


# Lead Magnet Discovery Project

## 4 Copywriting Questions

### Who is reading your copy?

Mostly women from the age of 18-30.

Avatar:

 Avatar Dating+Relationship Niche for Women

### Where are they now?

Have not their dream life in order, especially when it comes to romantic relationships.

Have past traumas or bad experiences from previous relationships, or know people who have.

Insecure about leaving their partner.

Don't know personal examples or from close friends or relatives that have a successful relationship.

Struggling with negative self-talk and past behaviors.

Addicted to toxic relationships.

Addicted to chaos in a relationship.

They don't feel admired, appreciated, respected, or loved by their boyfriend.

They feel that her relationship is more of a burden, a cage that keeps them in their current situation.

They have thought about breaking up several times, but always remind themselves of the good moments, especially in the first 3 months.

They are escaping their anxiety, especially after a dispute, by scrolling through social media.

Confused because there is so much advice out there and so many opinions on the subject.

### What is the objective of the copy? What do I want them to do?

Get the Lead Magnet by opting in to the email list.

## **What steps do they need to experience to take action?**

Get their attention.

Amplify their pains and desires.

Build trust, rapport, authority and credibility

Optin for the Lead Magnet using a highly 'perceived' value content offer

## **Awareness and Sophistication**

### **What is the mass desire that creates this market? (Which we have already discovered.)**

Get out of their bad relationship or improve their existing relationship with their boyfriend.

### **How much do these people know today about the way your product satisfies this desire? (Their State of Awareness.)**

Are they aware of their roadblock?

No - But I tease it in the lead magnet copy.

Are they aware of the solution?

No - But I tease it in the lead magnet copy.

Are they aware of my product?

Yes, Alicia knows about dating and relationship coaching. However she is confused about the perceived complexity of the subject.

She is skeptical if the advice of others can apply to her situation.

Where are they in my funnel?

Alicia is scrolling through TikTok and my client's content pops up as recommended content, or she already follows my client.

### **How many other products have been presented to them before yours? (Their State of Sophistication.)**

Level 1 - Basic Awareness:

Basic understanding of the product or service. They know dating and relationship coaches exist. They may be new to the market or have limited exposure in the past.

## **Funnel**

Social Media Posts ->

Social media bio or site ->

Click the link to the lead magnet copy ->

Email sequence once they opt-in with a total of 4 free videos, one email promoting one video and then giving the reader the link to watch it. ->

Core offer: online course

## **Best Headlines so far**

Discover this new (out-of-a-bad) relationship strategy that allowed Melinda to recognize the flaws in her relationship and then confidently leave her boyfriend in 4 days.

"Embrace this new 'magnetic confidence method' to see if your relationship is worth holding on to in the next 4 days (even if you couldn't let go of those first 3 magical months till now)"

## **Copy**

ATTENTION GIRLS WHO STRUGGLE WITH THEIR RELATIONSHIP...

# **DID YOU JUST HAVE ANOTHER ARGUMENT WITH YOUR BOYFRIEND? WONDERING IF YOUR RELATIONSHIP IS REALLY WORTH HOLDING ON TO?**

Forget about cheap men, endless chats with Mr. Nobody or the creeps that slide into your DMs... You deserve more.

Image of the Product

**SEND ME MY FREE VIDEO NOW**

(Get for free what has cost me heartbreaks to find out)

**YES, I AM WORTH IT**

(Get for free what has cost me heartbreaks to find out)

**YES, I DESERVE MORE**

(Get for free what has cost me heartbreaks to find out)

## **Bullet point copy**

- **If you are tired of constantly arguing with your boyfriend about who paid for dinner last time**, then you need to discover these simple 2 steps to qualify every man if he can give you the princess treatment
- **How to spot your boyfriend's good AND bad qualities in a matter of minutes** instead of learning it through hellish breakups... and the never releasing-grip of anxiety in your relationship over months and years.

- **The 3 most important questions you must answer to ensure if he is worth your time.** (Only one in a hundred women asked this themselves in their entire life.)
- **The #1 biggest mistake made by girls staying in their relationship!**  
This mistake can cost you your best years as a woman and your future sanity.

sanity for your future.

