

TPA (for all emails)

Top Player Analysis

Competitor Names: Grow with Alex / Iman Gadzhi (Thinking out of the box on other niches)

Content Sources Analyzed: Email Newsletters

Overview of Competitor's Funnel(s)

1. **Lead Magnet Funnel:** Provides free resources, such as ebooks, templates, and guides, in exchange for email addresses to capture leads.
 2. **Email Nurture Sequence:** Structured email sequence with valuable content (mindset, strategies, and success stories) leading up to offers for paid programs, mentorship, and community access.
 3. **Mentorship/Community Funnel:** Promotes premium mentorship programs, courses, and community access to upsell leads generated from the email sequence.
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Current State / Dream State

Current State:

- Many people and businesses struggle to grow their Instagram accounts or create consistent side income online.
- Common issues include lack of structured guidance, differentiation in the market, ineffective content strategies, and mindset barriers.

Roadblock:

- Customers face obstacles like low engagement, difficulty monetizing their content, and unclear brand direction on social media.

Solution / Mechanism Needed:

- A comprehensive blueprint to grow on Instagram, develop monetization strategies, and shift from a "consumer" to a "creator" mindset.

Product Offered:

- Digital resources, email courses, mentorship programs, and community access focusing on Instagram growth, digital product creation, and agency building.

Dream State:

- Achieving a profitable Instagram theme page, financial freedom, a consistent income stream, and the ability to leave a traditional 9-5 job.
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Sophistication Stage

- Positioned as a leader in social media marketing and monetization, with a strong focus on mindset development and sustainable growth.
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Awareness Level

Start:

- Addresses common pain points, such as lack of engagement, ineffective monetization, and a desire for independence from traditional jobs.

End:

- Positions themselves as an authority figure with proven success, presenting their services as the path to achieving financial and career goals.
-

Value Levels

1. Pain / Desire Level

- Highlights frustrations in achieving meaningful growth on social media, turning it into a profitable side business, and escaping the 9-5 grind.

2. Belief of Idea Level

- Reinforces that Instagram can be highly lucrative if approached with a strategic mindset and guidance, citing success stories like Alex's 50K followers in 1 month.

3. Trust Level

- Builds trust through relatable personal stories, successful case studies, and testimonials from students who have grown significantly.

4. Cost Threshold

- Emphasizes the value of investing in personal growth, digital products, and community access compared to the potential earnings.

5. Certainty Threshold

- Provides structured processes, free templates, and case studies to create a sense of achievability and boost customer confidence.

6. Trust Threshold

- Uses a personable communication style, regular emails, and relatable language to build authenticity and connection with the audience.

Questions to Answer

- **Reasons Customers Decide to Buy:**

- Desire for growth on social media, need for additional income streams, frustration with current results, and a strong desire for financial freedom.
 - **How Are They Getting Attention?**
 - By addressing common struggles on social media, offering free valuable resources, and sharing relatable stories and success journeys.
 - **How Are They Monetizing Attention?**
 - Through courses, mentorship programs, digital products, and access to premium community content.
 - **What Is This Brand Doing Better Than Anyone Else?**
 - Personalizes the journey of monetizing Instagram, focuses on mindset shifts, and provides structured guidance, differentiating from generic social media advice.
 - **What Mistakes (if any) Are They Making?**
 - Potentially over-promising results, setting high expectations that may not align with every customer's reality.
 - **What Can Other Brands in the Market Do to Win?**
 - Provide more realistic insights, offer free introductory modules, and showcase case studies with varied outcomes for transparency.
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Additional Insights / Notes:

- Emphasizes a "creator" mindset, aiming to help users see social media as a platform for business and income rather than just content sharing.
- Uses case studies and testimonials to establish credibility and trust, often drawing from community members' successes to illustrate the effectiveness of their approach.

Lead Magnet

Welcome email sequence

WWP

What specific business objective am I seeking to accomplish with this project? Why is this important?

- **To welcome the user to our brand**
- **The user will buy the premium plan at a discounted price**
- **To nurture the reader with new value**

What part of their online presence/funnel is needed to accomplish this business objective?

- **Email sequences (after signing up for lead magnet)**

Who am I talking to? Identify the audience for your copy.

Men and women

From ages 18-50

Occupation:

- a. Bloggers**
- b. Entrepreneurs**
- c. Affiliate marketers**
- d. Influencers**
- e. Copywriters**
- f. Content creators**
- g. People using social media**
- h. Youtubers looking to repurpose content**

Mostly in the US, but also spread out across other countries with wifi access

Competitor top customers:

- **Cushman & Wakefield - Real estate, saves 10,000+ hours annually on content.**
- **WalkMe - SaaS, saved 3,000+ hours in content creation.**
- **BestPlaces - E-commerce, saw an 800% increase in website traffic.**
- **CloudBees - Tech, reduced content creation time by 6-10x.**
- **Goosehead Insurance - Insurance, publishes 5 articles/week, increased content output.**
- **Bloomreach - E-commerce/SEO, increased blog traffic by 40%.**
- **commercetools - Retail, creates campaigns 93% faster.**
- **MERGE - Digital agency, saves 1-4 hours per week per team member.**
- **Amplitude - Tech, produces high-volume content affordably.**
- **Pilot Company - Retail, saves 3-5 hours weekly per team member.**

Where are they now?

- **Stage 3-4 market sophistication** The audience is familiar with AI content tools, wary of exaggerated claims, and looks for specific mechanisms or added value.
- **Level 3 - Solution Awar**
- **After using the rule of thumb** (The levels are usually lower and the thresholds are usually higher than you think they are)
 - **Current Levels of Desire: Mid**
 - Audience shows interest but not yet fully motivated to act. Needs stronger emphasis on benefits.
 - **Current Levels of Certainty in Your Idea: Low-Mid**
 - Idea of using AI is intriguing, but users may have doubts about its effectiveness or fit for their needs.
 - **Current Levels of Trust in Your Company: Low**
 - There are only reviews for social proof and credibility people may hesitate without seeing evidence of results or client testimonials.

Where do I want them to go?

What steps do I need to take them through to get them from where they are to where I want them to go?

- Ask specific questions.
 - How will I get their attention?
 - How will I increase certain levels?
 - How will I bring down perceived costs and thresholds?
 - Etc
- Create an outline
 - Look for top-performing companies that have achieved similar objectives you can model
 - Pick an established framework

DRAFT

4-Email Welcome Sequence

Lead magnet email (Customer gets this 5 minutes after getting the ebook lead magnet)

SL: Step #1 of Making Viral Blogs: COMPLETE

Hey, {{ contact.FIRSTNAME }},

We just got the notification...

...you've grabbed your free Writer's Block Fix Pack, and we have to say...

Congratulations.

You've just taken your first solid step toward pulling in 1,000+ readers every month after trying out tens of other writing "advice" that doesn't give you any value.

Imagine, every time you publish, you've got an audience hanging on every single word, nearly addicted to what you write. This is where it starts.

You're not walking this path alone, either.

Right now, there are thousands of writers (people just like you) who are blowing past their competition.

And they all started exactly where you are right now.

We'll be right by your side, guiding you through any content creation issues you have, and showing you how to make your content *impossible* to ignore.

Now, the emails you're about to receive over the next few days?

They're not fluff. They're packed with field-tested strategies to help you captivate your audience, hook them in the first 10 words, and keep them glued to your content until the very last sentence.

So, {{ contact.FIRSTNAME }}, whether we've met before or not, know this:

We've got your back. 100% committed to making sure you crush it.

- Team Blogify

P.S. Tomorrow, same time, expect something BIG.

I'll be revealing the #1 writing mistake that kills most bloggers' chances of ever going viral. It's something almost everyone does...

...along with the dead simple solution to *immediately* break through the 1000+ readers/month cap.

Keep your eyes peeled for that email, *you won't want to miss this*.

And don't forget to follow us on socials to stay ahead of the curve 😊

Email 2: (2 days after the welcome email)

The True Source of your Writer's Block

Hey, {{ contact.FIRSTNAME }},

What do you think is the cause of your writer's block?

Lack of ideas?'

Too many distractions?

Self-doubt?

No...

It's perfectionism.

"Perfectionism? What's that supposed to mean?"

Let me explain.

It's like when you try rearranging your desk,

Trying to make it as neat and organized as possible,

But you spend so much time doing that,

That you never get the actual work done.

This is coming from a leading AI blogging and written content creation business,

And we have so many people who get frustrated at times,

Ending up being unable to write at all

So, what can we deduct from all of this?

You can't start judging your words before writing.

You can only start critiquing after you brainspill your ideas.

I did the same when I started my writing journey,

I locked all the ideas with great potential inside my head,

Simply because I thought they weren't good enough.

So what did I do?

I spilled every insight onto a Google Doc,

And then, only then did I start evaluating my writing,

Which led me to become an outstanding blogger.

So, {{ contact.FIRSTNAME }}, stop playing it safe,

Don't suppress your creativity,

And watch people forget about everyone else's content just to read yours.

As always,

We're rooting for you.

-Team Blogify

P.S: Don't forget to follow us on socials for more value like this ;)

Email 3 (This comes 2 days after Email 2 unless the reader has already bought the Blogify Knowledge Base)

SL: {{ contact.FIRSTNAME }}, Start Doing this. NOW.

Hey, {{ contact.FIRSTNAME }},

What we're about to tell you can multiply your profit...

We're not exaggerating.

You see, nowadays, with AI content and digital trends,

It's almost too easy to start making 4 figures/month online with blogging,

No matter who you are.

And it's essential to observe and keep adding to your blog page,

But many people are doing it wrong or even completely ignoring it.

So, in this email, we're going to give you the step-by-step blueprint,

Which will cover everything you need to do to put your blogs on the first few results on search results + the strategy to earn passive income just from blogging.

So you can outperform every other writer who didn't take advantage of this foolproof system.

And here it is:

1. Engage with your audience

It doesn't matter if your blog isn't seeing much traffic yet,

Engage with the few visitors you have.

Respond to comments, ask for feedback, and make it a two-way conversation.

