

Retargeting ad - Mentorprogram #1

Winner's Writing Process

What specific business objective am I seeking to accomplish? Why is it important?

- I am trying to get more people to order her Mentorprogram. It is important because it's her highest ticket program.

What part of their online presence/funnel is needed to accomplish this business objective?

- Paid ads on Facebook and Instagram.

Who am I talking to NOW?

- Females between ages 25-55.
- Average income level in Norway - \$3k - \$4k.

Where are they now?

- Current state
 - Stressed and overwhelmed because of hectic everyday life because they have very little time for themselves.
 - They have low self-confidence and don't feel steady mentally.
 - They feel like their standing in a imbalance and uncertainty.
 - They feel a lot pressure because of other's expectations of them.
 - They are afraid of taking brave choices that can give them a happier and more meaningful life.
 - They don't trust themselves.
 - They've had a lot of previous wounds and traumas that are yet to be healed.
 - They have a lot of negative thoughts about themselves, very critical about themselves and a bad self-image.
 - They feel like they're not good enough or smart enough.
- Dreamstate
 - They are growing in every aspect of in their life and feel more braver and and safer.
 - They know they have a power inside of them, they just need to find it.
 - They've created more time for themselves in their hectic everyday life, making them feel more happy, relaxed and less overwhelmed.
 - They feel more confident in their selves.

- They have clear answers about themselves and their own mind and happiness coming from their hearts.
- After a long journey they've finally found their own magical "power" as a woman.
- When they are brave they feel confident in themselves.
- They trust themselves in a way they previously never did before.
- They feel like they've grown and improved themselves in the spiritual area of their life.
- They feel more calm and have more faith in the process they're going through.
- Roadblocks
 - They don't have a person or a group of people in their lives that can help them.
- Mechanism/solution
 - The mechanism/solution is to meet other women in the same place as them and help and motivate each other to improve their lives.
- Objections
 - It's too expensive.
 - I'm not a social person.
 - I'm not good at talking to other people.
 - I don't have enough time, I'm too busy.
 - I don't know what hypnotherapy is.
- Market awareness - stage 2 problem aware.
- Market sophistication level 5 - experience play.
- Levels
 - Pain/desire - Fairly high
 - Trust in idea - Moderate
 - Trust in business - low - don't know them.

Where do I want them to go?

- Stop the scroll
- See the add.
- Visit website/landing page for program.
- Buy the program.

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

- Stop the scroll
 - Headline connected to desire and in as little time as how it can be achieved in as little time as possible.
- See the add.
 - Connects solution to pain they're experiencing.

- Connects solution to desire they have.
 - Connects solution to product and how it can be achieved in as little time as possible.
 - Presents what reader will learn and credibility boost.
 - Desire mixed with CTA.
- Visit website/landing page for program.
 - Buy the program.



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Learn the powerful tools to help you navigate life's challenges... in as little as just 12 hours!

Whether there's a specific emotional block you want to overcome right now...

Or you want to equip yourself with the tools and techniques to support your personal growth and ongoing transformation...

They can all be learned in just 12 hours in my brand new and exciting Foundation Certificate in Hypnotherapy.

I'll be teaching the most powerful techniques and insights at my disposal, developed throughout my three decades as a hypnotherapist.

Learn to harness the power of your mind for profound transformation in every aspect of life 🗨️

[Click to learn more.](#)

DRAFT 1

Are you a woman that want to stand firmer in yourself by only spending 30 minutes a day?

Whether it's being overly self-critical...

Or wanting to equip yourself with the strategies to grow your confidence and happiness...

Then all you have to do is find a mentor that can show you how.

When you have a mentor who's overcome all the mental blocks and traumas you're feeling right now...

Boosting your self-confidence and feeling part of a community that can hold you accountable becomes a breeze.

Which is exactly what you'll discover inside the Mentorprogram.

In the program you'll meet like-minded women who will surround you to motivate and cheer for each other.

And with doors closing at 12 pm and only 9 spots left, you definitely don't want to miss this!

If you're serious about being able to stand firm in yourself, becoming happier and more confident...

Then click "Learn more" now!

Norwegian version

Er du en kvinne som ønsker å stå stødig i deg selv ved å bare bruke 30 minutter om dagen?

Enten du sliter med å være altfor selvkritisk...

Eller ønsker å utstyre deg selv med strategiene for å øke selvtilliten og finne mer glede i hverdagen...

Så er det bare å finne en mentor som kan vise deg veien.

Når du har en mentor som har overvunnet alle negative tanker og traumer du føler akkurat nå...

... Blir det mye enklere å bygge selvtillit og finne et fellesskap som støtter deg.

Det er nøyaktig hva du oppdager i Mentorprogrammet.

I programmet møter du likesinnede kvinner som vil motivere og heie på deg.

Og med dørene som stenger kl 24 i kveld og kun 9 plasser igjen, vil du definitivt ikke gå glipp av dette!

Hvis du er seriøs om å kunne stå stødig i deg selv, bli lykkeligere og mer selvsikker ...

Klikk "Finn ut mer" nå!