- **A proven and predictable way to qualify your man and keep him...**  
ONLY when he's ready, willing and able to give you the life you DESERVE! Forget the usual "high value man stuff". This 4-step approach works much better and gives you the princess treatment.
- **How to tell if your boyfriend is lying about your future** and secretly prove him on his word.

## Lead

Hi amiga,

If you are looking for the most feminine, most empowering and fastest way...

To gain crystal clear clarity if your relationship is worth holding on to in just 4 days, rather than years.

Then this is the most exciting message you'll ever read.

Here's why:

My name is Michelle Diaz, and 6 short years ago I found myself lost in a relationship maze, unsure where to turn next.

Back when I was 18 and fresh into the modeling world, I thought I had it all.

I was dating a handsome guy and the first 3 months you could feel the sparks flying between us.

But after that magical phase, the chemistry was off.

I was desperately hanging on to him that he would step up to give me the princess treatment...

And practically “hoped and prayed” that the good old times would come back one day.

I would wake up every morning, check my phone for the messages he sent the night before, and spend ALL my free time with my boyfriend.

Mostly with a man who only cared about my looks and never really saw 'me'.

As each day passed, mirroring the one before in a monotonous echo, my mind started searching for an escape hatch.

That's when it hit me – a wild, out-of-the-box idea that promised the fresh start I was looking for.

This opened doors to men who admired my confidence and aspirations.

They proved it with actions not just with words – like planning a perfect date on a cozy blanket in the green meadow of a park.

So instead of just chasing good-looking guys who never saw the real me and only cared about my looks...

And feeling like I was dancing in circles, getting nowhere, realizing that my story is still unwritten.

I only dated guys who really showed me they cared.

Like planning dates in my favorite park, taking long walks on the beach, and topping it off with dinner at a fancy restaurant.

Everyone thought I was delusional, and that there was no way this fairy tale could become a reality...

An old friend even called me a “gold digger”.

But I was hurt enough...

Enough of "I'll call you" meaning "goodbye", enough of the only surprises being disappointments, and enough of feeling like just another name on his phone.

And once I realized my true value, I knew my dream life was on the other side.

So after a lot of nights reading books, waking up lonely and working a ton on myself...

I finally discovered a 'magnetic confidence method'.

And everything changed for me...

Instead of waiting for texts from guys who always forgot to call back.

I spend my evenings with guys who'd take me to watch the sunset at the beach or to try out that new restaurant everyone's talking about.

Since using this "magnetic confidence method", I'm now with a partner who plans surprise weekend getaways, remembers our anniversaries,...

And still holds my hand, just like in the first few months, even after two years.

We've built our dreams together.

He cheers me on when I chase my goals, and I'm there clapping the loudest at his big moments.

And we pick each other up in tough times.

Our adventure across Europe, from the art of the Louvre to the streets of London, brought us even closer.

And then, under the Monaco stars, he proposed...

It felt like we had planted a seed that grew into a strong tree of our relationship, rooted in deep understanding and love.

But I've also helped others find the bloom in their love!

2 pictures (one before Michelle's priority switch in 2019 and one engagement photo)



From teenagers like Dani in California who are standing up for themselves in dating,...

To businesswomen like Maria in Rome are finding balance and joy in their marriages.

So go ahead, wipe off your smeared mascara and give me just 4 days.

It'll be like flipping on a light switch in a dim room - suddenly you'll see all the beautiful parts of your love life and the corners that need a little dusting.

While on social media, followers collect nuggets of wisdom over months.

This program is like a fast-forward button, speeding up a journey that took me years of trial and error to navigate.



## **HERE IS WHAT MY DREAM GIRLS SAY**

(Show testimonials)

**BUTTON**

## **DON'T WAIT FOR YOUR PRINCESS TREATMENT... YOU OWE IT TO YOURSELF TO START NOW!**

I know it is always scary to end a relationship or to work up the courage to ask your partner for more.

But you have to do it at some point if you want to get the princess treatment that you know deep down inside...

That you not only want it but that you deserve it.

So why wait months and years for the first day of your new dream life...

When you can start NOW?

(Image of the Product)

**BUTTON**