Building a loyal audience starts small.

2. Scroll through blogging platforms for inspiration.

Pablo Picasso once said, “*Good artists copy. Great artists steal.*”

Taking in ideas from top creators helps you make your blogs align with modern trends,

This means the audience will pick up on your topics and reach more and more people

3. Brainstorm and work on new ideas.

Keeping your brain active will generate creative, out-of-the-box ideas,

Which is exactly what you need to keep your content engaging.

So, with those in mind, you have 2 choices and a decision to make.

a. Take the slow path,

Where you continue using free content to inch your way toward success,

Throwing away weeks, or even *months* off of your precious time.

OR

b. Take the lighting-speed path,

Where you use all the information and steps you need to start earning,

Ending up being faster, and even cheaper in the long term.

And this is exactly what we have made inside our exclusive platform,

[Blogify.ai](https://blogify.ai)

Here, you'll get:

- A fast & powerful AI tool to turn any form of media (videos, audio, podcasts, etc) into blogs that grab 1000+ readers/month
- SEO optimization in all of your blogs so they end up on the first 10 search results (forming a crush of new clickers)
- Multilingual support for 250+ languages to target nearly everyone in the world
- And more writing tools to help you create viral, profitable content...

This way you don't have to waste time finding the right tools and content,
Among dozens of hours of information online,
And you can implement our platform as fast as possible,
Getting you to the writing success you want,
All for just \$20/month

In fact, you don't even have to pay the full price after you read this email...

Because you can use this code: [code] to get the premium version of Blogify
for *30% off*,

So, {{ contact.FIRSTNAME }}, we just wanted to end the email with this,

That said, we're always here to help,

And we're rooting for you.

- Team Blogify

P.S: This promo code won't last very long,

So be sure to [get access to Blogify premium](#) in under 4 days,

Before the price goes back to its \$40/month.

EMAIL 4

SL V1: 24 hours left to master the writing market for \$20/m

Preview text V1: Plus a walkthrough of the "plug n' play" system to do so

SL V2: See how top creators are scaling content without burnout

Preview text V2: The system they're using is just \$20/month (free trial inside)

{{ contact.FIRSTNAME }},

You're this close to unlocking the tools that'll help you draw in thousands of readers per month, for just \$20/month (with a free trial to test it first).

We get it.

You've seen tools promise the world and deliver "meh."

So before you make a move, we made it easy:

[Just check out the short walkthrough on our homepage.](#)

It shows exactly how creators are turning simple content into polished, SEO-ready blog posts in minutes.

[\[See How It Works\]](#)

Once you see how fast and smooth this process is, you'll get why Blogify is *your* plug-and-play system for exponential blog growth.

- Team Blogify

Nurture sequence 1

Nurturing Sequence (This comes after the welcome sequence, warming up the readers to buy the next product, NO REVIEW NEEDED GS)

Nurture Email 1 (Send this 2 days after the welcome sequence)

SL: You're using AI all wrong...

Look {{ contact.FIRSTNAME }},

Technology never stops changing.

It's constantly improving and redefining what's possible,

Just a year ago, we made an AI to design literal protein structures!

[Image]

And all this artificial intelligence seems complicated and misleading,

So most people take these innovations for granted,

And are too afraid to use them for their benefit.

And we're about to show you how staying ahead of the tech curve is the key to your success.

The easiest and foolproof way to take advantage of this new age is by **tinkering with AI.**

I mean, just look at the Wright brothers,

They didn't invent airplanes out of thin air, did they?

They played around with different mechanics,

Experimenting with different ideas until they created the first-ever plane in history,

Restructuring transportation forever...

The same thing applies to artificial intelligence, {{ contact.FIRSTNAME }},

It may seem confusing now,

But we promise if you just tinker around with AI and explore its features,

You'll discover things you never thought existed...

And it's stupid simple,

All you have to do is set ChatGPT, Blogify.ai, or any AI of your choice beside your work,

So whenever you feel stuck or empty, you can rely on AI to brainstorm, spark creativity, or just help you with writing.

Remember, the sky's the limit.

And with that, get going!

We'll still be here, with helpful tips coming your way.

-Team Blogify

Nurture email 2 (2 days after nurture email 1)

SL: This is what keeps you far from success

SL: The one rule to achieve your goals

SL: Content is killing you, {{ contact.FIRSTNAME }}

The #1 mistake that I've seen so many writers make,

Which stops them from making any real progress,

Is that they consume endless tutorials,

But they **don't use the information to achieve their goals.**

Let me explain...

When we give people insights and tips,

They read the value and they walk around feeling like they did something.

Well, {{ contact.FIRSTNAME }}, let us tell you something,

Learning is useless.

You might *feel* like you're making progress,

But the information itself will not take you anywhere.

You might even feel overwhelmed by what's given to you,

And that's why you have to do one simple thing:

Take the information you have, and then **immediately start applying it to your goals.**

Don't look at learning as a task,

Instead, absorb it, and then implement it.

This way you'll hit your objectives faster than ever before.

{{ contact.FIRSTNAME }},

If you truly want to succeed in writing in 2024,

Please avoid this mistake at all costs.

Instead of consuming non-stop information,

Your intention should be simply to implement what you are taught.

So that your results are outstanding.

It's that simple ;)

And as always,

We're rooting for you,

-Team Blogify

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P.S. I've been cooking up something **huge** for the last few weeks.

Keep your eyes on your inbox because you won't want to miss what's coming next...

Premium deadline sequence

3 Email premium plan deadline sequence

Deadline email 1

SL: WARNING: AI is taking over. Here's how to not lose your job

Times are changing massively, {{ contact.FIRSTNAME }},

Love it or hate it, artificial intelligence is becoming increasingly dominant,

Especially when it comes to written content creation

And you can either try to push away the truth and aim for virality without using this “autopilot” content technique,

Staying up at night with baggy eyes staring at a blank screen without a single word running through your mind,

Or...

You can take advantage of this “cheat code” and use AI as a tool to attract 1,000+ readers to your posts 3X faster than you would manually.

You see, AI itself won't kick you out of the market.

It will be the person who **controls** and uses it for viral content.

So don't sleep on the opportunity and wait for someone else to throw you out of the game...

However, most AI technologies have many flaws when it comes to writing:

- Making corny content
- Misunderstanding prompts
- No way to turn media into writing
- No personal voice
- No SEO optimization

Trying to solve these problems by buying more and more tools will make writing way more complicated than it should be.

That's why, {{ contact.FIRSTNAME }}, we're giving you this crazy opportunity,...

We were debating whether or not to give you this,

The Blogify Premium Plan for just [insert \$] for [insert time] (*normally [price/month]*) by using this code at checkout: [code]

Go [here](#), select the premium subscription plan, and paste in the code.

The price shave-off will be applied, and you can glue your readers to your blogs starting TODAY.

Here, you will steal our system to churn hundreds of blogs that end up in the top 10 results on Google,

Pulling in 1000+ readers every. single. month. with just *30 minutes a day*.

All of which are dead simple to start earning passive income and leaving no space for your competitors to breathe

...all run completely by AI.

Sounds too good to be true?

Just look at James, for example



RAIN_MANN

✓ Verified purchaser

Member since: Jul 2021 • Deals bought: 864



Posted: Feb 22, 2024

Blogify helps you make passive income

And this growing world of AI you need to compete with your competitors you need to put out blogs at a high rate it's all about speed the fastest person with the best content wins. 💰💰💰💰💰

When you look at reviews on appsumo you have to figure out whether they are the rookies (don't know anything no experience) or their experts (people who make large sums of money people who know how to get it done) some people that leave less than five star reviews or bad reviews Blogify are pretty much rookies.

Blogify is an excellent tool for making money and passive income also customer Supports excellent prompt and quick and they showed me that they care.

Also if you look at the number beside my name that's how many things I bought I don't have Sumo so I know a thing or two about good products.

Also anything that can make me money on autopilot I love thanks for the great customer support and excellent service Blogify.

Also when a software company comes to appsumo there they're trying to work out the Kinks trying to get customer feedback so they can be the best company they can be I don't know why other people act like everything's supposed to be 100%. You don't start out at 100% you get there through strives Lessons Learned and being true to yourself.

5 stars all the way 🏆👏😊👍

{{ contact.FIRSTNAME }}, time is ticking,

[Secure your all-in-one content creation tool](#) at [discount] with this code:
[code]

...unless of course, you're happy trying to write blogs with low-quality tools

-Team Blogify

P.S. There's not much time, we're not sure exactly when we'll cancel this, but we know the code will only work for *the next week*.

[Ticking clock widget for 1 week]

[Start creating viral blogs today](#)

Deadline email 2 (Send after 2 days unless they already purchased the plan)

SL: Just a few days left, {{ contact.FIRSTNAME }}

Hey, {{ contact.FIRSTNAME }},

You haven't tried out the [limited premium plan](#) yet...

We are allowing just a few more people to take advantage of the evolving blog writing market in 2024...

Before the price returns to its original \$40/month...

This is your last chance at making profit from AI blog creation before anyone else for just \$[amount]

And here is everything we have to offer:

- **AI Copilot for Writing** - Watch as your writing sounds uniquely yours. No robotic tone, just results that impress.
- **SEO Boost** - "Set-it-and-forget-it" strategies that attract readers to your content without lifting a finger.
- **150+ Languages** - Special platform to connect with global audiences in over 150 languages
- **Turn Large Files into Blogs** - Passive Income Formula: Upload once, profit forever, and your largest files can convert to endless blogs (and earnings).
- **Multi-Platform Sharing** – More platforms means more reach and readers
- **Affiliate Commissions** – Start profiting through affiliate marketing.

- **24/7 Support** – Reach out to our team anytime you need help.

You can also peek at the most commonly asked questions about Blogify [here](#).

Once you're at the [checkout page of the plan](#), don't forget to slice off an extra \$[amount] using this code: [code]

And you'll be taken straight to the dashboard with all of your blogging tools at your command.

So, {{ contact.FIRSTNAME }},

Are you truly serious about blog writing on a world-class level?

