

Mission 2

From beginner live training #3

[Class Notes](#) ~ [Here](#)

Sales Funnel

YouTube Channel -> Free Email Training [Link](#) -> Landing Page -> Sign-Up pop up -> [Link](#) -> Second Landing Page

1. Alex Cattoni's YouTube Channel

The screenshot shows the YouTube channel page for Alex Cattoni. At the top is a banner image with the text "ALEX CATTONI & THE COPY POSSE", "HOT COPYWRITING & MARKETING TIPS TO IGNITE YOUR BUSINESS", and "NEW EPISODE EVERY WEDNESDAY". Below the banner is the channel name "Alex Cattoni" with a verified badge, "@AlexCattoni", "357K subscribers", and "597 videos". There is a link for "FREE Email Training" dated "November 18th" with a "Click To Register" button. The bio mentions "inbox.copyposse.com/oti-live and 2 more links". A "Subscribed" button is visible. The navigation tabs are "Home", "Videos", "Shorts", "Playlists", and "Community". The "Videos" tab is selected, showing a video titled "Marketing Is Changing FAST: THIS is The BIGGEST Opportunity of 2023" with 36K views, posted 1 year ago. Below the video is a "For You" section with a row of video thumbnails. At the bottom is the YouTube navigation bar with icons for Home, Shorts, a plus sign, Subscriptions, and You.

< Alex Cattoni

ALEX CATTONI & THE COPY POSSE

HOT COPYWRITING & MARKETING TIPS TO IGNITE YOUR BUSINESS

NEW EPISODE EVERY WEDNESDAY

Alex Cattoni ✓

@AlexCattoni • 357K subscribers • 597 videos

🔥 FREE Email Training 📅 November 18th 📌 Click To Register >

inbox.copyposse.com/oti-live and 2 more links

🔔 Subscribed ▾

Home Videos Shorts Playlists Community

THE FUTURE OF MARKETING

Marketing Is Changing FAST: THIS is The BIGGEST Opportunity of 2023

36K views · 1 year ago

Alex Cattoni

For You

Home Shorts + Subscriptions You

2. Free Email Training Link in description box

< Alex Cattoni



Description

🔥 FREE Email Training 📅 November 18th 📌 Click To Register

2023's #1 Most Popular Copywriter 🏆 2022's DigitalMarketer of the Year 🙌

Alex Cattoni is an industry-leading copywriter, marketer, and the founder of the Copy Posse where she is on a mission to de-douchify the Internet, redefine modern marketing, and build an empathy empire.

Since starting this Channel in 2019, Alex has helped over 500,000 9-5'ers, copywriters, and entrepreneurs from around the world build a life and business on their own damn terms with messaging that makes an impact. 🚀

Each week, you'll get the latest copywriting, branding, and marketing tips to help you stand out and succeed online today (fueled by your secret superpower: YOU).

Subscribe to make sure you don't miss a single thing 🔥 and welcome to the raddest, baddest crew of copywriters on the Internet.

Links

⚡ 📧 FREE Email Training
inbox.copyposse.com/oti-live

📷 Instagram
[instagram.com/copyposse](https://www.instagram.com/copyposse)

⚡ Learn More
[copyposse.com](https://www.copyposse.com)

More info

🌐 www.youtube.com/@AlexCattoni

🌐 Canada

3. Landing Page



LIVE FREE ONLINE TRAINING

Hit Send, Make Sales & Turn Subscribers Into ***Serious*** Fans

CLAIM YOUR SPOT AT THIS **FREE** EMAIL MARKETING EVENT

It's Free!

JOIN FREE FOR A
LIMITED TIME!

12
DAYS

4
HOURS

58
MINUTES

7
SECONDS

Claim Your Free Spot

Join award-winning copywriter and *Marketer of the Year* Alex Cattoni LIVE on November 18th as she reveals her *proven* **3-step formula for planning a profitable email promotion** — and discover the *list monetization strategies* that have already helped thousands of business owners and copywriters absolutely *Own The Inbox*.

- Attention grabbing headline
- Emphasis on 100% free email marketing event
- Makes use of time scarcity with a live countdown
- Highlights Alex's credentials as a Copywriter and awards won

This FREE Live **Online** Event Is For YOU If...



