What is the business objective? Importance?

The business objective is to get people signing up for a free lead magnet intro programme. It's important because this will certify our assumptions based on the desire and validity of the programme, and allow us to further sell to those leads that sign up.

What part of their online presence is needed to achieve the objective?

I need to create an Instagram caption and an Instagram story that highlights the reader's current state and possible dream state and brings their awareness all the way to L3.

Who am I talking to?

I am talking to teenage boys who are mostly all playing for teams either on their high school league or a bit more in competitive stances yet are incredibly frustrated and let down by their shot's performance.

They value solutions that are linked to their current situation and connect their problem with their dream state as that makes it easy for them to **trust** the solution being offered to them.

A sense of knowledge and authority let's say.

They *tick* when tehy can tell the Coach knows what he is talking about and is confident in his solutions, and most times, connecting and highlighting their problem and the solution to fix that acts as the cherry on top and melts them in trust and credibility for the solution presented.

So a sense of authority within the coach, and clear results to show his knowledge.

Where are they now?

First of all, they are currently scrolling on social media, either on the discovery page or following page.

Current State

They are frustrated and let down by their shot's performance, they are tired of their shot feeling awkward, broken and all over the place.

Their shot is constantly swinging from being incredibly reliable and effective, to ineffective and unreliable, and worst of all, inconsistent.

It has been so long without a solution, that these shooters are now starting to feel a bit discouraged, let-down and almost **desperate** for a solution [Customer language]

And will honestly kill for the sight of the solution that will finally fix their problems.

But what is causing this?

- The fact that they are unaware of their problems.

- The fact that they can't work on their shot effectively and simply don't know how to train to develop the abilities they want and lose the constant mistakes that make their shot unreliable.

- The fact that they don't have a clue on how their jumpshot works and how all their movements in the body when preparing the jump shot, dictate the outcome of their efforts; aka, the shot.

- And finally, the fact that hasn't pinpointed exactly what these mistakes in their jumpshot are that are causing the inconsistencies in their shooting; what my coach calls, broken mechanics.

All in all, they are finally tired of being the guy who sits on the bench and watches other shooters get recognition for something they could do, if only they knew how to work on their shot and train in the gym.

And for this specific Post, we are going to be targeting the output of their shot.

Dream State

They want to be a quick, reliable and consistent shooter who can almost effortlessly sink buckets from anywhere past halfcourt.

They desire the ability to nail and pinpoint shots from the 3pt line, behind the 3pt line and more popularity, being a cold and merciless sniper.

Their teammates and coaches would trust them to carry the ball and give them the "green light" to shoot the ball whenever an opportunity emerges.

They want to average more shots and increase their points per game – PPG.

Being the game's dictator. A shooter who dictates the game and makes defenders and the opposite team have to change their strategy to not lose.

Someone who can stand up and knock it down when needed.

And finally a shooter who is a threat past halfcourt.

Awareness Levels

Well for this specific video we are pushing out and the information we are giving our shooters, I can see that their awareness level is at L2.

They know their problem, they know that they can't shoot consistently and that there's something wrong with their shot.

They also know that if they knew how to train in the gym and work on their shooting, they would be able to improve as much as their peers.

So there's a lot of pain around the fact that they don't know the solution.

They never have and it has always been eating at the back of their minds, slowly making them loose hope entirely.

Desperate for a solution.

Sophistication

This market is definitely at Stage 4.

Most marketing in here is just quick, concise and easy targets readers at an L4 awareness and sticks to the benefits and businesses are presenting why their mechanism is better than others.

Current Threshold Levels

Desire

Their current desire is dormant. Of course, they haven;t received any stimuli so those emotions in their brain about how much they desire a solution that will finally fix their problems is asleep, as they are. 4

Certainty

Well, if I told you that these shooters are crazy about finding that solution, so crazy that they go online and cry and lose their minds over their problems…you wouldn't believe me, but they are. So their certainty is at 0 because they know NOTHING about why their problems are apparent or the solutions.

Trust

They don't know what the coach is capable of or what this free programme can do for them, so 0.

Where do I want them to go?

I want them to consume our ad or story, increase their desire and tap into that pain and anguish of not knowing the solution to fix their problems, speak and connect the reel to the caption for a smooth and seamless pitch, and download our programme.