Or will you be left out of this technology while others use AI to surpass you?

Trying to make your way through writing without any real help?

If you're ready to win in the writing game, we suggest you [sign up for the premium plan](#) with this code: [code] right now,

Before it's too late...

And with that,

We'll see you in Blogify.

-Team Blogify

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P.S. If you don't want your website to appear in the top 10 search results, don't bother checking out [The Premium Event](#).

It'll frustrate you to know others are crushing it with SEO while you try to navigate blogging without cutting-edge tools.

Deadline email 3 (Send this after 2 days unless they've already purchased a plan)

SL: 24 hours for 1000+ readers/m to your blogs, {{ contact.FIRSTNAME }}

There are only 24 hours left in the Premium plan discount event...

A \$[amount] investment in Blogify will give you a [amount]% return in a few weeks...

[Success story + description]

However, this opportunity isn't for you if:

- You don't want your website to rank in the first few results using SEO-optimized blogs
- You want to keep creating written content manually, throwing away **days** or even **weeks'** worth of potential blogs.
- You don't want a huge surge in your site traffic
- You're fine with content that almost no one reads
- You're okay with blogs that don't result in profit in your bank account

{{ contact.FIRSTNAME }}, there's no time to lose,

Join our event [here](#) with [code] to get access to the only results-generating blogging toolkit you'll need in 2024...

I'll see you in Blogify.

-Team Blogify

MARKET RESEARCH:  **Blogify Market Research (updated)**

WINNER'S WRITING PROCESS

Who am I talking to?

Men and women

From ages 18-50

Occupation:

- a. Bloggers
- b. Entrepreneurs
- c. Affiliate marketers
- d. Influencers
- e. Copywriters
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- MERGE - Digital agency, saves 1-4 hours per week per team member.
- Amplitude - Tech, produces high-volume content affordably.
- Pilot Company - Retail, saves 3-5 hours weekly per team member.

Where are they now?

- **Stage 3-4.** The audience is familiar with AI content tools, wary of exaggerated claims, and looks for specific mechanisms or added value.
- Level 3-4 - Solution Aware, and some are product aware
- **After using the rule of thumb** (The levels are usually lower and the thresholds are usually higher than you think they are)
 - **Current Levels of Desire: Low-Mid**
 - The audience shows some interest but is not yet fully motivated to buy the premium plan
 - **Current Levels of Certainty in Your Idea: Low-Mid**
 - Idea of using AI is intriguing, but users may have doubts about its effectiveness or fit for their needs.
 - Logically people can be slightly skeptical about what we promise, but success stories take care of that
 - The product is tightly geared towards people who need SEO-optimized, monetizable blogs made FAST
 - **Current Levels of Trust in Your Company: Low**

- They probably don't have a clue as to who we are, no familiarity with the brand
- No social proof unless they've checked out our website
- Trusted by large companies
- Some primal leadership indicators like brand theme, colors, and professionalism

Painful Current State

What are they afraid of?

- i. Repurposing a mass amount of content
- j. Having to create a lot of blogs
- k. Writer's block
- l. Lack of creativity
- m. Falling behind other writers
- n. Lack of confidence in their writing

What are they angry about? Who are they angry at?

- o. Slow content creation process
- p. The hassle of creating blogs
- q. Not having an all-in-one platform for blogging
- r. Working really hard but not earning any money/attention
- s. Other platforms don't create well-written blogs from transcription

What are their top daily frustrations?

- Not being able to create blogs that are SEO-optimized
- Lack of analytics when it comes to blogging
- Writing blogs but not profiting
- Writer's block
- Lack of creativity
- Lack of time to create lots of blog posts
- Other platforms don't create well-written blogs from transcription
- Inability to turn ANY media into a blog post
- Overdue drafts
- When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- Not having a proper life outside of work
- Having to format
- Not making enough progress
- Having to research for hours on end

What are they embarrassed about?

- t. Having to do everything manually
- u. Inefficient content creation and publication
- v. Resource management; having to hire people
- w. Going through writer's block whenever they sit down to write
- x. Misspelling
- y. When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- z. Grammar errors
- aa. Outdated info
- bb. Factual errors

How does dealing with their problems make them feel about themselves? -
What do other people in their world think about them as a result of these problems?

- cc. They feel like they are unorganized
- dd. They feel defeated and lost
- ee. They feel like they have too much work to do
- ff. Overwhelmed
- gg. Self-doubting
- hh. They feel like they should be making money/getting attention but they aren't
- ii. People look at them in a similar way they look at themselves.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- I had to hire 3 people just to repurpose my YouTube videos and publish my blogs!

What is keeping them from solving their problems now?

- jj. Lack of time to do everything manually
- kk. No way to create content seamlessly
- ll. Almost impossible to publish blogs in multiple languages
- mm. Writer's Block
- nn. Bad budget to hire people
- oo. AI doesn't create blogs the way they want
- pp. Hard to fix Grammar errors, Outdated info, and Factual errors
- qq. Hard to repurpose content across multiple platforms
- rr. Inability to create blogs from almost any form of media
- ss. Having to pay subscriptions for multiple little services

Where do I want them to go?

- I want them to purchase our discounted premium plan
- Perceived cost
 - Mid-high, even after getting a large discount, people can be reluctant to spend money
 - It will take near 0 effort to create lots of viral blogs in just a few minutes.
 - There will be a small sacrifice since there won't be any human generated content, but that will be demolished by the copilot blogging feature
- CERTAINTY THRESHOLD
 - Pretty low cost for such a cutting-edge product
 - There is a full money back guarantee if the product doesn't satisfy (I'll ask client to display the guarantee in the pricing section/new sales page)
- TRUST IN THE COMPANY SELLING
 - Pretty low cost for such a cutting-edge product
- BIGGEST OBJECTIONS
 - I can't afford it
 - Lack of belief in you or the product
 - Confusion. They're unsure about some element of the product or solution and they don't buy
 - They're afraid of the unknown. They're afraid of a bunch of things that can come up

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

How will I get their attention?

- **Fascinations**
- **Highlight pains and desires (OPPORTUNITIES AND THREATS)**
- **Deadlines**

How will I increase certain levels?

- **Pain/desire**
 - **Language of the 5 senses**
 - **Vivid specificity (real-life wording)**
 - **Highlight their current state, dream state, and how our product is the best at implementing an AI content creator + limited time discount**

What objections or hesitations might they have, and how can I address them?

Here are methods to address common objections, specifically from the LIVE BEGINNER CALL #16 - DEMOLISH OBJECTIONS lesson:

1. "I can't afford it"

- Reframe the Investment: Present the product as a value-driven investment rather than a cost. Explain how the results or returns outweigh the initial expense, focusing on the benefits they stand to gain.

2. Lack of Belief in the Product

- Build Authority with Testimonials: Provide case studies or testimonials to validate your credibility. Real stories from other clients help build trust and showcase the effectiveness of your product.
- Transparency and Clarity: Share detailed information about your process and the product's features. Transparency can mitigate skepticism and improve their confidence in your offering.

3. Confusion or Uncertainty about the Product

- Use the handhold close
- FAQ and Educational Content: Provide an FAQ section or educational materials that answer common questions, helping clarify the product's value and usage.

4. Fear of the Unknown

- Risk Mitigation with Guarantees: Offering a money-back guarantee or a trial period can alleviate the fear of committing to something new. This shows confidence in your product and gives customers peace of mind.
- Step-by-Step Onboarding: Walk them through what to expect from start to finish, creating predictability and reducing anxiety around the unknown.

How can I make the process as easy as possible?

- Use a handhold close to guide them through what they will do after clicking the link

Why should the reader stop and read this copy?

- There's a new opportunity to create thousands of viral, monetized blogs for content creators, website owners trying to blow up their SEO,
- This offer won't last long and the price will return back to its \$40/m if the reader doesn't take action

Why should they take action now instead of later?

- This offer won't last long and the price will return back to its \$40/m if the reader doesn't take action
- Now is the time to be ahead of the content creation and AI curve by creating so many blogs that competitors have no space to breathe

Why should they buy YOUR product over competitors or take any other solution?

- Unique All-in-One Features: Blogify's ability to turn multiple media types into blog posts and connect seamlessly with platforms like WordPress makes it stand out.
- Purpose-Built for Bloggers and Marketers: Emphasize Blogify's focus on content creators, affiliate marketers, and digital marketers who need fast, high-quality output.
- Consistent Improvement: Position Blogify as a community-driven tool that listens to user feedback and continuously improves, unlike other tools that may become stagnant.

Add-ons deadline sequence

MARKET RESEARCH: **Blogify Market Research (updated)**

WINNER'S WRITING PROCESS

Who am I talking to?

Men and women

From ages 18-50

Occupation:

- a. Bloggers
- b. Entrepreneurs
- c. Affiliate marketers
- d. Influencers
- e. Copywriters
- f. Content creators
- g. People using social media
- h. Youtubers looking to repurpose content

Mostly in the US, but also spread out across other countries with wifi access

Competitor top customers:

- Cushman & Wakefield - Real estate, saves 10,000+ hours annually on content.
- WalkMe - SaaS, saved 3,000+ hours in content creation.
- BestPlaces - E-commerce, saw an 800% increase in website traffic.
- CloudBees - Tech, reduced content creation time by 6-10x.
- Goosehead Insurance - Insurance, publishes 5 articles/week, increased content output.
- Bloomreach - E-commerce/SEO, increased blog traffic by 40%.
- commercetools - Retail, creates campaigns 93% faster.
- MERGE - Digital agency, saves 1-4 hours per week per team member.
- Amplitude - Tech, produces high-volume content affordably.
- Pilot Company - Retail, saves 3-5 hours weekly per team member.

Where are they now?

