

<https://www.denmo.social/sales-page-600998131690897876464>

-Perform full research on their target market and avatar

 **Date and approach woman**

-What are the reasons their customers decide to buy?

The big bold headline on top of the landing page announcing that they have a 40% off on everything because of black Friday. Also, they have a countdown before the deal expires, creating a feeling of urgency in the buyer. Also, he is not only mentioning that he has 40 off he is being even more specific and mentioning the specific amount of money that will be saved 280 dollars. He says that he will personally reply to everyone who texts him in his email, showing the reader that he cares about everyone not only about his customers. The headline makes a promise to the reader to limit the time and effort/sacrifice, promising the reader he will find a girlfriend in the next 60-90 days, by becoming attractive and upgrading his social skills, also makes a promise that the buyer will date every woman he wants. Then there is a video of him talking. First, he starts by showing a bunch of testimonials of people who used his program and managed to get amazing results. Then he starts talking about the future of the reader if he doesn't make the change, telling him that he will stay the same and will keep checking off alone. Then he shows the reader his future if he makes that change, he tells him he can have an amazing girlfriend and will achieve every single one of his sexual fantasies. Then he shows the reader that he understands his pains and desires and wants to help him, he Geerts the reader with his personal story and tells them that he was just like them with no girlfriend and scared of talking to women, also tells them how he started his business. Then a lot of signs of authority showed his big audience on social media. Then he meets the reader with his roadblock and the solution. Also tells the reader that the things he tried before are useless and won't work, and tells them why his program is different than the others, what's special about it, and how it will help them achieve their dream state. He starts talking about the dream life of his avatar. Shows them that this program is perfect for them and is specifically made for them, by understanding their avatar as much as possible. Lowers time and effort. Meets them with the product and how it works. Then he makes the 3 ways close, you either stay the same, or you start using some coaches and lose a lot of money and time, and by mentioning those coaches he eliminates a lot of the competition, or you chose me and I help you by giving you the exact blueprint which will save you money and time. Social proof again, testimonials massive social proof with video of his previous clients talking. Also talkies about some other types of avatars like religion guys. Getting them interested and invested as well. Not statements. Meets them with the product again, showing all the

benefits. Again, he meets them with their future if they make the change. Explains exactly how the product works. He again, shows them what makes his product better than the rest mentioning the upsides of his product and the downsides of the rest of the competition. Creates a feeling of urgency by telling them that the price will increase in a few days. Also feeling of scarcity limited places in the program. Uses metaphors. More bonuses if they buy now. Makes a guarantee, a big promise. Now he uses the 2 way, close you either ignore me and stay the same, show them the future if they don't make the change, or you buy the product and change your life, show them their dream state. Also uses self-esteem, and connects the girls to a higher level of Maslow's pyramid by connecting it to status. He makes a money-back guarantee and handles all the objections at the end. After the video, there is another stack of authority, a bunch more of testimonials, then more about the company who are they how they started with the business, stacking even more authority. In the end, he handles an objection.

-How are they getting attention?

He gets attention through organic search, currently, he does not run any ads, because he has a lot of followers on social media and has already built a name on the market.

-How are they monetizing their attention?

So they do not have a lead magnet or opt-in page. He only has one medium-ticket product, but he has a subscription included. They only have one product which is combined with a lot more, which makes the product really strong. The product can be scaled a lot, the founder makes live calls, but only group calls, not individual ones. They don't have down or upsales. No, they are not nurturing their existing customers up to the value ladder. They have huge authority and a lot of testimonials.

Their monetizing skills are bad in terms of value ladder but are very good in terms of copywriting and language they are using. Their copy is really interesting and they understand their avatar very well. Also, they have a video on their sales page, which makes it easier for the reader to understand the product. The only problem in my opinion is that the video is not skippable. There are a lot more things that could be done in order to get more program purchases.

-What is this brand doing better than anyone else?

They have a really good working product with a lot of social proof, which is the most crucial part of marketing.

They are really good at the copywriting part, they pull the right emotions in order to get the reader invested and buy the product. They are really good at getting organic attention, high TikTok, and YouTube follower accounts.

-What mistakes (if any) are they making?

From the start of the page, they are already trying to sell you something, instead of giving and providing value first, instead of building a relationship with the reader. In my opinion, they are missing out on a lot of clients like that. Also, they don't have a low-ticket product so they could use it if their reader decides that their mid-ticket is too expensive. Another big mistake is that they don't connect the reader's desires to a higher level of Maslow's pyramid. They are also missing a newsletter which is a really big part of the value ladder. They are not doing anything connected with the value ladder at all. The funnels are really poor in terms of monetizing the attention.

-What can other brands in the market do to win?

Opt-in page

Value ladder establish

More value for the reader

Better funnel management

Advertisement

Low and high-ticket product

Connect their desire to a higher need

Upsell and downsell

They can increase the LTV

Establish a better relationship with the reader

They can add a word sales page not only a video, because the video is too long and it's not skippable, and most people skip to the end of the sales page.

The CTA can be improved a lot, I feel like they are losing a lot of customers in the part of the funnel.

-What part of the funnel aims at what prospect?