Perceived costs?

The perceived costs of this action might be the fact that the shooters don't trust everything they see online, and are very sketchy about the validity of solutions–especially free ones as they have tried hundred and hundreds of them, with no hope or success.

So I must ensure that the certainty and trust are top-notch to make them download and use because they will click anyway as they are just desperate for a solution.

Required Thresholds

Certainty

Simple. They need to believe that this solution is the right one for them, and this product is the right fit for their current state. 7.

How will I do this?

Well we understood how and why they acted right? They trust the solution because it connects to their dream state and they trust the coach's knowledge.

So I must connect with their current state, the fact that they are desperate for a solution, and don't know how to work on their shooting in the gym to improve their consistency and reliability in game,

Teach them that the solution is the footwork and preparation of their jumpshot before the shot and sell them on the idea that the shot is dictated before it's even shot (essentially that your shot preparation dictates the outcome of it) as this is one of the many solutions to fix the inconsistency problem, and give them a solution that will make them quick and effective shooters by mastering the preparation of their shooting.

And them reveal that the programme will make them able to do this in a week. THen comment to get it.

Trust

Well they need to believe that my Coach is capable of making the right assumptions and claims for them.

To do this I must connect well with their current state and problems, connect with the existing desire they have to find a solution for their shooting and speak in simple, easy and understandable clear terms so then can captivate and sense that I know enough about the matter to dumb it down and simplify it for anybody.

What are the steps I must take them through to get them from where they are know to where I want them to go?

How will I catch their attention?

Simple, they are at L2 awareness correct?

And how did we catch these shooters on L2 awareness?

Exactly. Call out the problem then offer a solution.

So I will call out the problem and *hint* that there is a solution available for them to fix it.

And of course, since they are on passive attention, I must stop their scroll with an evolutionary trigger and offer the desire for the solution.

How will I increase specific levels?

Desire
Simple.

I need to connect with their current painful state and tap into the way that they talk about their desires.

I will use the following customer language traits to do that:

- **Not knowing WHAT to work on.**

They are tired of feeling helpless. Of feeling like they can't control their jumper or don't have the right solutions/knowledge to finally start seeing the results they want in their jumper and shooting performance, and as a result, they feel desperate, helpless and hopeless at achieving a shooting performance they can rely on in their games.

"I was desperate for help and wanted more than everything else to fix my shot"

- **Nothing feels right, everything seems broken and awkward.**

Nothing feels right to them in their most painful current state, their balance, their rhythm, their shot release, it all feels awkward and unnatural and doesn't pose as strength or boost their confidence,

"My confidence was lost as soon as the coach put me in the game"

- **Not being a STARTER on their team**

They are tired of having to sit back and watch someone else get noticed for doing what they could do but don't know how to improve and work on. They are tired of feeling left out and feeling like they aren't capable or valuable enough for the team to be put out on the game, and the worst part is, their confidence in themselves and in their ability is shattered whenever they get a little time to play.

More specifically, embarrassed and tired of "sitting on the bench watching other players get noticed for something I could be doing but did not know how to practise"

These are the pains I will use to increase their desire to find a solution.

Certainty

I will increase their certainty levels as I mentioned above:

"So I must connect with their current state, the fact that they are desperate for a solution, and don't know how to work on their shooting in the gym to improve their consistency and reliability in game,

Teach them that the solution is the footwork and preparation of their jumpshot before the shot and sell them on the idea that the shot is dictated before it's even shot (essentially that your shot preparation dictates the outcome of it) as this is one of the many solutions to fix the inconsistency problem, and give them a solution that will make them quick and effective shooters by mastering the preparation of their shooting.

And them reveal that the programme will make them able to do this in a week. THen comment to get it."

Trust

I will need to increase their trust in me the coach, by adding a few subtle and simple authority and credibility triggers such as how many shooters we've helped or how important this skill is in the art of shooting in basketball.

I will do this at the end of the copy before selling them on the idea.

How will I bring down Perceived costs?

I will do this by matching with their current situation as much as possible and ensuring a certification in their assumptions by increasing their certainty in the solution.

So basically demonstrate and connect their current situation with the dream state and how the solution helps them do that, in as simple as easy terms as possible.

Why?

