



The reader will buy your product or service for

2 main reasons Your product/service helps

them get what they want Or run away from what

they hate

Both are good emotions you can use to make the reader buy more

But one is always stronger than the other A lot

of copywriters usually use Desires a lot When

in reality it should be the opposite Because

Pain is stronger than desires So to improve

your emotions in your copy You need to add

more pain to your copy then your copy will

succeed more I PROMISE.

People buy painkillers more than vitamins

Let that sink in.

Now you understand the power of using Pain

We also need to learn how to do it properly.

In order to make your copy more emotional in

general You need to be a lot more specific and

personal The more personal and specific you

are with your writing

The more you are going to attach the readers

to your copy and in order to that you need to

know your target audience really well

Because the deeper you know them with their pains and desires

The better your writing will be overall

But now.

How should you make your market research then?

AI

AI has the data about all the people in the

world and can spit out specific and personal

information in minutes about your target

audience

So if you want to learn how to use it properly Then simply comment “prompt” on this video and I will DM you some really good AI prompts that you can feed for your AI That will spit out very important information about your target audience in minutes.

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