

# "Real Estate Professionals And Online Copywriters"



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## **How It All Started**

I bought my first rental property in the fall of 1996. It was a mix use property with three rental apartments and a three car garage. By the end of 1998, I had seven rental properties generating an enormous positive cash flow.

I had taken the Bronx Real Estate market by storm and was on top of the world. Every Friday my pockets were full of cash from the rooming house I was renting. Section 8 tenants were giving me a steady guaranteed monthly income.

Cars, wine, and women gravitated towards me like a magnet to steel. My confidence soared and I felt invincible. Real Estate had created a life for me and my family which made all our dreams come true.

## **When It All Came Crashing Down**

I experienced success as a Real Estate Broker, a Real Estate Appraiser, and a Real Estate Investor. My head was as big as the planet Saturn. Life has a way of letting you know when you're not living right.

I learned the hard way that ethics and integrity are the key to a successful business. My fall from the mountain top was swift with little regard for sympathy.

I lost it all in such a short period of time it would make your head spin. Foreclosures, bankruptcy and judgements kept me in the Bronx courthouses. My fall from grace was embarrassing I'd let my family down in a big way.

## **Picking Myself Up Off The Ground**

When the bottom of the barrel has become your resting place any step forward is a blessing. I became an Insurance Agent and worked selling Travel Memberships. I even found myself selling medical supplies for a DME company.

A strange occurrence began to take place. While working in the Insurance, Travel, and Medical fields. During my free time I started developing a relationship with my clients by accident. I would send them letters, emails and connect with them on social media.

My client relationships became stronger while my income increased. We were communicating through social media post, emails, and text messaging. I soon realized the power of using many forms of online and offline marketing.

## **Recognizing The Opportunity**

I'd stumbled upon success with these new forms of marketing. A light flashed in my mind as bright as the Northern Star. An opportunity was manifesting to help small to midsize businesses.

Creative and compelling writing was the missing piece every business needed. Isn't this true with your business?

It's still the written compelling word which grabs your customers. Makes them say YES to your product or service. It's the satisfaction knowing a skilled copywriter has your back.

## **Starting My Copywriting Business**

When I started out to become a copywriter I had to polish my skills to write meaningful copy. I also had to decide what niche I was most knowledgeable. The Real Estate industry was a no brainer for me.

I speak the Real Estate language with a background of someone who's seen it all. I've had success and failure. You can count on me to deliver your marketing needs mistake free and on time.

Businesses have a website that's not performing. They have email and social media marketing getting little to no attention. Doing nothing is not an option.

I'm a Real Estate veteran ready to help. Give me a call, shoot me an email or text me. Together we'll create a special plan dedicated to the success of your business. Thanks for sharing your time.

All the best,

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PS - If you're not 100% satisfied with your project then you PAY nothing. You see, I know this is not a one and done. Our relationship will last for years to come...

# **“7 Reasons To Hire A Freelance Copywriter”**

## **1) The Writing Skills And Experience You Need**

Writing words on a page is not good enough anymore, and you need digital copywriters who have a strong knowledge of how search engines work while knowing how to write for their human readers.

## **2) A Consistent Tone And Voice**

Having a single freelance copywriter work on the same content across your site will help you build a professional look with a consistent tone.

## **3) A Freelance Copywriter Has To Perform**

Freelancers don't have the luxury of getting “comfortable” with clients because they must continually prove their value to you if they want additional work in the coming months.

## **4) You'll Have More Time For Your Business**

I am speaking to all business owners when I say that you are wasting your time if you are writing your blog posts, landing pages, or social media posts.

## **5) A Freelance Copywriter Has A Proven Workflow**

Copywriters writers excel at writing content that gets found by search engines and engages your target audience. Achieving these two things is difficult, and takes years of experience to understand how to engage and convert your readers.

## **6) Will Help Your Business Grow Faster**

Whether you are a Marketing Director looking to grow your marketing department or a small business owner who wants to improve your online presence, hiring a freelance writer is an excellent choice at a fraction of the cost of an in-house writer.

## **7) Freelancers Offer Personalized Service**

Freelancers are the perfect choice for businesses that need quick, responsive, and tailored content. A freelance content writer needs to provide excellent service and deliver a great product if they want to stay employed with you.

