

Challenge Only for Intelligent **Copywriters**

WINNERS WRITING PROCESS

Business Type: Finance coaching (investment portfolio + swing trading)


Business Objective: Increase the number of leads.

Funnel: Email Marketing [5 campaigns] →
Setter (WhatsApp) → Sales Call

Context

I tried for several months to bring new hot leads to the table, but I am struggling to bring actual results. I could only bring a few over an audience of 500 mail addresses.

This Doc presents an actual challenge because this email (the draft) I am going to share with you was revised by Captain Aiden. I made the necessary changes, but my results once testing the campaign were the following:

<input type="checkbox"/>	Name	Status	Audience	Analytics		Actions
<input type="checkbox"/>	Email_Product_Aware_1	Sent	Finanzas	78.2%	0.8%	View report 
	Regular email	Sat September 28, 2024 8:15 pm	Unsaved segment	Opens	Clicks	
	Last edited Sat September 28, 2024 4:24 pm by Lucas Chiappa		523 recipients			

Opens: 405
Clicks: 4 (one of them already bought the program)

Objective of this Doc

Review my campaign from my fellow student to detach what was wrong with my copy.

Because it is clear that I missed something. My best guess is lack of justification after the big claims I made. But I am looking for what do you think, guys

Monday and Tuesday I will do two more campaigns, with extreme scarcity and urgency, to overcome this problem. If you give me feedback, I will apply your recommendations.

WINNER'S WRITING

PROCESS

1. Who am I talking to? (summarized market research)

90% men.

Young-middle-aged.

Most work in traditional jobs or study.

Painful Current State

- + Fear of the unknown of the stock market. See as many numbers as threats to lose all savings.
- + Miedo a no tener un respaldo económico.
 - + "I'm 29 and cannot afford to make more mistakes."
 - + I was devastated, ashamed, and felt like I had ruined my financial future.
- + They are consumed by nervousness and anxiety to protect what they have
 - + *I'm so concerned that the rising inflation may lead my entire \$978k retirement funds to lose value*
 - + *The fear and anxiety were overwhelming. I had built so much hope around my investments, and now it was all gone. In a panic, I sold everything at the lowest point, convinced the market was going to crash even further. It was like my whole world was falling apart.*
- + What is keeping them from solving their problems now?
 - + *Certainty that the actions they are going to take are necessary.*

Desirable Dream State

- + They want to feel proud of what they are building with their efforts. They would see the peace of mind that their assets are constantly growing.
- + They want financial support and security for their future..
- + *"I started to feel unstoppable, like I had cracked the code of the market."*

- + *"I am very confident and calm since I changed to having you as a coach."*
- + *"I was able to pay for my house by investing."*
- + *"The funds went back up, and I felt relieved."*
- + Many fears due to uncertainty.

Values, Beliefs, and Tribal Affiliations

2. *"I want to invest a good amount of money in the foreign stock market in the long term, but I don't trust my knowledge."*
3. *They blame the current country's situation on economics and inflation.*

4. Where are they now?

Desire: 5/10

Trust: 6/10

Belief: 5/10

Awareness: 3 → 4

Sophistication: 3

They are on their day, resting in their houses, after a long 9-5 work routine.

5. What do I want them to do?

I want them to click the link to talk with the setter via WhatsApp to book a call.

6. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Outline

Commitment play

Dream outcome

Problem 1

Problem 2

Solution 1 and 2

Commitment play

Product as best fit.

Commitment play

CTA - Are you serious about?.

P.D. Boost trust-authority

Mini CTA - 2 ways close.

Email

SL

I am looking for 4 futures Warren Buffets

PV

ONLY read this email if you want to be like a 'Joven Inversor'. I expect nothing less... I already found 2, I just need to find 4 more.

Content

Commitment play

This is an email only for people committed to their financial success...

Dream outcome

People looking to gain clarity about their financial future,

And they are never satisfied with what they earn.

Problem 1

Unfortunately, inflation so far in 2024 is at 94%.

Problem 2

And an average salary is no longer enough to live comfortably.

You can see it yourself, money flies away as if it were nothing.

Solution 1 and 2

But...

✓ Having an investment portfolio, your capital does not depreciate.

Because you are going to invest in rising assets, and not in stagnant currencies (dollars or pesos),

✓ And alongside swing trading, you generate another source of income in just a few days,

Simply because you operate on a short time frame (days),.

Commitment play

I only seek hardworking people who want to earn what they truly deserve.

Product as best fit.

Within 'Ivan Inversiones',

In 150 days,

We put together a financial strategy for you to beat inflation (no matter what the percentage is).

And you achieve with swing trading a new source of income between 400 USD to 6000 USD a month.

Just dedicating between 1 to 4 hours a day to the program.,

Commitment play

Just keep reading if you really want to stop losing money due to inflation...

CTA - Are you serious about?

Are you truly committed to improving your income and deserving to earn an extra \$1000?

If that's the case,

This is your chance to prove it...

Make a decision now, before inflation further ruins your savings.

Click here to message me on WhatsApp and,

Apply for this 4 people who I am going to help to create a successful economic future for them.

Ivoo!

P.D. Boost trust-authority

P.S. I have mentored over 300 people in their finances.

Mini CTA - 2 ways close.

And with over 4 years of experience operating, I can tell you that,

The only thing that separates a successful person from a failure is their attitude.

Does it really allow you to have multiple sources of income and be successful?

If that's the case, click here before inflation further devalues your income.

[This is the translate from the actual copy, sorry if there is some weird word in english. I wait for your feedback fellow]