

One-Legged Golfer Copy Project

Four Questions:

1 - Who am I writing to? Who is my avatar?

I am writing to A middle-aged investment banker named Ted Harris, Ted likes to play two or three games every weekend, he has 2 kids a boy and a girl under ten. He has been golfing for about 5 years now but is still only okay at golf but would love to improve his skills and show up to the guys he goes golfing with.

2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel?
Etc

Ted is struggling to get his handicap any lower than 15. He feels embarrassed as the other guys are getting under the 10s for their handicaps. Ted just found my ad and is about to sign up for the email list.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want Ted to get on the email list and be sitting there excitedly waiting for the next email every week. From there, I want Ted to feel the free value in the emails and want to sign up for the "Triple Coil Swing" course that is offered in email 5.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What steps do I need to guide them through to take them from where they are now to where I want them to go?

Ted remembers the feeling of envy when he plays golf with the guys, that's why he clicked on the ad and landed on my landing page, from there I want him to feel hope that he will be able to finally change his handicap and take his golfing to the next level, so he signs up to the email list and learns new free information every week, then I want to push that pain lever again and get him to sign up to the online course "Triple Coil Swing"

The steps would be, to show Ted his dream state, tell him what he will get out of the weekly emails, then push the pain lever about being around the guys who are doing better than him, and then set him up with the solution. Get him on the email list, and send him value and sales emails.

My Analysis...

I feel as though my copy is too wishy-washy and happy-go-lucky, I do not know how to push the main points without losing the enthusiasm in the writing.

Its main weakness is the balance between giving enough information for the emails to make sense but short enough to not lose the reader's attention, or lose the main point of the story. I think I can improve this by focusing on the main point of the story and removing all the useless information.

Maybe the other weakness is not using HSO-style emails more. I could improve this by utilizing the "One-Legged Golfer" name as it sort of leaves room there for a whole bunch of stories where the tips and tricks could be incorporated into these, and then maybe have a summary at the end with all the main tips and tricks that were learned in the story.

Opt-in page mission

One-Legged Golfer gives away
The 5 Secrets to Add 50 Yards
To YOUR Drive E-Book!

★ 50-page E-Book - 5 Secrets to a Better Drive!
★ Add 50 Yards to your drive Overnight!
★ Five Secrets Never Told Before
★ + 200% More Explosive Power almost Overnight
★ Wipe a pile of Strokes off Your Next Round

✉ 100% Secure - We Like Our Privacy Too! ✉

Email:
Nickname:
First and Last Name:

Instant Download Your E-Book on the next page!
First 50 people to download receive a special gift!



One-Legged Golfer gives away The 5 Secrets to Add 50 Yards To YOUR Drive E-Book!

- ★ 50-page E-Book - 5 Secrets to a Better Drive!
- ★ Beat Your Golf Buddies with PAR after PAR
- ★ Your Handicap - Double to Single Digits
- ★ + 200% More Explosive Power almost Overnight
- ★ Wipe a pile of Strokes off Your Next Round

 100% Secure - We Like Our Privacy Too! 

Email:

Nickname:

First and Last Name:

Instant Download Your E-Book on the next page!

First 50 people to download receive a special gift!

EMAIL sequences to go with...

SL: Your Golf skills are about to rise PAR after PAR ... {E-book inside}

Dear Ted

Welcome Fellow Golfer!

You made a decision today that will level up your golf game for life and put you in the ranks above your golf buddies!

Over the next few weeks, I will be sending you the following;

- Tips and tricks to improve your overall game
- Strategies to use to get out and stay out of the sandbar.
- We will Expand a little on “The 5 Secrets” from the E-book
- The fastest way to absolutely WOW your friends at the next 18 holes!

If you have any questions or want us to cover some specific subjects then please reply to this email!

Yours Sincerely
The One-Legged Golfer

Ps. Since you are one of the first 50 people who signed up, I've got a special treat for you!

[{LINK TO FREE VALUE}](#)

Week 1

SL: Golfers who Improve every week are reading this...

Hello, Ted

Are you ready to level up your golf game for life?

Did you read your Free E-book? If not here's another [LINK](#). Just in case you lost it! I don't want you to miss out on the value, plus you'll need it for the emails we have coming soon!

Now, Here are some simple tips to help get you back to the basics! Remember your Golfing Foundation is what supports your Overall score, and how close to PAR you get.