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## **\*\*\*Price List\*\*\***

**E-Newsletter: Monthly    \$300 - \$800**

**Landing Pages: Per Page    \$500 - \$1,200**

**SEO Optimization: Per Page    \$350**

**Product Pages: Per Page    \$500**

**Welcome Pages: Per Page.    \$500**

**Emails: Monthly    \$100 - \$350**

**Articles: 500 - 1000 words    \$350 - \$700**

**Blogs:    250 - 500 words    \$150 - \$500**

**Social Media Post:    \$150**

**Social Media Management: Monthly    \$800**

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## Real Estate Letter Sample

**\*\*\*\*\*This letter was sent to Homeowners who's house is in foreclosure\*\*\*\*\***

**Mortgage Companies Will Forever Be  
Creatures Of Habit...**

**Your real estate is your greatest asset; Don't take unnecessary risk!**

Dear Homeowner:

Everyday people are losing the real estate they so want and need to keep. And everyday, **one-hundred times a day**, homeowners get suggestions. From real estate agents, attorneys, and investors; like sharks circling their prey.

The clock is ticking, your property is going through legal action and you're not sure what you should do. You're not sure if you want to keep the property or sell your asset.

Every situation is different. Every situation has its own uniqueness that only you the homeowner can feel. You have to be cautious, the **REALITY** is - you must do something and do it soon.

“...This probably isn’t your **first letter or postcard** from someone proposing to save you from your turmoil and make everything alright the way it used to be...”

“...You’ve probably been heavily bombarded with phone calls from people who can fix your credit so you can refinancing your home in the blink of an eye...”

“...It seems like everyday you are hounded by the blood thirsty investor. Claiming to have the resources to buy your house in 30 days **ALL CASH..**”

“...And *now* you’re a fallen casualty to the lawyers, attorneys, abogados, who insist on giving you much needed legal advice on how to pursue your silent dilemma...”

### **You Need Real Concrete Assurances...**

You see, there are a select few interested in “What You Want To Do!” You and your family are what matters most to you right now.

You need assurances the decision you make is the right decision. And the fact of the matter is this: Your real estate is one of the most treasured investments you’ll ever make. *Guard it with care.*

## **CNBC has this to say about the Bronx...**

*“The Bronx, once written off by buyers and renters alike. Is becoming the next front in New York City’s gentrification wars. The blighted South Bronx has developed a moniker among real estate professionals. As “SoBro” -- suggestive of one of Manhattan’s ritziest neighborhoods. The dizzying pace of change is leaving some residents fearful for the future. As one lifelong resident told CNBC.”*

## **You Need Common Sense Answers...**

You’re getting this letter because you want real answers to your questions. You need someone who specializes in helping homeowners like you. I bring *over 20 years of solid real estate experience and knowledge.*

## **This Is Where You Benefit Most...**

You have a serious buyer who wants to buy your house; who **has the funds** and will walk you through the process.

You don’t have to go through the headache of listing your home. And having to pay a ridiculous commission of \$20,000 to \$30,000 EASILY!

You don’t have to share the equity in your property with some slick real estate novice offering you quick cash. (Nothing’s quick about real estate in New York City)

You can lay this burden to rest once and for all. With the **dignity, respect, and the privacy you and your family deserves.**

What you’re going through with your home can be trying. The last thing you need is to take unnecessary or unwarranted risk. When making this crucial decision. You can get a fair price for your home without all the hassles and inconveniences.

Take action now! Call or email for an immediate appraised value of your property (**A \$500 Value**). Don’t wait, the first and most important piece of information is the value of your property. It’s imperative that you make the right decision. Please take advantage of my experience and knowledge.

All the best,  
Charles Brown

P.S. Call NOW... for your free “*Narrative Appraisal Report*”. This is a must-have for distressed property owners. You must KNOW your homes true value!

## Real Estate Letter Sample

**\*\*\*\*\*This letter was used to raised capital for property in Knoxville, TN\*\*\*\*\***

They would've laughed you out the room! Picture this, you're told Knoxville, TN is one of the hottest real estate markets in the country. Yes, in all America...KNOXVILLE, TN. Look what's happening in Knoxville:

“...Big business is moving in...”  
“...A new stadium is being built...”  
“...East Towne Mall has come down..”  
“...It’s now the new Amazon Distribution Center...”  
“...A similar facility is being built in Alcoa...”

