

Many investors try to shortcut the deal process by rushing through the rapport-building phase of talking to sellers or buyers and trying to close the deal faster. However, if you spend the time to get to know your sellers and buyers, the more they'll get to know, like, and trust you... and the more deals you'll be able to do.

Adapt these questions to learn more about your target audience.

1. What is the primary job or role that your target market has? (i.e. Executive? Mom?)
2. What other jobs and roles does your target market have?
3. What language does your target market speak as their primary language?
4. What are the things that your target market aspires to be? (i.e. Wealthy? Popular? Respected?)
5. What are the things that your target market aspires to do? (i.e. Climb the corporate ladder? Give their children the best opportunities?)
6. What beliefs or people would your target market die for?
7. What beliefs or people would your target market give up rather than die for?
8. What values would your target market say they have in their lives?
9. What does your target market consider to be important to them?
10. How does your target market define happiness and success?
11. What gives your target market positive feelings?
12. What gives your target market negative feelings?
13. What are the problems that your target market wants solved in their lives?
14. What are the challenges that your target market faces in their day-to-day lives? (Unlike the above question, this question forces you to consider other challenges — even ones that your target market wouldn't define as a problem to be solved).
15. What does your target market find difficult, impossible, and unfathomable?
16. What value does your target market place on family? (i.e. more important or less important than other factors in their life).
17. What value does your target market place on friends? (i.e. more important or less important than other factors in their life).



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BONUS RESOURCE: QUESTIONS TO GET TO KNOW YOUR TARGET AUDIENCE

18. What value does your target market place on their work? (i.e. more important or less important than other factors in their life).
 19. What value does your target market place on recognition and status? (i.e. more important or less important than other factors in their life).
 20. What value does your target market place on happiness? (i.e. more important or less important than other factors in their life).
 21. What value does your target market place on fear of loss? (i.e. more important or less important than other factors in their life).
 22. What value does your target market place on money? (i.e. more important or less important than other factors in their life).
 23. What value does your target market place on time? (i.e. more important or less important than other factors in their life).
 24. What value does your target market place on leisure time and activities? (i.e. more important or less important than other factors in their life).
 25. What value does your target market place on peace of mind? (i.e. more important or less important than other factors in their life).
 26. Who influences your target market?
 27. Who does your target market influence?
 28. What are the factors that caused a person to enter your target market? (i.e. Education? The birth of a child?)
 29. What kind of personality would describe your target market?
 30. Where does your target market like to spend their time?
 31. What are the most important purchases to your target market?
 32. What does your target market do in their spare time?
 33. When your target market goes online, what are the top 10 sites they visit?
 34. If your target market had an extra \$100, what would they spend it on? What if they had an extra \$1000?
 35. What are the top 10 tasks that fill the to-do lists of your target market?
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36. How does your target market define the problem that you solve or the need that you fulfill? (i.e., What words do they use? What “symptoms” trigger a search for a solution? Check out this blog post, which gives a closer look at the Audience stage.)
 37. How often does your target market experience this problem or need? (i.e., is this a one-time deal or an ongoing situation? Are they scared because they’ve never faced this before or are they trying something new for an old problem?)
 38. Rank in the order of importance the value that your target market places on saving money, saving time, reducing effort, being recognized.
 39. What does your target market consider to be risky? (Time, effort, money, and reputation are the big ones)
 40. Where does your target market look for authoritative information when they need answers to the problem or need they have? (Don’t just say “online” or “Google”, but be specific: If they use Google, what sites will attract their attention?)
 41. What is your target market searching for when they find some of your marketing content?
 42. What is your target market’s mindset when they read your content? What immediate and long-term goals do they have that your content can address?
 43. What are the steps you need to take to shift your target market’s mindset from that initial skepticism to a point where they want to hear more of what you have to say?
 44. Who will your target market have to convince if they want to buy your product or service? (i.e., Themselves? Their spouse? The IT department?)
 45. Who will your target market have to face if they buy your product or service and it doesn’t meet their needs?
 46. What other alternatives does your target market have to solve their problem or fulfill their need? (Be sure to include competitors’ products and services as well as alternate offerings that aren’t direct competitors but still solve the problem. And don’t forget: Do nothing is also an alternative!)
 47. What reasons would your target market give for not purchasing your product or service?
 48. How familiar is your target market with the solution you’re offering? (i.e., is it entirely new and requires a lot of explaining or is it a very familiar solution?)
 49. How is your target market changing? (i.e., what answers to this list of questions will be different next year or in the next decade, and why?)
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