


WINNER'S WRITING PROCESS

Push-ups -

MARKET RESEARCH:  MARKET RESEARCH (Client Website)

ACTUAL COPY FOR REVIEW:



What I am doing: I am creating ads for my client. My aim is to direct the reader from the ad to my client's website.

EE HERE (click) - [my personal analysis of my copy](#)

(I have not tested my copy yet - I want to get it reviewed before I send it live)

 **What specific (measurable) business objective am I seeking to accomplish?** 

- a. I am aiming for at least 10 people to buy my client's course in the first month - which will generate over R10 000

 **What part of the funnel is required for this business objective to be achieved?** (What marketing asset is this winner's writing process focused over?) 

- a. The Ad funnel (directing the audience to the website)

  **What is this business model or niche?**  

- a. Trading courses/ Forex trading. (Financial niche)

 **Who am I talking to? (Avatar)** 

- a. Name: James
- b. Gender: Male
- c. Age: 20
- d. Occupation: Working as a data entry clerk at an accounting firm
- e. Geographical Location: Johannesburg, South Africa

f. Image:



Where are they now?

- a. **Where are they physically?** (Where will they first come into contact with me/my brand?)
 - i. They are scrolling on instagram, doing their usual thing.
- b. **Current Painful State (all the customer language you gathered from your research):**
 - i. They currently don't have as much money that they would like.
 - ii. They are afraid that they won't be able to provide for their families

- iii. "I ended up getting a job I hated. I wasted years of my life in a job I hated and getting high."
- iv. "the alarm clock is controlling me"
- v. They feel "trapped" in a life they don't enjoy
- vi. "I knew what my goals were but it all seemed unattainable."
- vii. They are frustrated that they have goals and aspirations but just can't bring themselves to achieve it. Perhaps they think it's impossible and "unattainable", perhaps they think it's too risky. Perhaps they don't know where to start or don't understand how to get there.
- viii. "I've been trading for 4 or 5 years but only after I started trading with Rayhaan then my trading actually improved"
- ix. "School getting in the way, so no time to trade"
- x. "I have trouble finding consistency with the trading strategy"
- xi. "Going to college did not help me figure out who I am or what my dreams were; it only took my precious time away from me and left me in suffocating debt and more confused about my life than ever."
- xii. "I started to smoke weed. A lot. Like every day. It became an addiction that helped me escape from my hardships."
- xiii. They are also embarrassed because they have been trading for so long and still haven't made any profit/progress. They might think they are not smart enough for trading or that trading is not for them.
- xiv. "I want to get into the world of trading. I have a very basic idea about the stock market and how trading works but I don't know much about candlesticks, chart patterns, strategies, technical analysis, mindset etc. I watched a few videos on youtube but I am not able to find any structured plan or order in which I should learn things. If I watch a candlestick video, then they talk about chart patterns and if I watch a chart pattern video then they talk about analysis so it gets really complicated.

So I would really be grateful if you guys can suggest to me the correct order in which I should learn things so that it's easier for me to understand. I would be really thankful."
- xv. "I have been trying to figure out how to trade and what trading is for months now. I can't seem to figure out what is"
- xvi. "I wasted years of my life in a job I hated and getting high"
- xvii. Bad trading strategies that's holding them back
- xviii. "Busy life/No time." They have school/exams/job that is taking their time
- xix. "School getting in the way, so no time to trade"

c. In 1 sentence what is the pain they are running away from?

- They are running away from the pain of living a life of restraint and insignificance. They are running away from the "normal" life. They believe forex trading is the best way to attain generational wealth because of what they see online. They don't want to be

stuck in a perpetual loop in a job they “hate” and a life without goals and purpose

d. Desirable Dream State (all the customer language you gathered from your research):

- i. They want to achieve financial freedom and move towards a life of wealth and adventure.
- ii. They want a life of freedom, a life of adventures and happiness, not having to worry about paying bills and living paycheck-to-paycheck
- iii. They want to be geographically free (Trade from anywhere in the world)
- iv. They believe they are destined for more in this life.
- v. They want a “complete blueprint on trading”
- vi. They want to impress their family and friends
- vii. They would feel “free” and they would be able to do anything they want.
- viii. They want to quit their job and become financially free with trading.
- ix. They want to make an “investment” into themselves and build themselves
- x. They want to be “confident when making trades”
- xi. They want “clarity + confidence + results in a community” so that they can see what is possible
- xii. They want a “straight-to-the-point course”, cutting out all the bs
- xiii. They want “safe, easy-to-understand”
- xiv. “I made the investment in myself and it was the best decision I’ve made”
- xv. They are looking for a trading course that is: “simple, informative, easy-to-understand, full of facts and doesn’t waste your time”
- xvi. “A clean and simple way of looking at the market”

e. In 1 sentence what is the dream state they are running towards?

