



# THE REAL ESTATE INVESTING COPYWRITER'S PLAYBOOK

## CHAPTER 13 RESOURCE: COPYWRITING POWER MATRIX

Want to write more effective copy? I created the Copywriting Power Matrix™ and use it daily to help me write better copy for my clients. Just fill out every box in the Matrix below, then turn it into your sales copy! It's a straightforward approach to create clear, compelling copy!

	Trust	Return On Investment	Urgency	Engagement
Headline				
Anxiety				
Remedy				
Proof				
Offer				