- **Stage 4.** The audience is familiar with AI content tools, wary of exaggerated claims, and looks for specific mechanisms or added value.
- **Level 4 (also 3?)** - They're aware of the product, but most likely unaware of the add-ons
- **After using the rule of thumb** (The levels are usually lower and the thresholds are usually higher than you think they are)
 - **Current Levels of Desire: Low-Mid**
 - The audience shows some interest but is not yet fully motivated to buy the premium plan
 - **Current Levels of Certainty in Your Idea: Low-Mid**

- Idea of using AI is intriguing, but users may have doubts about its effectiveness or fit for their needs.
- Logically people can be slightly skeptical about what we promise, but success stories will take care of that
- The add-ons are tightly geared toward people who need content ideas and content repurposing
- **Current Levels of Trust in Your Company: Low**
 - They probably don't have a clue as to who we are, no familiarity with the brand
 - No social proof unless they've checked out our website
 - Trusted by large companies
 - Some primal leadership indicators like brand theme, colors, and professionalism

Painful Current State

What are they afraid of?

- i. Repurposing a mass amount of content
- j. Having to create a lot of blogs
- k. Writer's block
- l. Lack of creativity
- m. Falling behind other writers
- n. Lack of confidence in their writing

What are they angry about? Who are they angry at?

- o. Slow content creation process
- p. The hassle of creating blogs
- q. Writer's block
- r. Not having an all-in-one platform for blogging
- s. Working really hard but not earning any money/attention
- t. Other platforms don't create well-written blogs from transcription

What are their top daily frustrations?

- Not being able to create blogs that are SEO-optimized
- Lack of analytics when it comes to blogging
- Writing blogs but not profiting
- Writer's block
- Lack of creativity
- Lack of time to create lots of blog posts
- Other platforms don't create well-written blogs from transcription

- Inability to turn ANY media into a blog post
- Overdue drafts
- When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- Not having a proper life outside of work
- Having to format
- Not making enough progress
- Having to research for hours on end

What are they embarrassed about?

- u. Having to do everything manually
- v. Inefficient content creation and publication
- w. Resource management; having to hire people
- x. Going through writer's block whenever they sit down to write
- y. Misspelling
- z. When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- aa. Grammar errors
- bb. Outdated info
- cc. Factual errors

How does dealing with their problems make them feel about themselves? -

What do other people in their world think about them as a result of these problems?

- dd. They feel like they are unorganized
- ee. They feel defeated and lost
- ff. They feel like they have too much work to do
- gg. Overwhelmed
- hh. Self-doubting
- ii. They feel like they should be making money/getting attention but they aren't
- jj. People look at them in a similar way they look at themselves.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- I had to hire 3 people just to repurpose my YouTube videos and publish my blogs!

What is keeping them from solving their problems now?

- kk. Lack of time to do everything manually
- ll. No way to create content seamlessly
- mm. Almost impossible to publish blogs in multiple languages
- nn. Writer's Block
- oo. Bad budget to hire people
- pp. AI doesn't create blogs the way they want
- qq. Hard to fix Grammar errors, Outdated info, and Factual errors

- rr. Hard to repurpose content across multiple platforms
- ss. Inability to create blogs from almost any form of media
- tt. Having to pay subscriptions for multiple little services

Where do I want them to go?

- I want them to purchase our discounted premium plan
- Perceived cost
 - Mid
 - Monetary cost is extremely low
 - 2/10 effort to watch add-on demos and use them
 - There will be a small sacrifice since there won't be any human generated content
- CERTAINTY THRESHOLD
 - Mid
 - Very low cost
 - There is a full money back guarantee if the product doesn't satisfy (I'll ask client to display the guarantee in the pricing section/new sales page)
- TRUST IN THE COMPANY SELLING
 - Low-mid
 - They're likely skeptical about connecting their youtube channel with another platform
 - Very low cost
- **BIGGEST OBJECTIONS**
 - I can't afford it
 - Lack of belief in you or the product
 - Confusion. They're unsure about some element of the product or solution and they don't buy
 - They're afraid of the unknown. They're afraid of a bunch of things that can come up

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

How will I get their attention?

- **Fascinations**
- **Highlight pains and desires (OPPORTUNITIES AND THREATS)**
- **Deadlines**

How will I increase certain levels?

- **Pain/desire**

- **Vivid specificity (real-life wording)**
- **Highlight their current state, dream state, and how our product is the best at implementing an AI content creator + limited time discount?**

What objections or hesitations might they have, and how can I address them?

1. "I can't afford it"

- Reframe the Investment: Present the product as a value-driven investment rather than a cost. Explain how the results or returns outweigh the initial expense, focusing on the benefits they stand to gain.

2. Lack of Belief in the Product

- Build Authority with Testimonials: Provide case studies or testimonials to validate your credibility.
- Transparency and Clarity: Share detailed information about your process and the product's features.

3. Confusion or Uncertainty about the Product

- Use the handhold close
- Demo videos: Give a demonstration video on both add-ons and exactly what they do

4. Fear of the Unknown

- Step-by-Step Onboarding: Walk them through what to expect from start to finish, creating predictability and reducing anxiety around the unknown
- Demo videos: Give a demonstration video on both add-ons and exactly what they do

How can I make the process as easy as possible?

- Use a handhold close to guide them through what they will do after clicking the link
 - Demo videos: Give a demonstration video on both add-ons and exactly what they do

Why should the reader stop and read this copy?

- There's a new opportunity to connect YouTube channels to Blogify to make video repurposing easier than ever before
- They won't have to spend hundreds of \$ on other tools just to create things like custom job descriptions, social media posts, marketing text blocks, because they're getting all this for a few \$
- They realize that they can make video repurposing EVEN EASIER AND FASTER, and they can create coherent text snippets for 50+ topics on demand

Why should they take action now instead of later?

- ~~• This offer won't last long and the prices will return to their \$10/m if the reader doesn't take action~~
- ~~• If they have this opportunity to make content creation so seamless for such a low, then why would they wait on it?~~

Why should they buy YOUR product over competitors or take any other solution?

- ~~• Extremely affordable~~
- Stupid-easy to implement
- ~~• It's an EXTENSION instead of having to buy separate tools, create new accounts, all that BS no one wants~~

Add-ons Deadline

Deadline email 1 ((For people who already have a plan))

SL: Why Blogify isn't the solution to everything...

Preview text: + Secret weapons to accelerate content creation

Hey {{ contact.FIRSTNAME}},

You're already using Blogify to streamline your blogs,

But you might still be spending too much time repurposing content,

Or struggling to create content that actually engages your audience.

Even with Blogify, you can't connect your YouTube channel to turn videos into blogs at 2X speed, or create content outside of just blogs,

This is where our **YouTube Connect** and **Writing Snippets** add-ons come in.

You don't have to find more platforms to repurpose your YouTube channel content,

And you don't have to make new accounts for various tools

These are your "cheat codes" to viral blogs from your YouTube channel and 50+ reader-addicting content pieces

1. YouTube Connect: Connect your YouTube channel to churn out blogs on autopilot

You can take any video from your YouTube channel and instantly turn it into a trend-hijacking blog, drawing in **1,000+ readers/month**.

No more transcribing, no endless rewrites.

[Watch a YT Connect demo](#)

2. Writing Snippets: Destroy writer's block with 50+ instant content blocks

Staring at a blank page, trying to force the words out?

Writing Snippets gives you fresh ideas in seconds.

Just choose any topic (job descriptions, blog intros, Facebook posts, etc),

And you'll get *ready-to-use* text snippets to keep readers glued to your content

Imagine having 50+ custom snippets a few clicks away for socials, business, and more to go from "good" to "viral-ready."

[Watch a Writing Snippets demo](#)

Normally priced at \$9.99/month each, you can **[click here to steal both add-ons at 50% off](#)**

And take advantage of these tools for seamless repurposing and creative content snippets

P.S. The add-ons won't be free for long, this won't last any longer than 5 days, so make sure you [sign up here](#).

Deadline email 2 (send this 2 days after deadline email 1 unless the reader already bought the add-ons)

SL: 3 days left in the reader "magnet" event

Hey, {{ contact.FIRSTNAME }},

You haven't tried out the [discounted add-ons](#) yet...

There are only 3 days left for you to start shifting your writing game along with the market,

Before Youtube Connect and Writing Snippets' prices return to their original \$10/month...

These "cheat codes" have already helped top creators and brands:

- **Save [number]+ hours each week** on content repurposing
- **Boost reader engagement by up to [number]%** with engaging content that readers are addicted to
- **Unlock [number]% more monthly traffic** by turning YouTube videos into viral blog posts

[proof] [proof] [proof]

These add-ons are designed to make *every step of content creation faster, easier, and reader-addicting*

So, {{ contact.FIRSTNAME }},

Are you truly serious about repurposing your channel and creating content outside of blogging?

If you're ready, we suggest you [sign up for the half off add-ons](#) **right now**,

Before it's too late...

I'll see you in Blogify.

- Team Blogify

Deadline email 3 (send this 2 days after email 2 unless the reader already bought the add-ons)

SL: This is your last chance, {{ contact.FIRSTNAME }}

There are only 24 hours left in the half-off add-ons event...

Here's what's in store:

- An AI-powered snippet writer for over 50+ subjects so you never face writer's block again ([watch a demo here](#))
- Repurpose videos from your YouTube channel into blogs and save hours ([watch a demo here](#))

{{ contact.FIRSTNAME }}, there's no time to lose,

Join the event [here](#) to redeem the blogging add-ons at half-off, instrumental for content efficiency in 2024 ...

Don't wait on this opportunity to automate writing completely.

-Team Blogify

Agency plan

Market Research:  Blogify Market Research (updated)

WWP

1. What specific business objective am I seeking to accomplish with this project? Why is this important?

I'm looking to get more people to buy the Blogify Agency Plan by:

- Highlighting the huge value of the one-time lifetime offer compared to more expensive tools.
- Showing them how Blogify makes creating content easier and faster without extra fees or complicated tools.
- Building urgency so they feel they need to act now before the offer disappears.

This is important because Blogify needs to stand out in a crowded market. Many people are still juggling multiple tools or aren't fully convinced Blogify can deliver. These emails will help show them why Blogify is the best option to help them get results.

2. What part of their online presence/funnel is needed to accomplish this business objective?

The email campaign is key for this project. We're talking to:

- Subscribers who know Blogify but haven't seen all the benefits of the Agency Plan.
- People on the fence about making a purchase and need a final push with clear benefits and a limited-time deal.