They don't go for free stuff unless it's really connected to them and hits them on a deep physiological level as they have tried hundreds of solutions but none have worked.

Problem

- What is stopping them from getting what they want on their own?
The fact that they have no idea how to work on their jumpshot.

This IS the roadblock and the FIRST step of the roadblock chain they have to overcome. I believe there are SEVERAL roadblocks;

1 - The fact that they have no idea how to work on their jumpshot/the solution to improve their shooting by working and practising and drilling on their shot + mechanics and the specific changes they need to make to remove their inconsistencies and start working on improving trier mechanics to increase their consistency thereby increasing their PPG thereby increasing their shooting performance.

2 - The fact that they have NO IDEA about HOW their jumpshot actually works, and how every single mechanic and (step in their jumper let's call it) either works AGAINST them or FOR them. They are unaware of the fact that to put up smooth, consistent and accurate shots their body relies on energy to do so, and when shooting with the wrong mechanics, a lot of energy can be lost during the process resulting in less energy being used for the shot and a worse shot. The main key here is to have specific mechanics that allow for MAXIMUM energy use so all the energy can be spent on the actual shot, rather than the preparation or "load-up" of their shot, so they can use most energy to put up consistent shots.

3 - The fact that they have NO IDEA what these "broken mechanics" in their shot are.
They haven't identified the specific mechanics in their shots that are keeping them from shooting with consistency and accuracy because their shots' mechanics are structured so the energy is mostly used on the preparation of their shot, rather than on the actual shot itself, and this shows in their shooting performance as they vary and jump from mechanic to mechanic and sometimes they land upon good ones and thus why they have good results but they never end up sticking with them.

All in all, these roadblocks I would say are PART OF THE MAJOR ROADBLOCK being that they don't know the solution to fix their shot. Roadblocks 2 & 3, go into roadblock NUMBER ONE as secondary and tertiary consequences for not being aware of their shooting and shot's mechanics.

And thus, when shooters actually learn how their shot works and the specific mechanics they have to evade, they start improving their shooting massively because know they know the actual solution, the different sub-steps and lower-grade cause and effects they have to get right to know how to work on their shot.

Solution

The solution to fix all their shot's inconsistencies and unreliableness is to simply double down on their shooting mechanics and understand how their jumpshot actually works, getting deep and understanding how their shot is dependant on the quality of their jumpshot, and how the different mechanics work to create their final output: the shot.

So the solution to fix all their inconsistencies is to fix the root causes of those inconsistencies, the roadblocks, the broken shot mechanics. Fix them by FIRST getting clarity on them, first understanding them and being aware of them, and understanding the real reason WHY they cause the inconsistencies in their jumper, enough so they can then turn around and remove them and APPLY the mechanics that DON'T harm their jumpshot.

By understanding their mechanics they can know WHY bad mechanics are BAD and how they create BAD results, and thus, REALISE the GOOD mechanics and use them to create GOOD results.

And the solution is to SIMPLY identify the bad mechanics → switch them out for the good ones → purposefully drill and work on them → WHICH BECOMES ANOTHER SOLUTION.

The drilling, they struggle with knowing HOW to work on their jumper and they might have good mechanics but if they don't know how to work on their shot…they will never improve because the training will never be efficient.

So here's why there are different roadblocks the avatar has to address to fix their broken shot, and ultimately why the product connects so well with it.

1st Roadblock → Solution: Gain clarity on broken mechanics, L1 awareness.

2nd Roadblock → Solution: Understand HOW to work on their shot → L2 Awareness.

Target audience → L2 Awareness, know the problem of NOT knowing the solution to work on their shot, DON'T know the roadblock behind it.

Product

The product is a simple lead magnet that helps shooters with one of their major roadblocks; the fact that they don't know how to work on their shot in training to fix their inconsistencies.

Said roadblock is **manifested** in the fact that they are slow, unreliable inconsistent and easily blocked in-game shooters.

The product is a series of workouts (much like Vertshock but for shooting) that help them build consistency, speed and agility in their shot-making ability. This in turn fixes their roadblock about not being able to work on their shot effectively in training to yield better results and achieve greater performances, and tap into the dream state (and create a direct path to reach it) of becoming a quick and deadly accurate shooter in-game who can shoot from practically anywhere in the court, in any game scenario.