You're a copywriter who wants to take your email marketing skills to the next level with proven *fast-track guidance* and support.



You're a business owner who wants to write a high-converting email sequence and *rock your next launch* or promotional campaign.



You're an aspiring copywriter who wants to "wow!" potential clients by showcasing a professional email campaign in your portfolio.



You're a marketing consultant who wants to keep your email skills sharp and *charge premium rates* for your services.



You're a new founder, coach, or entrepreneur ready to engage, nurture and convert your email list into customers.



You're a wordsmith at heart who's ready to leave your day job, start your copywriting side hustle, and *make real money with your writing skills*.

Did Someone Say... *"Holy \$h!t, That's Totally Me!!!"*? 😊

CLAIM YOUR FREE SPOT →

- Appeals to different groups of people
- Use of casual and conversational language instead of formal language -> Makes her seem more authentic and relatable

4. **Sign-Up** pop up

← → ↻ inbox.copyposse.com 🔊 📄 9 ...

 **You're a copywriter** who wants to take your email marketing skills to the next level with proven *fast-track guidance* and support.

CLAIM YOUR SPOT AT THIS **FREE** EMAIL MARKETING EVENT ✕

Discover My 3-Step Formula For Planning A Profitable Email Promotion

NOVEMBER 18 @ 10AM PT

Claim My Spot!

When you sign up for this free event, you'll get daily email reminders about the live training sessions. After the event, I'll send you weekly email updates to my latest YouTube episodes, VIP content and the occasional offer. I'll always respect your privacy and data.

- Collects email from interested participants in exchange for a free spot in the email marketing event -> Grow email marketing list -> Able to promote new products in the future

5. Second Landing Page

Yay! You've got FREE access to Day 1 of this email marketing event!

Upgrade to the full **5-Day VIP experience** and let's turn
your promotion plan into predictable profits...

ON THE INBOX CHALLENGE *LIVE*

LIVE 5-Day Challenge | Nov 18-22, 2024

Learn How To Write Engaging, Memorable & High-Converting
Sales Emails With My Step-By-Step Email Marketing Playbook

- Brings us to second landing page after signing up
- Prompts you to upgrade for the full 5-day challenge (Only first day is free of charge)

~~\$3250~~

\$197

UPGRADE NOW

LIVE CHALLENGE
BEGINS IN:

12

DAYS

04

HOURS

55

MINUTES

14

SECONDS

- Cancelled price of \$3250 -> The event is on offer at \$197 -> Makes you perceive you're getting an amazing deal at more than 90% off

UPGRADE TO THE FULL 5-DAY CHALLENGE NOW & GET:

- ✓ **LIVE VIP backstage access to our private Zoom line** for each group training session (Nov 18-22) so you can ask your questions LIVE and get *instant* personal guidance and feedback from me and my team.
- ✓ **Lifetime access** to the complete *Own The Inbox Live 2024* – including all video replays, training materials, workbooks, and bonuses.
- ✓ My complete Email Playbook – **12 fully customizable and proven email frameworks** that create authority, build anticipation and turn signups into sales.
- ✓ **3 exclusive LIVE bonuses** (Nov 25-27) designed to help you take your email marketing skills to the next level and explode your inbox income in 2025.

UPGRADE NOW



- Presents all the benefits you're missing out on by not signing up for the full 5-day program -> Increases desire

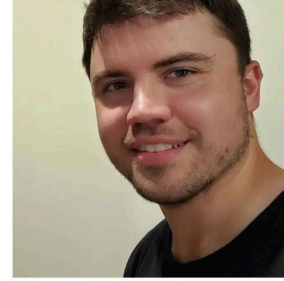


"She gave a stay at home mom **killer copy skills!!!!"**

I have to say I owe Alexandra Cattoni and her team so much, between being part of the first season of the Copy Posse and this wonderful group I have gained so much Copy knowledge that after writing my first email for my boss she informed me that my call to action worked! That she hasn't had a response like that before...

