



# THE REAL ESTATE INVESTING COPYWRITER'S PLAYBOOK

## CHAPTER 1 RESOURCE: THE 3 FUNCTIONS OF COPY

All of your marketing has 3 functions: to **connect**, **convince**, and **convert**. Print this 3-page worksheet and use it to create marketing that achieves all three functions. (This is the same worksheet I use with all of my clients!)

The deeper you go in the answers, the more effective your marketing can be! You'll find a lot the answers (or guidance to find the answers) in the pages of *The Real Estate Investing Copywriter's Playbook*. Don't rush the answers. Take your time to get the answers right, and your marketing pieces will come together more easily!

**Connect:** *Capture their attention*

CATEGORY	QUESTIONS	YOUR ANSWERS
<b>Audience</b>	Who is your audience and what do they need to hear to get them to pause from their busy day to listen to you?	
<b>Branding</b>	What can your brand say that would stop them in their tracks and create instant trust?	
<b>Marketing</b>	What types of marketing are most effective to reach this audience?	



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**Convince:** *Tell them why they should do business with you*

CATEGORY	QUESTIONS	YOUR ANSWERS
<b>Emotion + Logic</b>	What are this audience's emotional hot buttons that make them want to take action? And, what are their logical arguments to prove that they are making a good decision?	
<b>Solutions</b>	What solutions can you offer this audience to	
<b>Authority</b>	What elements does your audience need to see to recognize you as an authority?	



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**Convert:** *Turn them into customers*

CATEGORY	QUESTIONS	YOUR ANSWERS
<b>Return on Investment</b>	What does your audience need to "spend" to do a deal with you? (i.e. Money? Effort?) And, what will they get back in return?	
<b>Stack the Deck</b>	What elements can you "stack" in your favor to make this deal a no-brainer for this audience?	
<b>Simple Decisions</b>	What can you do to take away the complexity of the decision and simplify it for your audience?	