



## Think Realty 2018 Q2 Messaging (Wealth)

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| <b>Date:</b> 11/01/17   | <b>Project:</b> 2018 Q2 Messaging (Wealth)   |
| <p><b><u>What's the problem?</u></b><br/>         This is where the communication objectives go. Explain the problem, why it's a problem and what the creative content can help overcome.</p>   | <p><b>Primary:</b> There's a fear of not building enough wealth to provide for their families and lead a comfortable life. Many 9-5 jobs don't allow for financial freedoms that align with people's goals.<br/> <b>Secondary:</b> Investing in real estate can be risky if you don't have the right information.<br/> <b>Tertiary:</b> To make smart investment choices (that will make you money), you need to know markets, trends and other REI knowledge to maximize your ROI.</p> <p>General:<br/>         Real estate is a smart choice to gain financial freedom.</p>                                |
| <p><b><u>Who are we talking to?</u></b><br/>         This is a straightforward description of the target customer/company, e.g. demographics, lifestage, product usage, etc. This section should focus on the <u>best</u> consumer prospect.</p>  | <ul style="list-style-type: none"> <li>● Primary: Established and novice real estate investors, people who are career investors and people who invest as a second source of income (who might have other careers). All want financial freedom and stability.</li> <li>● Secondary: White male, 45-55</li> <li>● Tertiary: Seasoned and career investors, male/female, 30-60, Entrepreneur</li> <li>● Motivated, Forward Thinker, Numbers Person, Big-Picture Dreamers</li> </ul>   |
| <p><b><u>What is the desired result?</u></b><br/>         Identify what we want the customer/company to think, feel or do as a result of this communication. Include the unique product/brand features; strengths, facts or competitive advantages that will help accomplish this result.</p> | <p>When interacting with the name and base messaging, the target should:</p> <ul style="list-style-type: none"> <li>● Believe and trust in Think Realty's ability to be a valuable resource in helping achieve financial freedom.</li> <li>● They are encouraged by the TR Coach's success and want to emulate their REI strategies.</li> <li>● They are excited that Think Realty's goals align with their own and eager to become a member/successful investor.</li> <li>● See Think Realty as a partner in helping them take their investment portfolio to the next level and become a member.</li> </ul> |



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### **How does the customer/company interact with the BRAND?**

Looking for insights about the customer/company or the brand, it reveals what happens when the brand engages the needs/values/emotions of the brand's best prospect.

When interacting with the brand, the target should:

#### **Primary**

- Trusts that Think Realty can provide resources to help them lead a life of financial freedom and happiness.
- Values Think Realty because we can help them learn strategies for optimizing their investments to make the most ROI and believes that a Think Realty Membership will help them build wealth.
- Trusts Think Realty's expertise (Think Realty Coaches / content) and views the Coaches as achievable inspiration.

#### **Secondary**

- View Think Realty as a centralized community for investors, a one-stop shop for resources, tools, tips, etc. that—if used appropriately—will ultimately give them financial freedom.

### **How does the customer/company interact with the PRODUCT?**

Looking for insights about the consumer/company or the brand's product. This should reveal what happens when the product engages the needs/values/emotions of the brand's best prospect.

#### **How people interact with our Think Realty Product:**

- Think Realty membership, Think Realty Coaches, Think Realty national events, online courses, print magazine, online articles, downloadables, access to supplier discounts.
- Through social media, newsletter and emails from Think Realty and our Coaches.

#### **How does the product make them feel?**

- The product (whether it's an article or a lender list) makes them feel more confident and will ultimately help investors build wealth and lead to financial freedom.
- They value our resources and feel like Think Realty's tools & content are helping their competitive advantage.
- They know that our product is the most reliable REI intel and that TR has its pulse on all the nation's real estate markets. This helps them make smarter investments and gives them access to more deals with higher returns.
- Think Realty's product can help them achieve goals of financial freedom.



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| <p><b><u>What is the one thing the deliverable of this project should communicate?</u></b><br/>         Here, we focus on the single thought or feeling most likely to achieve our objective. This is expressed in a single, engaging statement alive with possibility.</p> | <p><b>Q2 deliverable:</b> Think Realty is vital in helping real estate investors build wealth.</p> <p><b>General deliverable:</b> Think Realty Members enjoy a life of more time, wealth and purpose.</p>   |
| <p><b><u>Why should they believe this?</u></b><br/>         What support or evidence do we have for the one thing we're trying to communicate?</p>  | <ul style="list-style-type: none"> <li>● Think Realty's financially successful Coaches are actively giving away their secrets/strategies to success via TR's platform.</li> <li>● Successful members and event attendees (including speakers) who are all using the Think Realty benefits with success.</li> <li>● Think Realty investors/Coaches/members who are recognized as leaders in the REI industry.</li> </ul> |
| <p><b><u>What is the right tone?</u></b><br/>         What personality or "voice" should we communicate?</p>  | <p>When interacting with the name, logo and brand overall, the tone should be:</p> <ul style="list-style-type: none"> <li>● Authentic</li> <li>● Passionate</li> <li>● Influential</li> </ul> <p>More a more detailed look at the tone, view the voice doc <a href="#">here</a>.</p>  |
| <p><b><u>What is required?</u></b><br/>         Beyond best practices and subjective items listed above, are there any specific mandatories that should be considered? Any legal disclaimers?</p>   |   |
| <p><b><u>EVENT THEME:</u></b></p>   | <p><b>Think Wealth</b></p> <ul style="list-style-type: none"> <li>● Money and freedom, financial stability, provide for families, live the life you've dreamed of living</li> </ul>   |