

Brand Messaging Framework for Propelio.com's Marketing Product

One Paragraph:

- A website is every real estate investor's hub for online leads. Your website is where every lead, buyer, and potential partner go to to know more about you and reach you. Propelio websites are designed to get you the website you need to do proper online & offline marketing — as quickly & efficiently as possible. The systems that we've built for you will allow you to build your website in 1/100th the amount of time normally required to build such website — at 1/100th of the price. This, is the power of Propelio's websites. Made by investors, for investors.
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1.) A Hero

- Hero's Avatar:

Ambitious real estate investors.

- What's the desire, and what's the gap?

To have a professional website that could serve as their way to close deals online & offline.

- How is it related to their survival?

Not being able to do so means they won't have an online presence, lose a bunch of deals opportunities, and be snagged by their competitors.

These days, someone without a website might be perceived as a scammer. Having a website has become a basic sign of credibility and **one of the first things people do to "check someone out" is to look at their online presence.**

2.) Has a Problem

- Who/what's the villain?

Confusion & "have-no-time" when it comes to building a website.

- External problem:

I need to have a professional-looking website for my real estate investing business.

- Internal problem:

For the love of me, I don't understand a damn thing when it comes to website building.

I'm confused, and I hate doing all-things-tech. Where the hell should I start?

I know I need to have a website... but I don't want to do the work. No time, not enough will.

How the hell should this website of mine look like? I ain't no designer.

Who I can ask for guidance — when it comes to website building matter?

- Philosophical problem:

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Why should it be fair than other investors — human beings just like me — are able to get famous, be respected by the community, and close a bunch more deals than me, simply because they have a website? Why can't I have one?

3.) And Meets a Guide

- Empathy:

Propelio understands the position that you're in. We are all investors, too. And most of us don't have a background in website-building whatsoever.

We are great salespersons, that's why we became successful in this business... however, we too, had no idea how to build a website that converts — at least at first.

That's why we're here...

We're here to become the guide & provider that can take care of your website needs — from start to finish.

The website & the system we have made has allowed you to create a website from scratch — quickly and easily, and have it run smoothly to serve you & your needs as a professional real estate investor... in as little as 30 minutes. (I would reduce the number to 15 minutes)

No need to fuss about domain, hosting, web design, codings, etc...

We can take care of it all for you — so you can focus on your marketing, closing deals, and making big money in real estate.

- **Personal Stories:**

Meet John Doe, a professional real estate investor from Fort Worth, who used Propelio Website to build his very first, and very successful, website. Hear more of his story.....

...

- **Authority:**

INSERT: 3 sparkling testimonials from happy customers, in the form of a slider. ← Or... insert this video here: <https://www.propelio.com/>

And then...

INSERT: Benefits & Features of Propelio.com website builder

[Maybe we could also include some statistics and studies here, such as "X% of people say they are more likely to trust a real estate investor who has a website" or something like that. (We'd have to look for the right study.)]

4.) Who Gives Them a Plan

- **Name of the Plan:** “Your 3 Step to Having a Professional Website”, or “Zero to Hero within an hour (or less)”, or “Your website is waiting for you...”

- **3-Step:**

Step 1. Sign up for our website software

No credit card required. Just one click, and you'll get instant access to our website-building software.

Step 2. Quickly fill out our systemized forms

As easily as if you're filling out... — these form answers will be used to customize your website, so even though it comes with a preset content designed to capture & convert leads, everything will still be customized to reflect your brand.

But make sure the details are correct, as this will serve as the content foundation for your website.

Step 3. Have your website up & running in as little as 30 minutes (15 minutes)

Voila. Now, you have a website that you can use to promote your real estate investing business online.

Future customization & improvements are also possible, as we've designed the whole website using Wordpress. For now though, you're ready to rock 'n roll online.

5.) And Calls Them to Action

- Direct:

“Start building your website now”

No credit card nor tech experience required.

CTA sub-headline:

"Who would you trust more - the investor who scribbles their name and number on a scrap of paper or the investor who hands you a professionally printed business card? The same applies to online presence. First impressions are everything and your website is often a huge part of your first impression in this digital-focused world."

- Transitional:

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6.) That Helps them Avoid Failure

- Threat #1: Not being able to make their mark online

- Threat #2: Lose opportunities to close more deals online
 - Threat #3: Not be known for their work & no authority in anything
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7.) And Ends in Success

- External:

I now have a website that could support my real estate investing business both online & offline. I can also create credibility by having a branded email vs a gmail

- Internal:

I've now started my journey to be known in the online community of real estate investors
I can now feel proud to have found myself a place in the world of investing online.
I can now be at peace, knowing that my whole business is elevated to the next level with this website. My credibility will skyrocket, with this.

- Philosophical:

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- Power/acceptance/transcendence:

Power — Able to buy more properties, make more money, and be more well-known throughout the industry.

Acceptance — Accepted by the community of investors, potential buyers, and leads. Able to display testimonials & success stories from previous customers.

Transformational Journey (From → To):

- Who does our customers want to become?

A successful real estate investor, famous & well-respected throughout the industry, and by their communities. I would say filthy rich. Plus, a rich life. Having money but also having freedom to spend time with their family. etc.

Headlines:

- Professional websites for investors — made easy
 - Websites made by investors — for investors
 - Need a website — fast?
 - Investors, go online
 - Investors, make your mark online
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5 Pillars of a Great Website for Investors:

1. Content that Converts

Propelio websites are made by investors — for investors. That's why we've provided a tried-and-tested preset content for you, allowing you to fully be operational right away, without having to stress trying to come up with the perfect words that convert. All with a mobile-responsive design.

2. Fast Creation Time

No need to worry about domain, hosting, design, etc. With Propelio Websites, creating a website is a matter of minutes — not weeks. By quickly filling out our forms, you can have a fully operational website within 30 minutes or less.

3. Built-in Performance Report

Collect the data analytics you need to improve your website performance — right within the Propelio system. No extra cost.

4. Impeccable Customer Support

Propelio is known for our dedication for customer support. Rest assured that if you choose to go with us, you will never be left in the dust alone. Our team of customer support will be ready to handle any of your concerns, should the need arise.

5. Free Training

Not only will you get your website. But we'll also give you the training that you need in order to optimize the functionality of your website to convert

Questions for Simon:

1. We can't really say "google friendly" here, can we? I remember Kelly said something like the issue of duplicate content, ensuring that Google won't acknowledge the websites built using our system as legitimate... is this correct?
2. Currently, I'm only focusing on the website-building aspect of "Marketing". But I caught a glimpse of your mind map and it says "CRM" which means Customer Relationship Management, right? Can you explain more of this, and why you included this in the website framework? (In my mind these 2 are different enough that it can't be grouped into the same framework). @andreas i 100% agree - website and crm are not the same
3. Continuing on issue #2, if anything, in my mind grouping CRM & "Lead Lists" makes much more sense to me. What do you think? @andreas I would consider leaving them separate