3. Who am I talking to?

I'm talking to:

- Bloggers, entrepreneurs, content creators, and YouTubers who need to turn their content into blogs easily.
- Small agencies or businesses that need to create a lot of content but don't want to spend a ton of time or money doing it.

- People who are price-conscious but know they need a solid content creation tool to grow.

4. Where are they now?

They're familiar with Blogify, but they haven't fully understood how it can save them time and money. Some of them might:

- Be frustrated with using multiple tools that don't work well together.
- Think Blogify is just another content tool and don't realize how much it can do.
- Be hesitant about spending money without knowing if it'll really pay off.

5. Where do I want them to go?

I want them to:

- Buy the Blogify Agency Plan for \$599 one-time.
- See the long-term savings and realize how much easier their content creation will be with Blogify.
- Act now, before the price goes up or the offer expires.

6. What steps do I need to take them through to get them from where they are to where I want them to go?

1. Grab their attention with headlines that highlight their problems, like:
 - "Why your content is struggling to compete..."
 - "Just a few days left to create better blogs..."
2. Show them the benefits of Blogify Agency (unlimited blogs, SEO optimization, turning videos into blogs) so they see it's the only tool they need.
3. Create urgency by showing them the one-time price and that the offer won't last.
4. Make it easy for them to take action by keeping the process simple and clear.

7. How will I get their attention?

- Use punchy headlines that speak to their pain (e.g., "Why your content isn't standing out..." or "Time's running out to grab this deal").
- Highlight unique features of Blogify (unlimited blog creation, video-to-blog, team collaboration) so they see the value right away.
- Show them the huge savings compared to paying for other tools.

8. How will I increase certain levels?

PAIN

- Call out their frustration with using multiple expensive tools or feeling like their content isn't good enough to stand out.
- Remind them how much time and money they're wasting by doing things the hard way.

BELIEF

- Show them that Blogify is different—it's built to handle all their content needs in one place, without needing to juggle tools.
- Make it clear that Blogify is easy to use and will save them time.

TRUST

- Point out the research and development that's gone into Blogify.
- Show them how Blogify is focused on blogs and isn't just another AI tool.

9. How will I bring down perceived costs and thresholds?

- **COST:** Focus on the one-time payment of \$599 and how it compares to paying for multiple tools every year.
- **CERTAINTY:** Reassure them that Blogify is easy to use and will save them time, with no hidden fees or complications.
- **TRUST:** Emphasize that Blogify is trusted by content creators and has everything they need in one platform.

10. What objections or hesitations might they have and how can I address them?

Objection 1:

They're not sure if Blogify can really replace all the tools they're using.

Solution: Show them how Blogify offers everything they need (SEO, blog creation, video-to-blog, team collaboration) all in one place.

Objection 2:

They don't trust that Blogify will actually make their content better.

Solution: Emphasize the SEO tools and how Blogify helps them create content that ranks higher and gets more traffic.

11. How can I make the process as easy as possible?

- Keep the CTA simple and direct: "Click here to claim your Blogify Agency Plan for \$599."
- Use handholding language: "Click, check out securely, and start creating high-quality blogs in minutes."
- Reassure them that setup is quick and they'll have 24/7 support if they need it.

12. Why should the reader stop and read this copy?

This is their chance to get a game-changing tool that'll save them time, effort, and money, at a one-time low price.

13. Why should they take action now instead of later?

- The \$599 lifetime offer won't be around forever.
- If they wait, they'll miss out on a huge cost savings.

14. Why should they buy YOUR product over competitors?

Blogify is the only tool that combines everything they need for content creation and SEO, at a one-time price. They'll save \$3,500+ per year compared to paying for other tools separately

Email 1:

Subject Line: How to actually create VIRAL content (Not what you think)

Preview text: Making great content won't do the trick, here's what will...

{{ contact.FIRSTNAME }},

Do you ever feel like you're spending hours on content that no one reads?

Like no matter how hard you work, your blogs get no more than 100 views in a week?

While you go on Medium, face leaning on your fist, checking other people's content out to find they have 1000+ readers...

And they only posted 10 minutes ago?

Here's the hard truth: Creating good content isn't enough anymore.

While they're essential as well, you can't get away with just:

- Informative content
- Value-packed blogs
- 1000+ word count
- General topics

You also need:

- Consistent,
- Professional
- SEO-optimized
- Well-structured
- Analyzeable

Content that cuts through the noise and gets results.

You need something fast, affordable, and can create 10x more SEO-enhanced blogs in half the time, without limits.

[The Blogify Agency Plan.](#)

This is the single tool you need to ride AI content creation to its best.

And this isn't just another content tool that leaves you with mediocre results...

We've spent months working on every aspect of this plan, making sure we've got you covered entirely for blog creation.

Here's what you get with Blogify Agency:

- **Unlimited Blog Creation** – Forget limitations. You can create as many blogs as you want, no caps, no restrictions.
- **Extended Video Support** – Sit back as you convert that 3 hour video into content in minutes
- **Massive File Uploads** – Handle your biggest projects with near **0 effort**.
- **Collaborate Easily** – Stop waiting hours for feedback, invite *10+ colleagues* to churn out 10X viral content while others struggle to keep up
- **SEO Optimization** – Go from being on the 6th page on Google to number 1-10 of the first results.

But here's the kicker,

You can get all of this for a one-time price.

No more ongoing fees, no more hidden charges. You'll have the Agency Plan for life.

{{ contact.FIRSTNAME }}, this is your chance to stop struggling with content that no one sees.

How many more hours are you going to spend creating content that you know won't get many views...

While your competitors are busy racking up 1000+ readers for less than half the time you spend creating blogs?

Instead, create SEO-driven, professional-grade blogs that will drive traffic and help you stand out in a saturated market.

But don't take our word for it,

Look at James for example:

**RAIN_MANN**
✓ Verified purchaser
Member since: Jul 2021 • Deals bought: 864



Posted: Feb 22, 2024

Blogify helps you make passive income

And this growing world of AI you need to compete with your competitors you need to put out blogs at a high rate it's all about speed the fastest person with the best content wins. 🌟🌟🌟🌟🌟

When you look at reviews on appsumo you have to figure out whether they are the rookies (don't know anything no experience) or their experts (people who make large sums of money people who know how to get it done) some people that leave less than five star reviews or bad reviews Blogify are pretty much rookies.

Blogify is an excellent tool for making money and passive income also customer Supports excellent prompt and quick and they showed me that they care.

Also if you look at the number beside my name that's how many things I bought I don't have Sumo so I know a thing or two about good products.

Also anything that can make me money on autopilot I love thanks for the great customer support and excellent service Blogify.

Also when a software company comes to appsumo there they're trying to work out the Kinks trying to get customer feedback so they can be the best company they can be I don't know why other people act like everything's supposed to be 100%. You don't start out at 100% you get there through strives Lessons Learned and being true to yourself.

5 stars all the way 🌟🌟🌟🌟🌟

[Read less](#)

Want in? Here's your chance: [Claim Your Blogify Agency Plan](#)

You're a few clicks away from making content creation a profitable side task.

- Team Blogify

P.S. This one-time price drop won't last forever. Get your Agency Plan by [clicking this link](#), your lifetime plan will be set up within a few minutes.

Email 2:

- Subject Line: Just a few days left to create viral, \$\$ yielding blogs, faster
Alternate Subject Line: Time's running out, {{ contact.FIRSTNAME }}—don't miss this.

Hey {{ contact.FIRSTNAME }},

Every day you wait, someone else is making money from your readers...

...and your profits.

I get it, maybe you've been burned before.

You've tried ChatGPT, but the writing is robotic

You've tried Jasper or Copy.ai, but there aren't cutting-edge tools just for blogs.

You've tried hiring bloggers, but with their price tags? Out the window.

Let us be clear, *this isn't your average Blogify tier.*

With Agency, you'll finally be able to:

- Save months of your time by making hundreds of SEO-optimized blogs out of long YouTube videos in **less than 2 hours**
- Upload files up to 200 MB **(40,000 pages of PDFs)** to handle your biggest projects with **no effort**
- Collaborate with your team and create 10X blogs in half the time.
- *Say goodbye to any restrictions.* Unlimited blog creation means you won't have to worry about how much profitable content you can produce.

You know what happens when you're stuck creating content manually?

You fall behind.

You waste time on the wrong tasks,

And you miss opportunities to grow.

Blogify Agency was built to make sure you can focus on what matters and leave the technical work behind.

And today, you can get lifetime access for just \$599.

The offer's live, but only for a few more days. Don't miss out: [Secure your Agency Plan for \\$599 and redeem creative freedom.](#)

Click the link, check out securely, your lifetime plan will be set up within a few minutes,

And you'll watch your blogs go from average to 300+ readers/month

- Team Blogify

P.S. Don't be one of the creators left playing catch-up. If you want to streamline your process and produce professional-level blogs without the hassle, this is your chance. Time's running out.

Email 3:

Subject Line: Last chance to get lifetime access, {{ contact.FIRSTNAME }}
Alternate Subject Line: Your final opportunity, don't let this slip away.

Hey {{ contact.FIRSTNAME }},

This is it. You've got 24 hours left to grab your Blogify Agency Plan at the one-time price of \$599.

Imagine what you could do with:

- Unlimited blog creation - never worry about restrictions or limits again.
- SEO-optimized content that ranks, drives traffic and converts.
- 180 minutes of video transformed into fully written blogs - no more wasted content.

- Work with your team and produce professional-grade blogs, faster than ever.

Think about it like this:

These are all the tools you'd need to match us 📌

- Jasper.ai (Unlimited blog creation & AI-driven writing assistance) – \$99/month (\$1,188/year)
- Rev.com (Transcription services for video-to-text content) – \$25/hour (180 minutes = \$75 per video)
- Dropbox or Google Drive (200MB file uploads + team collaboration tools) – \$20/month (\$240/year)
- Yoast SEO (SEO plugin for ranking higher in search) – \$99/year
- Grammarly (Grammar and tone check for content writing) – \$12/month (\$144/year)
- Hootsuite (Multi-platform sharing and scheduling) – \$49/month (\$588/year)
- Ahrefs or SEMrush (SEO keyword optimization and insights) – \$99/month (\$1,188/year)

Resulting in over **\$3,522/year** for a huge mess of platforms...

