

The 4 questions:

Who am I writing to?

I am writing specifically to women who just got engaged and they're looking for all the stuff to do their wedding party (venue, decorations etc)

Where are they right now?


Right now they're looking over internet, asking their friends, or thinking about how they could make this work (Remember Andrew/Captain that this is a huge day for girls and it's something very emotional, I mean ITS THEIR WEDDING PARTY)

Where do I want them to go?

I want them to go click the link in my ad to then opt-in on my landing page

What are the steps between where they're right now and where I want them to go?

Them seeing the ad, stopping to read it, feel Intrigued to get more information, click the link

ATTENTION: This information  is about the complete funnel, in this document I'm specifically reviewing my fascinations to improve on my skill to write them and that's why you'll only see fascinations. (Which are just a part of the complete funnel) (I say this because maybe you could get confuse with thinks like I want them to click on my link and instead of you seeing an ad you see fascinations)

In case it was needed to be super specific I'll do the 4 questions again but only about this fascinations

The 4 questions:

Who am I writing to?

I am writing specifically to women who just got engaged and they're looking for all the stuff to do their wedding party (venue, decorations etc).

For you to have a better deep understanding this women are SUPER STRESSED ABOUT EVERYTHING, if this will be like they thought about in their heads, flowers, venue, food, music, dress, if the guests enjoyed, something going wrong etc. They're super stressed because they want the perfect night. (Just imagine taking care about something that's so important to you and that everyone will see, it's a deep feeling, now imagine you're girl and you're more emotional etc.)

Where are they right now?

Right now they're looking over internet, asking their friends, or thinking about how they could make this work (Remember Andrew/Captain that this is a huge day for girls and it's something very emotional, I mean ITS THEIR WEDDING PARTY)

Where do I want them to go?

I want them to go read the rest of the copy (this are just the fascinations that work as a title)

What are the steps between where they're right now and where I want them to go?

Them seeing the fascination, getting really intrigued (because we activated their interest) and them going to continue reading.

My own analysis

(I wanted to ask you guys that if something of my analysis isn't good or I'm incorrect please let me know)

My own analysis is that when I talk about probabilities this sound like too much fact/science for something that's more emotional but I kind of like them so I'm not so sure.

Number 4 I feel like it sounds to salesly (in general I think that *are you* sentences sound very salesly, I feel like then it comes a *then this is for you* sentence) I feel that most of them kind of miss this thing that makes the reader feel that whatever they'll get it's something that's true and not like scammy, I think I must do something to make them be more trusty

Roadblock/solution

The main roadblock this women are experiencing is that they just don't only need to see their dress venue etc, but flowers, booze, music, snacks, food and a bunch of stuff

And the solution is a wedding planner, which we are NOT but our venue has that included in the prices so we take care off all that

Also, important to say that this people already know they want/need a wedding venue, so I'm not so sure about how I should approach this people that we just need to persuade to choose us instead of convincing them about needing the product

Reps

<https://rumble.com/v43mgcf-aikido-.html>

- 1- The only detail that caused the perfect wedding to end with upset guests shouting, "It's the worst wedding I've ever been to."
- 2- The three tricks that the best wedding planners are applying to ensure that their weddings have no flaws.
- 3- Danger! If you don't apply these 3 secrets for your wedding day, the chances of something going wrong exceed 89%.
- 4- Are you afraid that something might happen on your wedding day and want to ensure that everything goes perfectly?
- 5- If you start organizing your wedding by applying these 3 secrets, the chances of your wedding being successful are over 93%.
- 6- Once you ensure this simple detail for your wedding night, you won't have to worry about anything else.

- 7- The fastest and safest way to ensure that nothing will go wrong on your wedding day.
- 8- The true way to have the perfect event and how to ensure its success.