Knoxville and its surrounding areas will see unheard of growth. Real estate will be the perfect investment with the highest demand. We'll share an excellent example with you. **But first...**

Make no mistake about it. People are going to GET PAID off the exploding real estate market in Knoxville! "Rephrased,"people are **getting rich** from Knoxville real estate.

Never does the term “tell grandma not to sell her house,” have more meaning. Their Property Is Worth A Whole Lot More Today Than When We Were Growing Up. It's easy for our older family and friends to fall prey because of their lack of knowledge. We have an opportunity and a right to be involved in this renaissance...

Right now there's several of us with a situation involving real estate. You know somebody who knows somebody. **“If you sit three people in a room, one of them has a real estate situation.”** A lot of times you're in the right place at the right time.

“A little over a year ago, I was visiting Knoxville. I ran into a long time friend. He connected me with two homeowners selling their single family homes. I made an offer. Both houses are now in contract. One on Shangri La Drive and the other on East 5th Avenue. This is solid proof of the opportunity awaiting us.”

We have to build a team of individuals and businesses. A team of partners not investors. **“...Who have the correct mindset. Who have serious interest in being a part of this.** These new developments will forever change the landscape of Knoxville.

This is a “once in a lifetime” occurrence. The two properties in contract are a great start. And the beginning for glorious things to come. LET’S SHARE IDEAS, EXPERTISE, CAPITAL, ENERGY, STRENGTH. We are so much stronger working together. Thanks for sharing your time. It’s appreciated.

All the best,

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PS - Thanks for all the positive energy I’m feeling writing this letter. For more information **Contact me; call, text, email, WhatsApp.** All in your strictest of confidence.

## **-Bonus Report-**

# **You said, “An E-Newsletter Isn’t important.” Your Competition said, “THANKS”!**

Dear Real Estate Professional,

You need me.

Your company is growing, which is great! But you feel so overwhelmed ...

You *know* marketing is what drives revenue ...

You *know* there are a thousand things you "should" be doing ... or could be doing better ...

Like delivering value consistently, connecting with your audience on social media, and ...

*Sending a monthly email to your list.*

UGH.

It's not like you don't know the stats ...

- 99% of email users check their inbox at least once per day ...
- Email is often the FIRST thing they check in the morning, and the LAST thing they look at night ...
- Some people check it 20 times per day ...
- And because people read email ... for every \$1 you spend sending email, you can earn \$38 ... even up to \$90 back.

And, you know a lot of people consider their email inbox sacred ground.

They only invite in the deserving few — the people, companies, and brands they're *really* interested in hearing from.

And then they literally take those messages to bed with them.

But here's the thing ...

As potentially profitable as they are, **You HATE writing emails!**

- Daily email marketing is a marathon — and your need is infinite. Even when you finally get ahead, you can't stop. This bucket has a hole in the bottom!
- You can't express yourself the way you want to. You need someone to take your ideas, your service, and your voice ... and serve your people consistently. They want — and *deserve* — to hear from you.
- You don't know how to talk about yourself, or your services, without sounding arrogant or getting stage fright. You clam up and stare at the blank page for hours before giving up.
- You don't know how to educate, entertain and excite through writing. You're great in person, but converting that energy into email is hard for you.
- You can't come up with enough ideas — you've written the same thing a thousand times about my services, products, message, and opportunities ... and you need a fresh perspective.
- You need help staying consistent. If you had someone who would be dedicated JUST to writing emails a few hours a week, that would change your business — and your life!
- Even though you write personal and professional emails all the time, marketing emails feel challenging to write *because* they're short. You have so much to say, you tend to ramble on. You need someone who can make ONE point and be done.

There's so much more I could say, but I think you get the picture!

If you had someone like me, you would keep me as busy as I want to be.

You've got all KINDS of emails to write.

You know it would only take a few hours a week, for someone who actually knows what they're doing ... and who believes in what they're doing for your customers.

Honestly, you don't really care if I've written for someone else professionally or if you're my first.

Email is cheap, and the potential return is HUGE, so you're excited to try out new writers ...

And you'll get the data back within days, so we'll find out what works and what doesn't right away.

You're happy to pay me per project to start (\$100 – \$350 each, depending) ...

And after a few months of working together, we can talk about a retainer.

And you can rest easy, knowing I'll always have time set aside for you!

Looking forward to working with you ...

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