



In my book, *The Real Estate Investing Copywriter's Playbook*, I share a lot of great information. It's literally my playbook for the work I do for clients each day! But for someone who is brand new to what I do, it can be confusing and challenging to put all the pieces together. So, I've created this checklist that breaks down everything you need to do from start to finish!

### **The Real Estate Investor's Action Plan: Putting It All Together**

Here's the simple step-by-step action plan. Just follow these pieces and refer back to previous chapters to complete them.

#### **From chapter 2**

- Identify all your target audiences (for all your seller target audiences and your buyer target audiences).
- Create detailed write-ups of each one.

#### **From chapter 3**

- Identify the most important "WIIFM+ROI" acronyms for each of your audiences.

#### **From chapter 4**

- Identify your competition, including direct and indirect competition, as well as the competition of inaction.
- Figure out how you will sell against each of them.

#### **From chapter 5**

- Determine how you will specialize/differentiate to stand out from the competition and attract the right people in your target audience.

#### **From chapter 6**

- Build your story.
- Create your character.
- Nail down your voice.

#### **From chapter 7**

- Create your brand.
- If you have been investing for a while with an existing brand, identify the places in your business where your brand needs to change, and change it.



### **From chapter 8**

- Identify your business model.

### **From chapter 9**

- Draw out your ideal sales funnel for each of your seller *and* buyer target audiences (if you are a new investor, you may need to guess at this, then tweak as you go; if you are an existing investor, you may consider building off of what's working for you now).

### **From chapter 10**

- Get a blank notebook and schedule time to write in it regularly to build your list and deepen the relationship. (This will probably cause you to go back to your sales funnels to adjust those).

### **From chapter 11**

- Identify your Must-Have marketing tactics and start pulling them together. Do this for each of your target audiences. You can complete a lot of these pieces based on what you've already covered in the book so far but if any of that marketing requires copywriting to finish it off then you'll finish them shortly when you get to chapters 12 and 13.
- For one-off things (like a website or bandit signs), just do them all them all right now.
- For ongoing things (like emails or blog posts), do 1-3 months of content, but avoid doing much more than that or else it will bog you down in content creation instead of doing deals.
- Don't worry about the May-Want marketing tactics just yet but schedule some time in (perhaps quarterly) to revisit the list of May-Wants and implement one.

### **From chapter 12**

- Identify the key motivations of each of your target audiences and add that information to your target audience write-ups.

### **From chapter 13**

- Use the Copywriting Power Matrix to complete any of the writing needed on your Must-Have marketing pieces that you started a couple of steps above.