

WWP full walkthrough notes

write down business type (a.k.a. chiropractor), business objective (a.k.a. ppl to sign up for the workshop), and part of the funnel (a.k.a. email newsletter)

the problem is that the people stop coming in, we have to address that - if they stopped coming because of X, and X is not fixed, it will continue happening and we did nothing.

identify WIIFM (whats in there for me), what do they want, what is their roadblock, what is the mechanism that can solve it

what your product do? just get them to their dream state? or make it faster, easier, fun, and joyful?

define their current state, what they dont like now, what do they hate?

then get clearly whats their dream state, where do they want to go?

correct me if im wrong, but all that's marked in red - can be answered by market research

MARKET AWARENESS AND SOPHISTICATION -

go to find their awareness level - go to the chart of "market awareness", think about your customers, what they know? what they dont know?

then after getting the right one, (a.k.a. problem aware, were gonna show them a deeper problem and give the solution.

KNOW WHAT YOUR SELLING.

go to find their sophistication level - go to the chart of "market sophistication", find the best fitting stage that the market is all about.

1 and 2 is probably wont be, but the best place is 3, which by being in stage 4,5 you can go back, find a new mechanism and get to stage 3.

THE 3 TOWERS -

pain/desire tower (how much they are in pain. belief in the idea tower (how much do they believe the idea would actually work for them) and authority and trust (how much they trust the company/ person).

cover where they are physically (scrolling on IG, reading emails, TIKTOK, FaceBook?

WHAT DO YOU WANT THEM TO DO???

write down the WIIFM, click on notification or open the email, essentially whats the goal?

now, fourth question - were starting with the outline, saying what need to be done

Ex: show them a reason to attend the workshop

- amplify the desire
- push in their pain
- get them curious
- slip in a bit of authority
- CTA

BOOM

now for the first draft, were gonna use AI -

dont just ask the simple prompt (GiVe Me pLeAsE a WhOIE IAnDiNg PaGe)

but start chatting like a normal conversation, tell your objective and ask what info he needs to craft it as effectively as possible.

copy his response (the info he needs from us), can throw it into a Brand new Google doc and start answering

then give him the order at the end, tell him more than 1 variation and POOF, he just sent you a free draft go over it and see if it looks basic

pick a draft you love, keep tweaking it with chatGPT, telling him some SPECIFIC things to change and enhance

another way to tweak it, is to copy paste into a google doc for example, find a place where the quality is bad and tell chatGPT to make 837645 variations (not that many tho :) OF THE SPECIFIC PLACE.

Ex: "chat GPT, give me 43 new versions of the headline, the goal is to get people to open the email"

(you can get him to work on the subject line, such as above, and work on the curiosity bullets - till hw finished with the subject line)

most times you can break the paragraphs to make it look better and easier to read

what you dont tell chatGPT to do, you will do afterwards.

Matching Every part of your copy to the customer's internal self-dialogue

basically Andrew told this student his problem:

this student haven't considered the reader's questions, and how to connect RIGHT e=when they get to the landing page/website.

he showed him that with one element he connected it good enough, with another almost, another at the bottom, other almost there too -

the problem is that he started the landing page experience from what HE think they will be, and not what they will actually be