Would you choose those?

Or get EXACTLY what they offer, packaged in one, user-friendly platform...

...but for just a one-time payment of \$599?

This is your final chance to secure lifetime access and take your content creation from overwhelming to *effortless*.

After today, the price goes back up, and you'll lose the opportunity to scale your blog creation with zero restrictions.

So are you serious about stealing waves of readers from your competitors?

Show it to us, and we'll reward you with more and more writing resources.

Click here before it's too late: [Grab Your Blogify Agency Plan for \\$599](#)

Team Blogify

P.S. This is your last shot at getting the Blogify Agency Plan for life. Don't wait for others to get ahead of you.

Value emails

Copy

Email 1:

SL: Readers will be MAGNETIZED to your blogs with this 5-minute “hack”

Preheader: Stuck on 50-100 viewers? This is for you.

Hey {{ contact.FIRSTNAME }},

Ever wondered why some blogs seem to skyrocket in views while others barely get noticed?

Here's the thing—it's not always about what you write.

Most of the time, it's about how you package it.

The easiest way to grab more attention? Fix your headlines.

Think about it, headlines are the first thing people look at and decide, “I’m reading this.”

This “hack” takes 5-10 minutes, and readers will be magnetized to your content, making it 7X easier to monetize.

And here we are, giving this away for completely free:

- **Spark curiosity** – Make readers wonder, “What happens next?”
Example: Instead of “5 Tips for Better Writing,” try “5 Writing Secrets Even the Pros Don’t Know.”
- **Use odd numbers** – Odd numbers (like 7, 9, or 11) are more eye-catching and people love lists.
- **Solve a problem** – Show them how you’ll make their lives easier.
Example: “How to Get 100+ Blog Readers Without Spending a Dollar.”

Right now, go back to your most recent blog posts, rework the headlines using these tips, and watch how your traffic flips to 4+ digits.

We’ll have more tips for you soon,

So keep your eyes peeled for more insane value headed your way.

-Team Blogify

Email 2:

SL: What NEVER to do when writing blogs

Hey {{ contact.FIRSTNAME }},

We've all been there, staring at a blank screen and a blinking text cursor,

Emptiness gnawing at our brains,

Trying to find that perfect sentence that never seems to come.

Here's a quick trick to break through that block: **Set a timer for 5 minutes, and just write.**

Here's exactly why this works:

When you limit your time, your brain moves into "go mode."

This is called **Parkinson's law**.

You stop worrying about getting it perfect and just get the ideas out.

And once they're on the page, it's much easier to shape them into a viral post for your client, website, or yourself.

Here's the sauce:

- **Choose a topic** – Something your audience is already asking about.
- **Write for 5 minutes, no stopping** – Don't think, don't edit, just write. It doesn't need to be perfect.
- **Take a break, then polish** – After a few minutes, go back and clean it up. You'll already have the bones of your blog.

No more overthinking. Just write.

Try this next time you're stuck and see how fast your writing speed picks up.

We'll be back with more value soon.

-Team Blogify

Email 3:

Subject Line: Easiest way to create 5X more content

Preview text: (That the pros don't want you to know...)

Hey {{ contact.FIRSTNAME }},

Why create one blog when you can turn it into multiple pieces of content?

This means 5X the reach, 5X the engagement, 5X the nurturing, and **5X the profit.**

Here's the easiest way to repurpose your work and get unbelievable reach:

- **Break it into social posts** – Each section of your blog can be a standalone tip on Instagram, LinkedIn, or X (Twitter).
- **Film a short video** – Record yourself explaining one key point from the blog. Post it as a quick reel on Instagram or TikTok.
- **Create a visual** – Use a tool like Canva to make an infographic summarizing your main points. People crave digestible visuals.

By repurposing your content, you're reaching more people on multiple platforms with almost no extra effort.

The next time you publish a blog, ask yourself:

"How else can I use this?"

We'll have more tips soon, so stay tuned.

-Team Blogify

[Market Research](#)

WWP:

What specific business objective am I seeking to accomplish with this project? Why is this important?

- I am seeking to nurture, build trust and belief in our email list with pure value in 5 days. This is important to boost their trust, belief, and a little bit of pain before upselling them to a higher ticket subscription plan in the future

What part of their online presence/funnel is needed to accomplish this business objective?

- Email campaign for subscribers

Who am I talking to? Identify the audience for your copy.

-  Blogify Market Research (updated)

Where are they now?

-  Blogify Market Research (updated)
- Level 4- Product Aware
- Stage 3.5- Market tires of your mechanism + Market tires of claims
- PAIN
 - Low-mid, they've most likely bought a Blogify plan and is using it, but they might have also canceled, or maybe they want a better plan, but it's price scares them off
- BELIEF
 - Overall, the audience's beliefs are low-mid
 - By logic, people should know very well as to what the product is and what it can do
 - There are numerous blog posts and reviews of Blogify and how great it is, including our homepage
 - While there's proof of people loving the product, there are very few success stories of earning with Blogify
 - Targeting bloggers, written content creators, and people who want to repurpose content into blogs, all our plans fit in great with the users' needs
- TRUST
 - Overall mid
 - Very few people are familiar with the owner, but since they bought the product, they should know it pretty well at least
 - There are numerous blog posts and reviews of Blogify and how great it is, including our homepage
 - While there's proof of people loving the product, there are very few success stories of earning with Blogify
 - Not many famous bloggers or content creators vouch for Blogify

- Professional and cutting edge software, but little clear vision
- Blogify has been mentioned in the news before, and it's in the homepage, but no certifications or qualifications

Where do I want them to go?

- COST THRESHOLD
 - Extremely low, just read emails and take in value
 - No monetary cost
 - A couple minutes of their day
- CERTAINTY THRESHOLD
 - Very low, they just need to read and take in immense value
- TRUST THRESHOLD
 - They need mid trust in our company
 - They need to know who we are and why they should trust us and follow the information given to them

What steps do I need to take them through to get them from where they are to where I want them to go?

- Ask specific questions.

How will I get their attention?

- Engaging and curiosity-inducing headline
 - Fascinations
 - Pattern-interrupt
 - Mystery
 - Opportunity

How will I increase certain levels?

PAIN

- Amplify curiosity by using these:
 - 1. Make the information or desire you give the readers very specific. Make the text precise and vivid without telling them the entire story
 - 2. Show the reader what the solution ISN'T (No, it's not..., etc)
 - 5. Show some kind of conflict/drama

- 6. Tease something from a "special" group of people who are in the dream state/ important
- Use visual sensory (and other applicable senses) language
- Amplify desire by leveraging esteem and self-actualization

BELIEF

- Give the readers a handhold close kind of thing by telling them exactly how to use the value in their life
- Show the reader how this info is JUST what they needed to break through their roadblocks
- Display professionalism

How will I bring down perceived costs and thresholds?

COST

- Free to read, nothing to pay for
- Million-dollar advice for FREE
- Use the handhold close to reduce confusion

CERTAINTY

- It's free

TRUST

- It's free

What objections or hesitations might they have and how can I address them?

- Confusion. They're unsure about some element of the solution and they don't read the rest/the 1st email
 - Use "Agree to the objection?"
 - Reduce Confusion with "Handhold" Close
- They're afraid of the unknown. They're afraid of a bunch of things that can come up
 - Use "Agree to the objection?"
 - Reduce the unknown with "Handhold" Close

How can I make the process as easy as possible?

- Make the info well-spread out and digestible
- Simple but flavor-packed language

Why should the reader stop and read this copy?

- New opportunity to achieve dream outcome and leave the current state with easy-to-implement information

Why should they take action now instead of later?

- Mention how we're giving away million-dollar advice that is vital to stay ahead of the curve and not be left behind by competitors.

Why should they take YOUR advice over competitors or take any other?

- They should take our advice because we're a business that's been in the market for a couple of years, and we specialize fully in blogging content creation, covering everything about that. So our blog creation value is the most actionable and guarantee results

Free trial funnel

Outline

Email 1: Welcome & Quick Start

- **Subject Line:** "Welcome to Blogify! Let's Get You Started"
- **Content:**
 - Congratulate them on starting the trial and make them feel excited about what's ahead.
 - Briefly introduce Blogify's core features.
 - Link to a quick-start guide or an onboarding video that shows them how to get the most out of the platform.
 - Soft CTA: "Log in to explore Blogify now!"

Email 2: Key Feature Highlight

- **Subject Line:** "Unlock the Power of AI for Your Blog"
- **Content:**
 - Focus on one core feature, like AI-driven content generation or SEO optimization.
 - Give examples or benefits of how this feature can save time or increase engagement.
 - Link to a tutorial or case study if possible.
 - Soft CTA: "Try out AI content creation now."

Email 3: Social Proof and Success Stories

- **Subject Line:** "See How Others Are Growing with Blogify"
- **Content:**
 - Share a success story or case study of a user who achieved impressive results with Blogify.
 - Reinforce the credibility and effectiveness of Blogify with a couple of testimonials.
 - CTA: "Explore more features to maximize your trial!"

Email 4: Advanced Feature or Pro Tips

- **Subject Line:** "Pro Tips to Make the Most of Blogify"
- **Content:**
 - Share lesser-known or advanced tips to help them get the most value from their trial.

- Mention premium features available in paid plans (if applicable), to plant a seed for upgrading.
- CTA: “Log in and try these tips today!”

Email 5: Trial Ending Soon + Upgrade Reminder

- **Subject Line:** “Your Free Trial Ends Soon—Unlock Full Access!”
- **Content:**
 - Friendly reminder that the trial is ending soon.
 - Highlight the value of continuing with a paid plan and reinforce the key benefits they’ve explored.
 - Offer a limited-time discount or promo code if they upgrade now.
 - Strong CTA: “Upgrade now and keep growing with Blogify!”