- They seek a life of purpose and significance. They want to feel “free”. They want to experience the good things of life and provide for their families. They want to make an “investment” in themselves.
- They believe Trading is the best way to achieve financial success because with trading you can work from anywhere in the world. You are not tied down by location.

f. Where are they in the funnel right now?

- i. They are scrolling on instagram
- ii. I want them to see the story/post on instagram
- iii. Take an interest (become intrigued of what we offer)
- iv. Click the link
- v. Go to website
- vi. Read through website
- vii. Decide to try out 1 of our courses

g. Problem/Roadblock (what's stopping your market from living their dream state?):

- i. They don't have any skills that they can use to generate money.
- ii. A lack of knowledge on how to become financially free
- iii. They see trading as an option to achieve financial freedom but they don't know how to trade
- iv. They try to make money but they fail due to a lack of skills in any sector
- v. They try to trade but fail due to a lack of skills and knowledge of trading
- vi. By trying to trade on their own, they make mistakes due to a lack of knowledge, which results in them losing money and causes them to lose faith in achieving financial freedom with trading.
- vii. The people that reached the dream state did so, by mastering the skill of trading because they had access to resources, information, and a mentor. They had help
- viii.
- ix. Knowing about trading but failing to execute in a proficient way
- x. Failing to understand how the markets move and what everything means (how everything comes together)
- xi. They don't know how to come up with a trading strategy they're confident in
- xii. They are not confident when making trades (They doubt themselves and their strategy)

h. Solution (the unique mechanism that will allow your market to go to their dream state):

- i. Learn the skill of trading, Master the skill of trading so they can use it to achieve financial freedom.

i. Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):

- i. Master Trading in a straightforward method that helps them achieve financial freedom much easier/quicker than doing it by themselves

j. Products weaknesses and strengths:

- i. Strengths
 - 1. The product offers a 5 day money back guarantee if customers are not happy with the programme. This helps to lower the perceived cost, and it increases the trust in the company.
 - 2. The product is lifetime access which also lowers the perceived cost.
- ii. Weaknesses
 - 1. The product costs a lot (but we have a low ticket item to give readers another option)
 - 2. Not many people know about the brand
 - 3. The brand is still relatively new.

k. Awareness (highlight one of the available options below with **yellow**):

- i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
- ii. **Level 2 (Problem-Aware):** Call out their problem then offer solution
- iii. **Level 3 (Solution-Aware):** Call out known solution then offer product as best form of solution
- iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

l. Sophistication (highlight one of the available options below with **yellow**):

- i. **Stage 1 (First to Market):** Make a direct claim
- ii. **Stage 2 (Second to Market):** Make a bigger or better claim
- iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
- iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
- v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

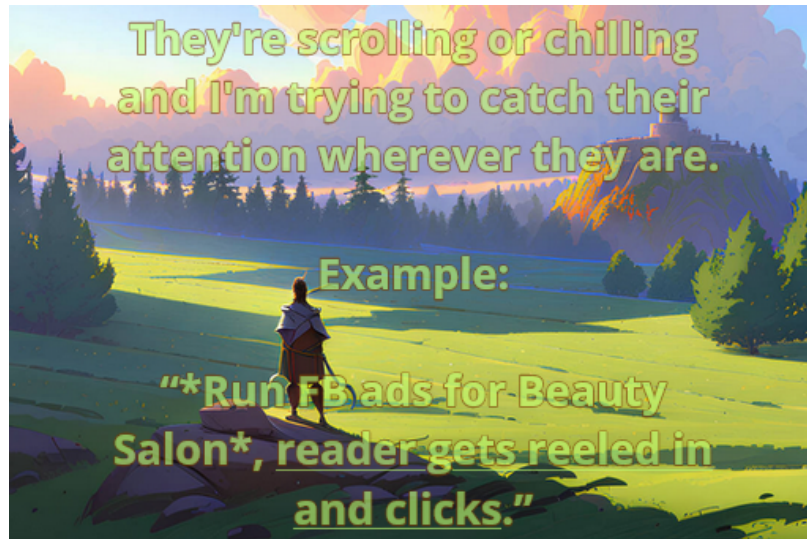
m. Current desire (What outcome are they hoping to achieve?)

- i. 3/10
- ii. They are hoping to learn the skill of trading in a simple way so that they may become profitable traders and live "free"

n. Perceived cost (What are the costs involved for the action you want them to take?)

