



The Boss Agent

AMPLIFY YOUR LEADS AND CLOSE MORE DEALS

The #1 Secret to Make You Stand Out

PROSPER SUITE



Welcome!

The Boss Agent is an on-going series to help you become better at marketing yourself and your properties. We give simple examples or explanations and offer a way for you to figure out the answer.

"I CANNOT GIVE YOU THE FORMULA FOR SUCCESS, BUT I CAN GIVE YOU THE FORMULA FOR FAILURE, WHICH IS: TRY TO PLEASE EVERYBODY." - Herbert Swope

"BRANDING DEMANDS COMMITMENT; COMMITMENT TO CONTINUAL RE-INVENTION; STRIKING CHORDS WITH PEOPLE TO STIR THEIR EMOTIONS; AND COMMITMENT TO IMAGINATION. IT IS EASY TO BE CYNICAL ABOUT SUCH THINGS, MUCH HARDER TO BE SUCCESSFUL." – Sir Richard Branson

If you find yourself stuck and you want some help. Reach out to us on our website: <https://prosper-suite.com/> - submit your application, and if all looks good, we'll set up an appointment.

All the best,
The Prosper Suite Ghostwriters



Boo!



About Page

If your about page on your website is generic and lacks personality...

YOU ARE MISSING A BIG OPPORTUNITY!

Does your about page read something like this...

We are a dedicated real estate agency started in 2012 committed to fulfilling the needs of our clients and providing excellent customer service.

Do you know what this says about you?

Absolutely nothing!

Writing a generic copy only serves to make you forgettable.

As a buyer, I read...

- "You are dedicated..." Of course, you are. Otherwise, you wouldn't be open.
- "open since 2012." Alright...
- "committed to fulfilling..." Well, I would hope so!

It's a generic statement I've seen on thousands of business websites.

Want to know a secret?

The about page is less about you and more about what you can do for a potential client!

You are selling yourself on this page. The best way to make a sale is to convey that you understand your potential client's needs and how you can help them. Address their needs, their pain points, and how you've solved them in the past.



About Page Exercise

Describe the type of people who typically hire you:

1. _____

2. _____

3. _____

Why should a potential client hire you (not credentials):

1. _____

2. _____

3. _____

How does a client feel when they work with you:

1. _____

2. _____

3. _____



What are 3 ways you can lessen their pain points:

- 1. _____

- 2. _____

- 3. _____

What results does your potential client want:

- 1. _____

- 2. _____

- 3. _____

What makes you different from your competition:

- 1. _____

- 2. _____

- 3. _____



What objections might they have to hire you:

1. _____

2. _____

3. _____

Now that you have thought about yourself from a client's perspective...

Use your lists to write a selling about page that overcomes their objections, shows them who you are, and why you stand out from the competition.

Copywriting is about writing text to convince someone to do something.

On your about page, you are convincing a potential client to hire you and not your competition. It is essential to find a way to stand out from the rest.

Make your about page copy SING!!! Make yourself memorable.