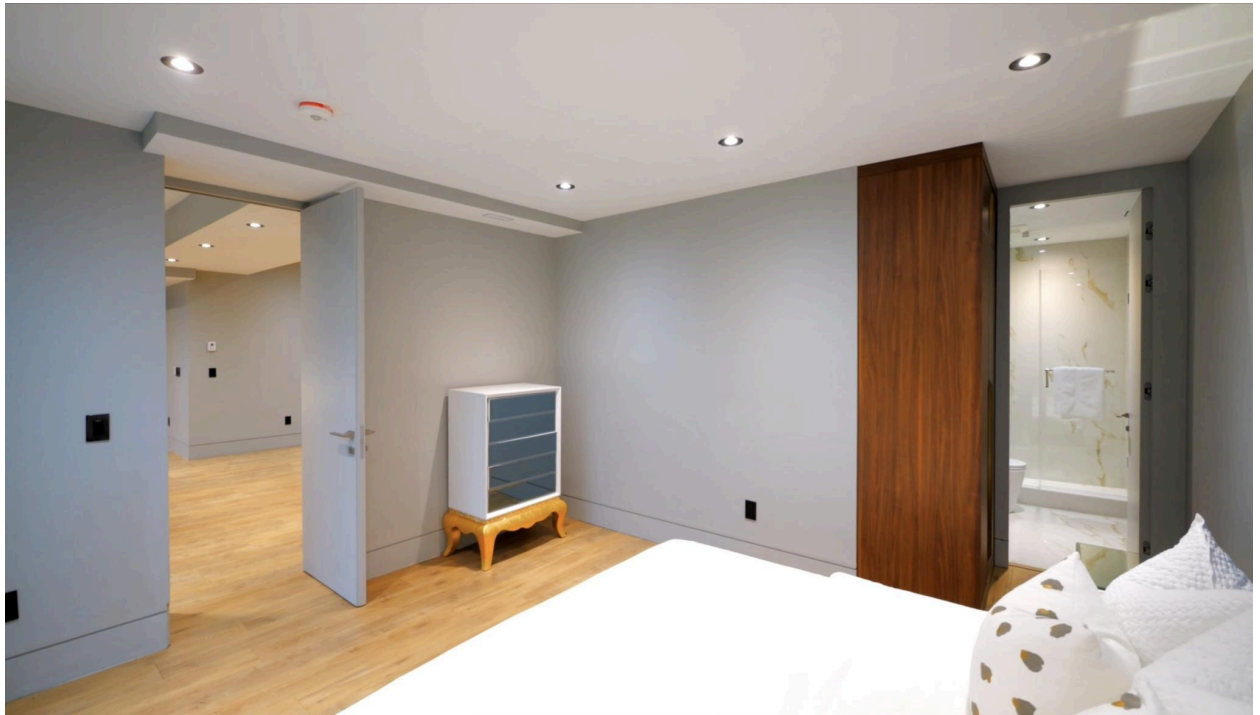








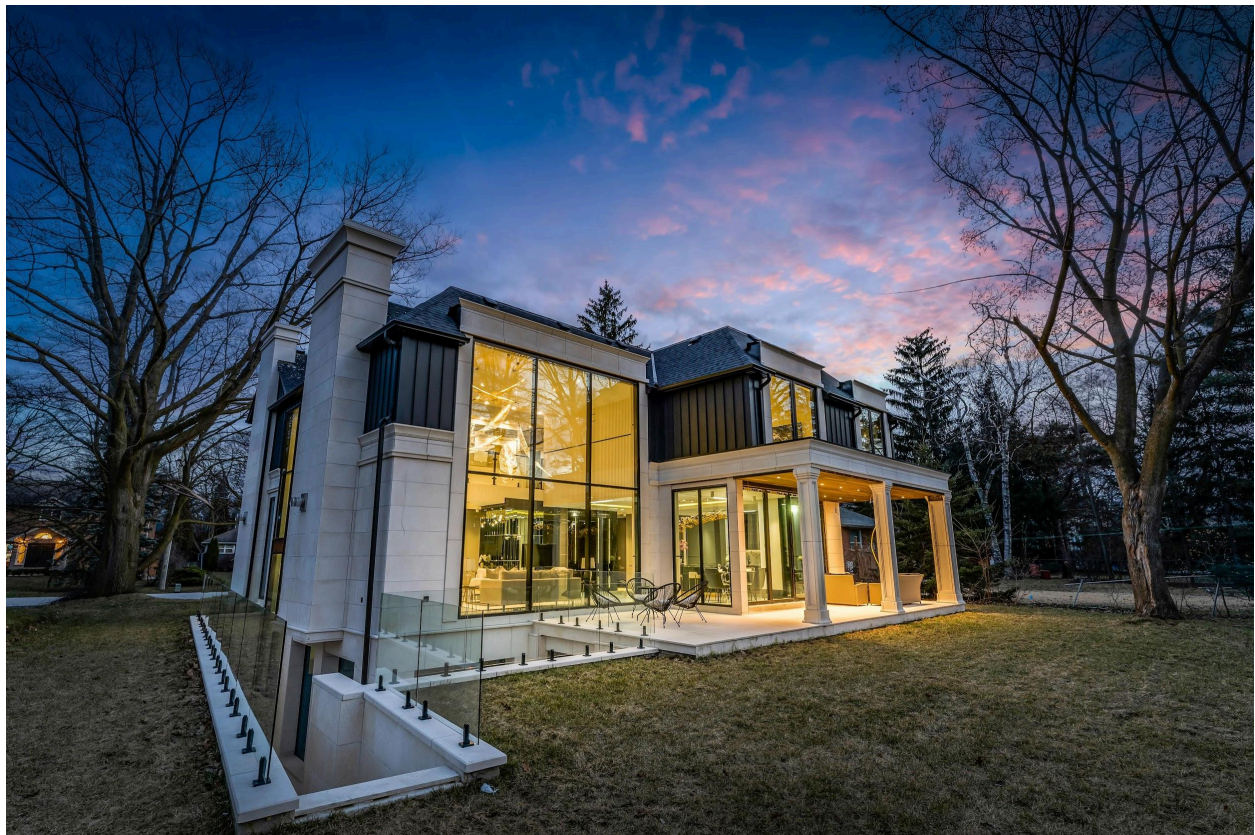
















Caption:

📍 1477 Duncan Rd, Oakville - Jane Weatherhead, ON (Oakville Mansion for Rent) 🇨🇦

\$14,000 / months 💰

3 Floor | 5 bedroom + 1 additional Nanny suite bedroom, 7 Bathroom | 2 Laundry Room

Additional room: Spa Room, Home theater, Bar, Mud room, and Powder room

Elevator serving all three floor 🚗

Complete Building in 2023

This offer is only available until June 2025 (you can change this to the date you want, since I don't know when this listing will end, plus this is just for increasing desire purposes.)

After that the price will double, if not triple.

Comment "Mansion!!!" NOW to lock this mansion in before someone else beats you!

For more info:

Mansion Tour: <https://www.youtube.com/watch?v=ftCJsvWhfoI>

Mansion brochure: https://issuu.com/remaxaboutowne/docs/1477_duncan_brochure