- i. The cost of time/effort is high. They must leave their instagram scroll to go read about trading on a website.
 - ii. The cost of buying the trading programme is high as well. Most people don't have R1200 to spend in an instant
- o. **Current certainty/belief in the idea/product** (Do they believe the idea/product will work?)
 - i. 3/10
 - ii. Their belief in the product is fairly low, it's the first time they are seeing it.
- p. **Current trust in your company/person** (Do they trust/like the person/company selling to them?)
 - i. 0/10
 - ii. It's the first time they are seeing this person/brand
- q. **Three Pillars** (Finally - movable "Will they buy/act?" Canva diagram where you're with EDITING access 🖱️🖱️🖱️)

https://www.canva.com/design/DAGFs2mHCr8/nLYB-rjj8Hd7N_xA8M5W7A/edit?utm_content=DAGFs2mHCr8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- r. **Type of Attention** (pick the appropriate and delete the other)
 - i. **PASSIVE** - Use evolutionary triggers to stop their flow and arouse their attention, connect with existing desire or solution or product, continue with the persuasion.



🚩 Where do I want them to go? (Actions I want them to take throughout my copy) 🚩

- Identify perceived costs they might have
 - Identify Certainty and Trust thresholds as well
 - And any objections they might have about your product
-
- a. See an ad about our trading programme.
 - b. I must catch their attention with something interesting/ different from their feed
 - c. They must become intrigued.
 - d. I must increase their curiosity by using fascinations and other mechanisms
 - e. They must feel the desire to learn more and click the link for our website
 - f. Read Through website/catalogue
 - g. Feel the desire to learn trading so they can become financially free
 - h. Understand that our course is the best chance they have to learn the skill of trading
 - i. Develop a trust towards our brand so they believe we have their best intentions in mind.
 - j. Finally I want them to either decide to purchase the course right then OR join our free whatsapp group where I will close them

Objections they might have:

- I don't want to leave my instagram scrolling to go and learn about trading
- I don't need a course to learn trading, I can just watch youtube videos
- How can I even learn trading and compete against all these professional traders?
- What if I lose money?

- What if I can't do it?
- I don't have time, school/university takes a lot of my time

What steps (experiences) do they need to go through, to go from where they are to where I want them to go?

- How do I get their attention - Create an ad/post that intrigues the reader and creates curiosity so they have no choice but to click the link
 - How will I increase specific levels - Create so many unanswered questions that the desire becomes so much they just have to find out more.
 - How will I bring down perceived costs and thresholds - By increasing the pain and desire throughout my copy.
- I must capture their attention through instagram stories/posts
 - They must see story/post - get captivated and want to find out more
 - Click the link and go to website/catalogue
 - Go through website/catalogue and feel the desire to learn more (curiosity)
 - Feel the pain of not achieving financial freedom
 - Feel the desire to achieve financial freedom
 - Become curious about what we offer and how we teach trading
 - Believe that our way of teaching trading will work
 - Trust the brand and trust that we will deliver on our promises
 - Decide to purchase course/ Join free whatsapp group
 - Decide to take action due to curiosity and an urge to change their financial situation

Complete funnel:

- Readers will see an ad (from one of our affiliate instagram influencers)
- Click the link and get taken to the website (google doc)
- Read through google doc
- Click CTA - it will take them to a whatsapp chat where we will close them there
- OR they will click the link to join the free whatsapp group - where we will send free content and lessons on trading to increase their trust levels in us so that we can close them at a later stage.

 **Copy Format? (DIC/PAS/HSO)** Highlight the appropriate format in **yellow** 

- a. **DIC**
- b. PAS
- c. HSO

4U **Headline/Subject Line 4U's Formula:** **4U**

- ☐ Urgent
- ☐ Unique
- ☐ Useful
- ☐ Ultra-Specific

 **ACTUAL COPY/ASSET:** 

 **LUA catalogue/website**

(Let your creativity roam free! This is a rough, first draft.)

My personal analysis of my copy:

EVALUATE & REFINE PROCESS

(Ask yourself specific questions about EVERY single phrase/line)

Jason's Method

1. What is the objective of this piece of copy/marketing asset?
2. What am I, the writer, doing to accomplish this objective? Why does it work? How could I do it better?
3. What mistakes am I, the writer, making that keep me from accomplishing my objective? How can I fix these mistakes? How can I keep myself from making these mistakes in the future?
4. What would the reader ***feel*** reading this piece of copy OR sentence?
5. What bootcamp lessons are at play? What other bootcamp lessons can I, the writer, include to make the copy more successful?