Niche

Of course, this niche is the **basketball shooting niche** as assumed.

Has the copy been tested?

Yes.

It yielded 35 comments and 335 likes.

About 20 entries to the programme I believe.

Actual Paid Product

The product is a detailed, specific and 1:1 online coaching aid and guide where the Coach focuses heavily on building the right foundation for the shooters' shooting performance, through first teaching them and making them aware of their BROKEN mechanics and SHOWING how those mechanics HARM their shot and WHY they are the real reason why they are extremely inconsistent and unreliable with their shot, breaking it down completely until the reader understands it.

Then he gives them SPECIFIC training, specific drills and practises where the client has to SHOOT and they have to do so thinking of their mechanics and if they are using the broken or good mechanics in their jumpshot. The coach will be on EVER step of their journey helping them achieve better results and fixing any little mistakes that they are making and stick with them all the time that they need, BUT the main USP of the programme, is it teaches the reader HOW to be aware of their jumpshot, and thus, they are aware of the broken mechanics and the

good mechanics, and whenever they use a broken mechanic, they can easily spot it and move to the RIGHT mechanic, giving them FULL Control of their jumpshot because, essentially, they can dictate what they want their shots to be.

Revenue

None.

The programme launched recently and the client has had no success in selling it, so I suggested a lead magnet to hype up the demand for his knowledge, gain some positive reviews and buzz on social media, grow his account wth the algorithm's commenting and engagement and upsell lead magnet readers on the back-end.

0 sales.

Metrics

I don't have any pictures to show as I don't have access to his Meta data centre yet, but the latest results are mentioned above.

But the source of attention is mainly IG and Tiktok, with more engagement and leads interacting on IG.

Personal Analysis

I think this piece of copy is okay, however, I have trouble assimilating my words to the Coach's language and think of my copy through the perspective of my readers, I have done way over 30-40 pages of market research yet I think the missing part in this copy is connecting it more with their own language and making it flow nicer and smoother as I think the outline is efficient and gets the point across, the problem is clear, the solution is highlighted and the product is presented to take advantage of that solution in a way that doesn't come across as salesy and pushy.

I genuinely desire to make my copy more readable and fun, essentially upgrading the experience as much as I possibly can, but I am unaware how to. I believe my best possible bet would be to deeply analyse copy in this niche that succeeds at that but I can't seem to find high-quality, vetted copy.

Do you have any ideas on how I can make the readability and experience better for my copy?

Thanks.

Links to social presence:

[IG](#)

[TikTok](#)

[Opt-In Page (where they are sent after caption)](#)

[Push Ups](#)

The Outline

I have stolen a very effective IG Caption from a Fitness Guru, *Brandon Carter* that I think gets the point across effectively and uses the **persuasion cycle** to maximise the desire, certainty and trust in the reader, without even selling a single time.

Here it is:

1 - First 2 lines (the preview line and second line of caption) Hook - Pain → Bribe

Here he taps into the painful reality that the readers are facing which in my case, would be the fact that they are constantly struggling to keep a consistent performance and reliable shooting with their current abilities.

Something is connected to the exact problem they are currently facing otherwise it won't work.

Then he gives a clear reason why they should stick on and read the copy which in this market, the writer has gone with the authority claim; I have a lot of experience with this.

But since I am talking to L2 people on passive attention, I can use this line to tease the contents of the copy and bribe them to say.

So for example, talk about how important the solution is.

2 - Connecting/Triggering Pains

Then the next 2 lines he connects with the reader's current pains and current state.

He cleary asks a question indirectly and challenges the beliefs of the readers.

This is something I could do with the importance of footwork and shot preperation to challenge my readers' beliefs.
And then he gives the truth and states the following criteria for who is struggling with these problems, essentially prepares the rader to hit him with a bullet points of the pains and current state.

❌pain 1
❌pain 2
❌pain 3

States the 3 major pain points of the avatar.

Which in my case would be:

- Missing shots and don't know why
- Don't know how to train in the gym
- Tired of seeing others get recognition for something they could do if only they knew how to train in the gym.

3 - Roadblocks

After these pains he connects the roadblock to it and goes with an if/then,

So even you're doing x right, it's possible that you're doing x wrong and hence why you're a bad shooter.