CLAUDIA

[READ MORE](#)

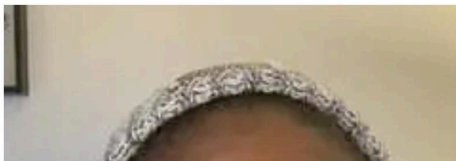


"This is an **easy recommendation."**

To say that the Copy Posse community is supportive is an understatement.

ALEX

[READ MORE](#)



"You're walking into **more than just a new **copywriting skill!**"**

- Presents social proof with real faces -> Increases trust in Alex -> You are more convinced that you'll get what you paid for; possibly more

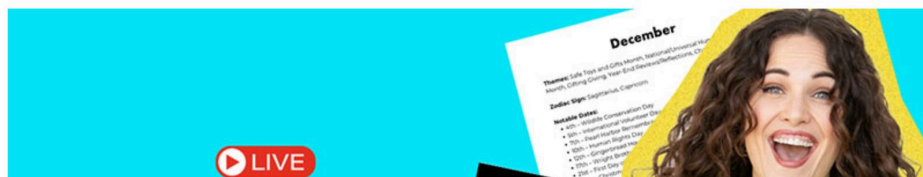
PLUS THESE 3 **LIVE** BONUSES

FREE BONUS #1: NOV 25

LIVE EMAIL MARKETING STRATEGY SESSION

**Plan Your Entire 2025 Email Marketing
Calendar With Alex LIVE**

(\$250 Value)



- Presents bonus materials in a last bid to win you over -> Bonuses make the buyer perceive they are getting extra gifts on top of what they paid for -> Increases the value of the 5 day event (the product) in the customers' eyes



UPGRADE TO **THE FULL LIVE 5-DAY CHALLENGE** & GET LIFETIME ACCESS TO:

- ✓ 5 x LIVE Group Trainings With Alex **(\$1,250 value)**
- ✓ 2 x LIVE Group Q&A Sessions With Alex **(\$500 value)**
- ✓ Step-by-step workbooks and exercises, including my coveted Copy Posse Email Playbook **(\$500 value)**
- ✓ Bonus #1: LIVE 2025 Email Marketing Planning Session **(\$250 Value)**
- ✓ Bonus #2: LIVE Email Copy Critique **(\$500 Value)**
- ✓ Bonus #3: LIVE Interview with Copy Posse Launch Pad Alumni **(\$250 Value)**
- ✓ Access to the *Own The Inbox LIVE 2024* Facebook Group for networking, discussions, and daily check-ins from the Copy Posse team.
- ✓ **Lifetime access to all training videos and Q&A recordings.**



- A cheerful and appealing summary of why you should purchase the full 5 day event
- Includes monetary values of the free gifts -> Again, increases perceived value in the customer's mind

Frequently Asked Questions

✕ How does the challenge work?

The Challenge is a live 5-day experience (10 if you count the bonuses 🥳) that takes place from Monday, November 18 to Wednesday, November 27. There is one training per day at 10 am PT, except for Day 2 and Day 4, where there is a second bonus Q&A session at 2 pm PT.

As soon as you join the Challenge, you'll get an email with all the info you need to join the LIVE training on Zoom, along with access to the Posse Portal, where we'll upload the recordings and resources each day.

You will also be invited to join the private *Own The Inbox LIVE 2024* Facebook group, which is a valuable way for you to network with fellow participants and help each other along the way!

+ What is the schedule?

+ How long is each training?

- Landing Page concludes with an FAQ section to clarify people's doubts

Summary of Sales Funnel

- Get leads from YouTube Channel with Free Email Marketing Course
- Aim of Landing Page 1: Get people to sign up for free email marketing course in exchange for email address
- Aim of Landing Page 2: Get people to upgrade for the full 5-day course at a discounted price of \$197 instead of \$3250
 - Massive offer of more than 90% discount
 - Very specific Benefits + Bonuses
 - Social Proof
 - FAQs
 - Informal Language used
 - Colourful and attention-catching graphics + design

For full Landing Page 1:

<https://inbox.copyposse.com/oti-live>

For full Landing Page 2:

<https://copyposse.com/oti-live-thanks-tw/>