

- Winner's Writing Process - Landing Page Aikido -

Before you read, here's the ad I'm using to get them on this page (you can leave a few comments on there if you see something):

<https://docs.google.com/document/d/1MnBSeSTyPab-SvfsSsI9HkcR3ugX9wWLx0QtqifeS0M/edit?usp=sharing>

1 - What specific business objective am I seeking to accomplish with this project? Why is it important?

I want the target market to go from the ad, then fill out the form to go on a call with my client, and then go on the landing page and purchase a family protection trust. This is important so that they get a protected house and have the peace of mind that they will allow their family to inherit their home.

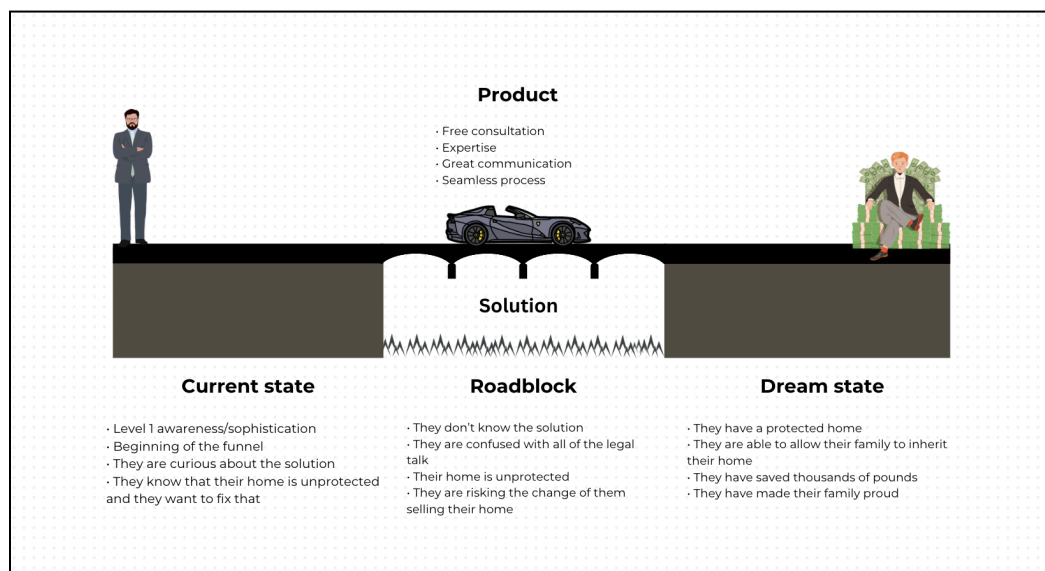
2 - What part of the online presence/funnel is needed to achieve this business objective?

They have just come from a paid ad and now we are going to be working on a landing page.

3 - Who are you talking to?

I am talking to a person (man or a woman) aged 55+, from the United Kingdom who goes about their average day and works a normal job. They have recently discovered their home is unprotected from financial issues (mostly care fees) because I ran a paid ad targeting a level 1 awareness target market. They are still product unaware (level 2). They will go on a call with my client to get informed and sold on a Family Protection trust, which will prevent their assets from being taken away from them if they have some financial issues.

Here are the target markets current states, dream states, and other information:



^^^ **Product:** Family Protection Trust. (client's unique selling point beneath 'Product')

Solution:

Avatar

1 - Name, age, face

Their name is Elane and she is 60 years old. She has brown hair, starting to age a little bit, and she is getting a few grey hairs.

2 - Background and mini life story

She has lived a normal life, and she has been working for most of her life. She has just recently retired and now she has been taking family time more seriously and she cares about family time a lot now.

3 - A day in the life

They typically wake up, have a warm drink, go shopping, (lives a typical old person's life) and then just call people in their family to ensure they are okay. They like to talk and catch up with their family members so they don't lose touch as they love and care about them.

Where are they at right now?

They are at the 2nd stage of the value ladder, they are still product unaware as they don't know anything about Family Protection Trusts, and they don't know how to protect their property. They have been informed in the ad that they have a problem about them being forced to sell their home because of care fees.

Market Sophistication

Step 1 - My target market is at level 1 of the market sophistication spectrum

Step 2 - Once competitors begin to catch up to our level 1 market strategy, move to level 2

Market Awareness

We need to catch their attention and then reveal their hidden problems/needs/desires.

To do this, we are going to do the following:

- Announce an external threat that they are unaware of
- Show them the 2nd order threats from not solving the hidden problem

Steps to have a successful marketing campaign

Step 1 - They are at the 2nd part of my funnel, meaning we are talking to them for the 2nd time as they have just come from the paid ad, and now they are on the landing page.

Step 2 - The reader is now at level 2 of the market awareness graph.

Step 3 - We need to get them from level 2 → level 4 on the market awareness graph (my client will get them from L2 → L4 of the call)