Sum like that.

Something that basically connects those pains to a specific law of nature that they don't know about or states back the importance of shot preparation and why that is their main roadblock.

4 - Credibility/Trust

Now he actually starts selling to the reader, and he starts by giving personal anecdotes and examples of the principles he is talking about.

And he is still subtly connecting with the TM on their painful current state.

I know many shooters who can knock down beautiful shots but struggle to do it consistently.

Sum like that,

And then he hits the reader with a;

That's why I've dedicated my life to helping x amount of people become dream state achieving x desire.

5 - CTA

Then he introduces the product in a simple and easy way.

If you want my help to become x dream state

Comment the word whatever to set up a free lead magnet with my team.

Bam.

Now ready to apply it to my instance.

The copy

Basketball ain't as fun when you can't consistently shoot.

Especially not when you spend hours fixing your shot and get the same wishy-washy results.

Plenty of shooters think that inconsistencies in their shot mean that they need to completely change their form,

But the truth is, making constant changes is the opposite of consistency.

❌If you're tired of making changes that initially feel right but feel uncomfortable and awkward shortly after,
❌If it's been days, weeks or maybe even months with bad days and continuous cold streaks…

It means you're stuck resetting your progression over and over, failing to build consistency because you aren't allowing yourself to build continuity with one consistent foundation.

But don't get me wrong.

Changes can and should be made. However, they should be done only when informed by a trusted coach or based on a change that is proven to directly fix a specific problem.

Now some players may be consistent in practice situations, but can't find that same rhythm and reliability in games

And usually, the reason why is that they lack the foundation for effective shot preparation in-game situations.

➡️📱So make sure to comment "SSS" for a free mini-program that will bulletproof your shot-making no matter the environment.

The IG Story

Hey Shooters,

If you're f struggling to be the consistent and reliable shooter every team needs and want some help with your shooting training…

I've just launched a FREE worksheet to help you build a quick, reliable and effective shot-making ability in a week's worth of training.

It's called…*"The Quick Sniper Work Week"* and you can find it below:

How To Use Advice

How can I use Thomas' advice to re-write this caption using the same formula, creating more desire and drive more readers to the lead magnet?

Well, through his comments I realised my outline and copy weren't hitting 2 things;

- ♦ <u>Desire</u>

The desire for the solution could have very easily been amplified effectively with a few extra lines and amplifications of their dream state.

I realise my ability to amplify desire and create a really strong *want* for the solution/product I am offering is lacking, and this could be a factor that stops my conversion rates as a lead magnet, something that is free usually relies heavily on desire and not so much on certainty or trust (while of course, it's still needed)

But the core lever I have to pull in these types of captions is the *desire* aspect of it. As the solution is free and they have a MILLION other places to get it from.

So…

How can I amplify desire based on Thomas' comments?

What tangible elements will I add in my copy next time to ensure I connect with the reader as much as possible?

Pain → Relief (amplified through contrast and future pacing)

This is something I will definitely use next time in the context where I reveal their roadblock and softly tap into the pains and bad experiences they are facing.

How?

Well, as I mentioned, after hitting their pains and their current experiences, revealing their roadblock and tapping into the bad outcome again…

I need to give them some sort of hope, some light on their problems just to increase their desire and get them to believe again, so have the motivation, hope and desire to act.

Also, I need to use Andrew's formula to build curiosity and create desire, this is the *allude specific info about something they care about*…formula.

It makes sense though, to connect with what they care about, what's top of mind and they will want to read it.

Then connect with their problems, show their dream state and give a solution to reach it…and you're golden.

- ♦ <u>Certainty</u>

One of the reasons why the certainty was not highlighted enough was because my CTA did not include specific aspects of the programme, and teased it by demonstrating it and connecting it to the dream state.

A simple line of benefits, and some facts about the specific workouts.

USE THE VALUE EQUATION to increase its perceived value.

Use time, effort, etc.

Demonstration of results + connecting to the reader:

"Focus on the outcome, and then go into the how.

No one really wants to train, they want the outcome, so hook them in with that, and then move into the how."

I need to start hooking readers in with the dream state and then providing the training blocks they are missing in their training sessions to get better.

And that's it.

That should be the last bullet that overrides the copy and makes them want to check.