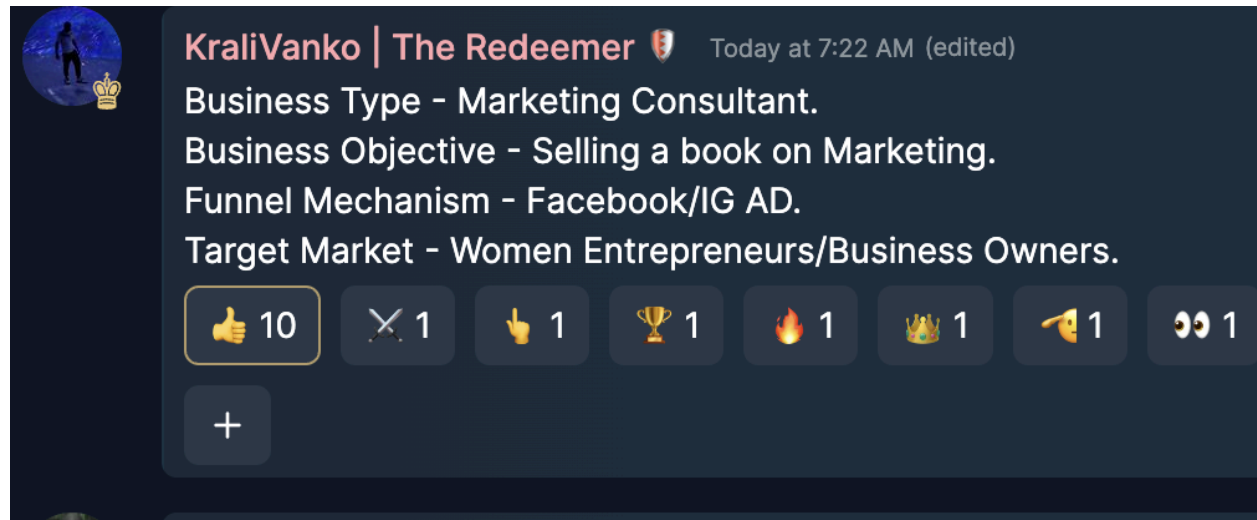


Tao Of Marketing Live Example:

Business objective -



Winner's Writing Process

1. Who am I talking to?

- a. Women Wannabe Capitalists

2. Where are they at now?

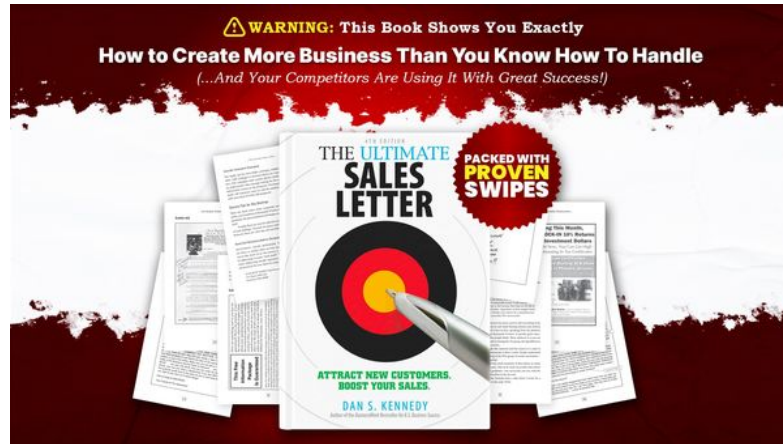
- a. Scrolling on IG instead of doing work
- b. Solution Aware
- c. Super stage 5
- d. Desire
- e. Belief
- f. Trust
- g. Current State:
 - i. Frustrated and overwhelmed
- h. Dream State
 - i. Boss Babe IG Aesthetic life

3. What do I want them to do?

- a. Stop Scrolling
- b. Decide to click and get book or learn more

4. What do they need to experience/think/feel to do that?

- a. Image



i.

ii. Use something like this ->

https://www.instagram.com/reel/C7MvjvXJdlI/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== (maybe with holding book)

1. Tribal affiliation
2. Movement
3. Contrast
4. Food
5. Shiny
6. Pattern interrupt with green drink
7. Human POV
8. Curiosity and solving the puzzle

b. Book + tease mechanism + outcome

i. This book reveals how _____ can transform your business even during difficult times.

c. Credibility booster for idea and source

i. 🤖 It's worked for the past 40 years without fail.

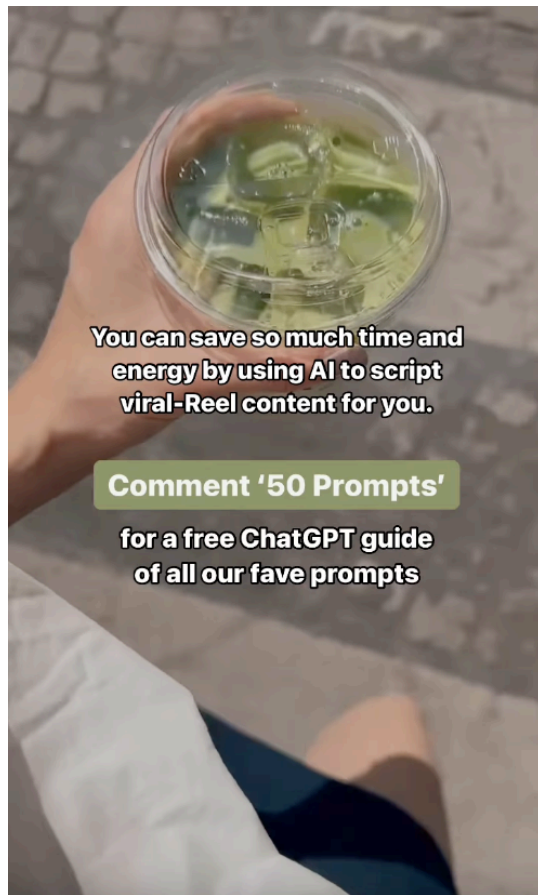
d. Connect to reader's situation/make claim

(...and it'll work for your business too.)

e. CTA + price reveal

i. Get the book for free! (just cover S&H)

OUTLINE



This book reveals how the “Figureoutable Mantra” can free you to go after what makes you truly happy even when everyone thinks you’re “too much”

GET YOUR HANDS ON THE #1 NEW YORK TIMES BESTSELLER

Embrace this philosophy of relentless optimism and discover your true inner power.

Click the link below to get your copy! 📌

GENERAL NOTES

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