Webinar funnel

Pre-funnel sequence

Email 1: Initial Announcement

- **Subject Line:** “Unlock the Secret to Viral Blogging—Free Webinar Inside!”
 - **Content:**
 - Introduce the topic and key benefits they’ll gain from attending.
 - Tease the pain points you’ll solve (e.g., “Want to create high-quality blogs in half the time?”).
 - Strong CTA: “Register for Free Today”
-

Email 2: Reminder to Register

- **Subject Line:** “Seats Filling Up! Don’t Miss This Webinar on Blog Growth”
 - **Content:**
 - Remind them of the benefits of attending and any limited spots or time.
 - Reinforce social proof if available (e.g., “Join hundreds of bloggers already signed up”).
 - CTA: “Secure Your Spot Now”
-

Email 3: Last Call to Register

- **Subject Line:** “Last Chance to Register—Learn How to Automate Your Blogging”
- **Content:**
 - Create urgency by emphasizing it’s the final chance to register.
 - Tease a specific tip or feature you’ll be covering in the webinar.
 - CTA: “Register Before It’s Too Late”

Post-funnel sequence

Email 1: Thank You for Attending

- **Subject Line:** “Thanks for Attending! Here’s a Quick Recap”
 - **Content:**
 - Thank them for attending and provide a quick summary of the key points.
 - Include a link to a replay if it’s available on-demand.
 - CTA: “Try Blogify Today” with a free trial offer or discount.
-

Email 2: Key Takeaways & Exclusive Offer

- **Subject Line:** “Top Takeaways + Limited-Time Offer Inside”
 - **Content:**
 - List 2-3 actionable takeaways or benefits of Blogify they can apply immediately.
 - Present an exclusive offer (e.g., 20% off first month if they sign up within 48 hours).
 - CTA: “Unlock Full Access to Blogify”
-

Email 3: Case Study or Success Story

- **Subject Line:** “See How Others Are Growing Their Blogs with Blogify”
- **Content:**
 - Share a real-life success story or case study of a Blogify user.
 - Reinforce the benefits they learned in the webinar with tangible examples.
 - CTA: “Join [User’s Name] and Start Growing with Blogify”

(Optional) Email 4: Last Chance to Redeem Offer

- **Subject Line:** “Final Reminder: Exclusive Offer Ends Soon”
- **Content:**
 - Quick reminder that their exclusive offer (discount or trial extension) expires soon.
 - Reinforce the value of upgrading now, based on what they learned in the webinar.

- Strong CTA: “Get Started with Blogify Today”

Affiliate program promo

Market Research: Blogify Affiliates' Market Research

WWP

1. Who Am I Talking To NOW?

- **Audience:** Men and women, ages **25-45** who are actively trying to make money online or boost their online influence. These are people in fields like blogging, affiliate marketing, content creation, digital marketing, and entrepreneurship. They're balancing side hustles or full-time jobs while looking to make consistent, passive income through high-ROI affiliate programs.
- **Competitors' Audience:** People attracted to well-paying affiliate programs and value-rich partnerships, like those offered by SaaS competitors that promise time savings, revenue generation, or digital marketing benefits.

2. Where Are They At Now?

- **Stage:** 99% **Product Aware** (Level 4).
 - **Current Sophistication:** Familiar with affiliate programs but **skeptical** of exaggerated claims. They've likely tried programs with minimal results and want to see something real that works without unnecessary hassle.
 - **Current Desire Level: Moderate**—interested in finding reliable programs but cautious due to past disappointments.
 - **Certainty Level: Low to Moderate**—they find the idea of earning passive income with Blogify intriguing but need to see evidence that it's effective and worth the time.
-

3. Current State vs. Dream State

- **Current State:**
 - Struggling with low conversions, high competition, and unreliable income.

- Working multiple channels but not seeing substantial returns, often feeling “stuck” or like they’re missing out on affiliate success.
 - **Dream State:**
 - Enjoying **steady, passive income** through an affiliate program that pays top commissions.
 - Gaining financial security, seeing consistent results without constant hustle, and building a respected name in the digital space.
-

4. Where I Want Them to Go

- **Action Goal:** Click through the email and **sign up for Blogify’s Affiliate or Referral Program.**
 - **Why They Should Do This:**
 - **High Commissions:** Up to 80% one-time or 50% recurring—a significant income potential that’s better than many other programs.
 - **Proven Tools and Support:** 200+ marketing assets, exclusive community support, and real-time tracking.
 - **Immediate Perks and Resources:** Quick, simple setup to start promoting Blogify and earning commissions right away.
-

5. Perceived Costs, Thresholds, and Objections

- **Perceived Costs:**
 - **Time and Effort:** Worry that promoting Blogify will demand too much time or energy for the returns.
 - **Risk of Low Conversions:** Uncertainty that Blogify’s program will actually convert into sales, leaving them spinning their wheels.
- **Certainty Threshold:**
 - They need to see clear proof and **case studies** to feel that Blogify’s affiliate program can actually deliver these high commissions.
 - **High Transparency** in the email to avoid skepticism and show that Blogify is a genuine, reliable program.

- **Trust in Blogify:**
 - **Low Trust** at the start; they may have heard of Blogify but aren't fully confident in the brand yet.
 - Trust needs to be **built with testimonials**, a solid FAQ, and proof of results from other affiliates to reassure them Blogify's program is worth it.
-

6. How Will I Get Their Attention?

- **Fascination Points:** Start with attention-grabbing lines that highlight high commissions, easy setup, and clear paths to earn consistently.
- **Highlight Pain Points:** Directly address the frustrations they've faced with other programs (low income, high competition) and how Blogify solves them.
- **Urgency and Deadlines:** Offer a limited-time discount code (BF_SUMMER_25) to give them an extra nudge to act now instead of later.

7. How Will I Increase Their Levels of Desire and Certainty?

- **Pain/Desire Language:** Use phrases that resonate with their goals—"earn without constant hustle," "high-earning passive income," "get paid for promoting quality."
- **Clear, Vivid Benefits:** Make benefits real and tangible (e.g., "200+ ready-to-use marketing assets, no need to create from scratch").
- **Highlight the Success Path:** Reinforce that Blogify's program is designed to be simple and effective, letting them start earning without complex requirements or high upfront effort.

8. Addressing Objections and Reducing Thresholds

- **Objections:**
 - **"I don't believe it works":** Include real examples and testimonials to show proof of income from other Blogify affiliates.

- **“It sounds complicated”:** Highlight Blogify’s **easy setup and extensive resources**, showing that it’s designed for a quick start with minimal hassle.
- **Reduce Thresholds:**
 - **Hand-Holding Close:** Walk them through the steps after they click—sign up, access marketing materials, and start earning.

9. Making It Easy to Act

- **Step-by-Step CTA:** Lead with a CTA like “Click here to join” and provide reassurance that they’ll have resources and support.
- **Simple Language and Instructions:** Avoid jargon—use clear language about what they’ll get by signing up and how quickly they can start.
- **Follow-Up Emails:** Each email in the sequence builds trust, increases urgency, and adds new benefits to reinforce the offer.

10. Why Should They Buy NOW?

- **Positioning:** Frame this as the ideal time to join because it’s a **high-paying program in a growing market**, and the earlier they join, the quicker they’ll benefit.

11. Why Choose Blogify Over Competitors?

- **Unique All-in-One Features:** Unlike other affiliate programs, Blogify provides full marketing assets, tracking, and support—everything they need to start earning without extra tools or software.
- **Top Commissions and Recurring Income:** Blogify’s 80% one-time or 50% recurring commissions are far above typical affiliate earnings, offering high rewards for minimal work.
- **Simple Setup and Continuous Improvement:** Blogify listens to its affiliates, making constant improvements based on feedback so they’re always using a tool that gets better over time.

Email 1:

Subject Line

- *Earn up to 80% commissions with this plug n’ play affiliate program*

- *Earn up to \$1500/month with this plug n' play affiliate program*

Preview text:

- *And how you can join for free today...*

Affiliate marketing is one of the fastest-growing systems for instant passive income.

In fact, according to statista.com: *"The global affiliate marketing industry is expected to grow to a market size of \$27.78B by 2027"*

Hundreds of thousands of people are becoming affiliates, with around 25% of marketers reaching **\$81k-200k** in income

And you're probably thinking, *"I need to take advantage of this..."*

But there's one problem: You can't find a partner program that:

- Is completely free to join
- Has an incredible ROI
- Promotes a cutting-edge product that people actually need
- Has endless marketing assets to promote with near 0 effort

Well, do **we** have news for you, {{ contact.FIRSTNAME }}.

Blogify's partner program lets you choose between two options:

Earn an **80%** one-time commission on each new signup,

Or opt for a **50%** recurring commission every time a user renews their subscription.

Here's the kicker: You can *use* Blogify's platform to create content to promote your affiliate link, meaning you can earn from us, using us.

[Join here for free to earn 5-6 figures in the affiliate marketing game effortlessly.](#)

Once on the page, you'll see the flexible payout options, a 4-step program walkthrough, and more guidance to your passive income.

See you there.

- Team Blogify

Email 2:

Subject Lines Choices:

- **Are You Missing Out on One of the Highest-Paying Affiliate Programs?**
- **The Easiest Way to Earn 1500/month with Blogify's Commissions**

Preview Text:

Instant access to Blogify's program, support, and resources—just a few clicks to get started.

Email Body:

Hey, {{ contact.FIRSTNAME }},

Let's be real: Affiliate marketing isn't as easy as people make it out to be.

You've probably been there: joining programs that look promising, only to find the commissions don't add up, or the setup takes forever.

And let's not forget the endless hours spent on content, hoping to see clicks that just...never come.

Here's why Blogify's partner program is different.

It's dead simple to join and use, and also built around high commissions that actually add up using flexible payments.

With an **80% one-time commission** on new signups and a **50% recurring commission** on renewals, you're set to make 4-5 figures from your referrals.

And that's without jumping through a hundred hoops to get started.