Focus on Fundamentals:

Solid fundamentals are crucial in golf. Pay attention to your grip, stance, and posture. A proper grip and stance contribute significantly to a consistent and effective swing. Regularly check and reinforce these basics to improve your overall game.

Practice Regularly:

Consistent practice is key to improvement in golf. Dedicate time to practice your swing, short game, and putting regularly. Consider spending time at the driving range to work on different aspects of your game. This helps build muscle memory and enhances your overall skill set.

Course Management:

Golf is not just about hitting the ball as far as possible; it's about playing smart. Learn to assess the course, understand your strengths and weaknesses, and make strategic decisions. Proper course management can help you avoid hazards, make better shot selections, and ultimately lower your scores.

Focus on Short Game:

The short game, including putting, chipping, and pitching, often has a significant impact on your score. Allocate time during your practice sessions to hone your skills in these areas. Improving your short game can save strokes and make a substantial difference in your overall performance.

Stay Mentally Tough:

Golf is as much a mental game as it is physical. Develop mental toughness by staying focused, maintaining a positive attitude, and managing stress on the course. Shake off bad shots and concentrate on the next one. Visualisation techniques and pre-shot routines can help keep your mind in the right state for optimal performance.

Over the next few weeks, we will discuss some strategies to improve your overall game!

Until then, Happy Golfing!

Yours Sincerely
The One-Legged Golfer

Ps. Here's a sneak peek at the strategies we will talk about in the next few weeks! [{LINK TO FV VIDEO}](#)

Week 2

SL: Golfers Who Change their Strategies are changing their games!

Good Morning Golfer!

Did you swing better over the weekend?

How was your overall experience after some small alterations?

No Change? That's okay, not all of us get it on the first try!

I'll give you a little hint. The fastest way to shock your friends at the driving range is to add some flair into your shots, like hitting a high and soft flop shot or executing a controlled punch shot.

Now go out there and make an impression that will be remembered for a long time!

Yours Sincerely
The One-Legged Golfer

Ps. Reply with the changes you implemented and the results you've acquired!

Week 3

SL: Big Changes are Required for Better Results!

Hey Ted

I would often wonder why I could never get my Par below the 10s

I tried Swinging with more force, standing taller to get more swing on the Tee, and even doing the little "grab some grass" to check the wind speed before I swung to see if that would make a difference.

Well, I'll tell you now none of them worked.

Then One Day I was on the range and I saw this smart-looking guy tell everyone exactly where he was going to put his golf ball, and as he swung, the golf ball just floated through the sky like it was being controlled by a remote and landed with-in 20 yards of where the guy pointed!

I was amazed at how precise he was I watched him do two more then He left to head inside for a drink.

I set myself up and started to do my practice swings, and before I knew it I was out of golf balls

As I was getting another bucket of balls the same guy from the driving range came and stood next to me, he asked for his next bucket and was heading back out. As we walked together to the driving range I asked him how he does it.

Well, we ended up standing there for an hour while he told me all his secrets to his swing!

This guy even named his swing, he calls it the “Triple Coil Swing!”

Since that day my swing power has improved by 200% and my accuracy has improved by 500%

Our next email will contain a link to a secret product I have made that explains how to achieve a 20-yard accuracy and 200%+ more power in a matter of weeks!

Imagine going to your next game and landing your golf balls within 20 yards of the Hole!

Imagine getting your Par below the 10s!

Well, it's highly possible with this new secret information we have put together!

Yours Sincerely
The One-Legged Golfer

Ps. It is so Secretive I can **only** keep the link open for **24 hours!** So make sure you are ready!

Week 4

SL; The Secret You've been anticipating!

Hey Ted, the future champion Golfer with bragging rights among friends!

Last week we told you about some new secretive information we found out about the perfect Golf Swing that gets a 20-yard accuracy rate!

We teach you how to improve your swing by 200%+ More Power

and How to get pinpoint accuracy (within 20 yards)

Well, here's the [LINK](#) that will **Level UP** your golf forever!

You will not be the same after this!

Your friends won't recognise this new you!

Remember it's only **OPEN for 24 Hours!**

Yours Sincerely
The One-Legged Golfer

Practise Facinations for Email subject lines...

Your golf skills are about to rise above the many... {E-book inside}

Your golf skills are about to rise above your buddies...

Your golf skills are about to blow your friends out of the water!

Your golf skills are about to

Your golf buddies don't know what hit them!

Your golf buddies lost to you for once because of this...

Your golf buddies don't stand a chance against this E-book

Beat your golf buddies into submission once and for all with this Ebook