



# THE REAL ESTATE INVESTING COPYWRITER'S PLAYBOOK

## CHAPTER 9 RESOURCE: SALES FUNNEL WORKSHEET

Use this chart to create your sales funnel and break it down step-by-step to make sure you are using the most effective copy at every step in your funnel.

| # | STEP          | DETAILS |
|---|---------------|---------|
| 1 | Target market |         |
| 2 | Leads         |         |
| 3 | Prospect      |         |
| 4 | Clients       |         |