Here's exactly what you're getting when you sign up today:

- **A Plug-and-Play Affiliate System**

Imagine an affiliate program made to deliver results effortlessly.

You start promoting without the usual guesswork or setup hassle, from pre-made ad templates to converting email scripts.

- **200+ marketing assets** come included, so there's no guesswork in creating your posts, content, or emails...

...even if you've struggled to get results with other programs.

- **Ongoing Access to Resources and Support**

You can access our private community of affiliates,

Where top earners share proven strategies, and our support team is ready to answer questions to drive real results, faster.

With one of the highest-paying commission rates in the SaaS world and a product that's built to last, you'll see income without constant hustle.

Once you're in, you'll be guided through:

- Signing up for the referral or affiliate program
- Picking the assets to reel in buyers
- Promoting your link effortlessly
- Watching the profit roll in with analytics

[Join for free now to earn passive income with this "plug n' play" partner program.](#)

Looking forward to seeing you in our community of high-earning affiliates.

Team Blogify

P.S. Still on the fence? Remember, Blogify is free to join.

You have nothing to lose, and everything to gain.

Get in now and start building your revenue stream today.

Other

*

Future Intro offer email

SL: When writing with AI will actually get you 1000+ readers/month...

{{ contact.FIRSTNAME }}, You're staying up late at night, a cup of lukewarm coffee on your table and baggy eyes...

Spending hours on hours creating blogs,

Only to wake up the next day to see you're stuck at 100 views or less.

While your competitors are hitting 1000+ readers within 10 minutes of posting!

"Well, I just need to make better content, right?" Wrong.

Here's the truth: **Creating just good, value-packed, and engaging content isn't enough anymore.**

You need:

- Consistent
- Professional
- SEO-optimized

Content that **cuts through the noise** without throwing away hours on end.

And right now, we've got **killer tools** to ride AI content creation and start making \$ TODAY.

You can get our Writing Snippets + YouTube Connect Add-ons at 50% off with a premium plan purchase

"Why should I try this now?"

- **AI Copilot for Writing** - Watch as your writing sounds uniquely yours. No robotic tone, just results that impress.
- **SEO Boost** - "Set-it-and-forget-it" strategies that attract readers to your content without lifting a finger.

- **150+ Languages** - Special platform to connect with global audiences in over 150 languages
- **Turn Large Files into Blogs** - Passive Income Formula: Upload once, profit forever, and your largest files can convert to endless blogs (and earnings).
- **Multi-Platform Sharing** – More platforms means more reach and readers
- **Affiliate Commissions** – Start profiting through affiliate marketing.
- **24/7 Support** – Reach out to our team anytime you need help.
- **YouTube Connect Pro**- Plug in your YouTube channel to Blogify and generate a month's worth of viral content in minutes,
 - Along with automated titles, descriptions, thumbnails, and MORE
- **Writing Snippets** - Generate 60+ different text snippets, from converting cold emails to outstanding job descriptions

Check out these videos to see these tools in action: YouTube Connect, Writing Snippets

Once you're ready,

Reply to this email with the word "BOOST" and claim these game-changing tools with your premium plan purchase.

And repurpose content to write 3X faster.

To your writing success,

-Team Blogify

P.S.: This event will only last for 2 weeks, so don't click off your best chance to earn thousands with content creation in 2025

New Blogify Features Update

SL: Secret to reader-magnetizing blogs with "Set it and forget it" features in Blogify

Hey, {{ contact.FIRSTNAME }},

You know how most platforms add "features" but never actually make things easier?

Well, we're different.

We've got some game-changing updates coming up that'll make your content creation smoother and more powerful.

Here's a quick preview:

1. Blogify's Publishing Platform

- Automatically push your blogs across major platforms—WordPress, Blogger, Mailchimp, LinkedIn, and more.
- Say goodbye to manual uploads and hello to instant reach.

2. SEO Analytics with Real Insights

- **What's clicking?** Know exactly where your traffic is coming from, down to device type and country.
- **Clicks, ratios, and top countries**—all the data, none of the hassle. Get everything you need to outsmart your competition.

3. Blog Score

- Track your blog's "success score" at a glance and see if it's hitting the mark.

4. Automated Affiliate Links

- **The secret to passive income:** Automate affiliate links directly into your blog posts. Earn with zero extra effort.

5. Content Suggestions

- Receive suggestions crafted to keep your audience coming back for more, made carefully for high impact.

"Why should I care?"

Because each feature is designed to save you hours while pulling in 1000+ readers/month

Don't miss out on what's next—these features are rolling out soon. Stay tuned!

Best,
Team Blogify

P.S. Reply to this email with any questions you have!

Success story acquiring email (simple & conversational)

Subject Line Options:

- How has Blogify helped you?
- Quick question about your Blogify experience...
- Let's showcase your success with Blogify!

Hey {{ contact.FIRSTNAME }},

We've been keeping an eye on some of our standout Blogify users, and we'd love to hear your success story.

We'll do this by featuring your story and showing other creators what's possible when they use Blogify

Here's all you need to do:

Reply to this email with a quick note about how Blogify has helped you.

- What problem were you facing before?
- How has Blogify made things easier for you?
- What specific results have you seen so far?

That's it!

As a thank-you, we'll feature your story on our website, social media, and email newsletter,

Giving you and your content some extra exposure to thousands of creators and entrepreneurs.

(Only if you're up for it)

We look forward to showcasing your success.

Cheers,

Team Blogify

P.S: The top 3 users with the most impressive results are upgraded to the next Blogify plan,

Will you be one of them?

Email to send to Business & Higher to Get Info for Market Research

Hey |Firstname|,

We know your time is precious, running a team leaves little room for extra.

But we've put together a *super quick* 12-question form to understand how we can make Blogify even better for you.

To thank you, we're giving **25% off** of your next **3 months with Blogify** (after you reply with a screenshot of form completion)

It's short (12 questions), sweet, and takes ~3 minutes to fill out.

Here's the link: <https://forms.gle/ycmZFGF1m47QA9Pr6>

We'd love to hear your thoughts, and trust me, it'll help us help you grow even faster.

Thanks so much,

- Team Blogify

[Market Research](#)

WWP

WINNER'S WRITING PROCESS

What specific business objective am I seeking to accomplish with this project?
Why is it important?

- I am seeking to get people on our email list to compete with one another to see who can earn the most using Blogify's new affiliate link automation feature for a prize at the end
 - This is important to gather solid success stories from people earning money using Blogify's AI content creation and monetization to use for future marketing

What part of their online presence/funnel is needed to achieve this business objective?

- Email campaign (Mailchimp)

Who am I talking to?

Gender: Men and women

Age: From ages 18-30

Occupation:

- a. Bloggers wanting more views with less work

Location: Mostly in the US and Indian Subcontinent

Competitors' (Jasper.ai & Copy.ai) top customers (not the average customer)

- Cushman & Wakefield - Real estate, saves 10,000+ hours annually on content.
- WalkMe - SaaS, saved 3,000+ hours in content creation.
- BestPlaces - E-commerce, saw an 800% increase in website traffic.
- CloudBees - Tech, reduced content creation time by 6-10x.
- Goosehead Insurance - Insurance, publishes 5 articles/week, increased content output.
- Bloomreach - E-commerce/SEO, increased blog traffic by 40%.
- commercetools - Retail, creates campaigns 93% faster.
- MERGE - Digital agency, saves 1-4 hours per week per team member.
- Amplitude - Tech, produces high-volume content affordably.
- Pilot Company - Retail, saves 3-5 hours weekly per team member.

Where are they now?

Affiliate link automation (moneymaking) feature → Sophistication Stage 2-3

- Most users know about affiliate marketing, but many see it as too manual or difficult to optimize.
- Blogify's automation is a new mechanism, but we're not the first to market with affiliate marketing tools.
- The challenge is proving why our automation is better, easier, and more profitable than traditional methods.

The competition itself → Sophistication Stage 1

- A prized affiliate earnings competition is not a commonly seen mechanism in this space.
- It's a new approach to getting people engaged, making it exciting and easy to adopt.
- No need to complicate the message—the competition itself is the hook.

Awareness Level 4: People know they're not making money/that much money from blog creation. They are probably familiar with the affiliate link automation system, but they may not know how it works/don't use it that much.

- A brief intro and guide to the link automation system is necessary
- **After using the rule of thumb** (The levels are usually lower and the thresholds are usually higher than you think they are)
- Current **Pain** Level: **5.5/10**
 - **Pain:** These users want to monetize their content but find affiliate marketing frustrating and time-consuming.
- Current **Belief** Level: **4/10**
 - They **like** the idea, but they're **skeptical** that Blogify's affiliate automation will actually make them money.
- Current **Trust** Level: **6/10**
 - Blogify **isn't an established affiliate marketing tool**—so they don't immediately trust it for monetization.

Painful Current State

What are they afraid of?

- b. Repurposing a mass amount of content
- c. Having to create a lot of blogs
- d. Writer's block
- e. Lack of creativity
- f. Falling behind other writers
- g. Lack of confidence in their writing
- h. Making content, but it doesn't rank on Google (few to no clicks)
- i. Not profiting from content creation

What are they angry about? Who are they angry at?

- j. Slow content creation process
- k. The hassle of creating blogs
- l. Not having an all-in-one platform for blogging
- m. Working really hard but not earning any money/attention

- n. Other platforms don't create well-written blogs from the sources they need that are SEO optimized and can be monetized
 - i. AI media to blog tools online (annoying to manage multiple tools)
 - ii. ChatGPT (Only capable of makin blogs, nothing else_)

What are their top daily frustrations?

- Not being able to create blogs that are SEO-optimized
- Lack of analytics when it comes to blogging
- Writing blogs but not profiting
- Writer's block
- Lack of creativity
- Lack of time to create lots of blog posts
- Other platforms don't create well-written blogs from transcription
- Inability to turn ANY media into a blog post
- Overdue drafts
- When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- Not having a proper life outside of work
- Having to format
- Not making enough progress
- Having to research for hours on end
- Content planning difficulties

What are they embarrassed about?

- o. Having to do everything in the content creation process manually
- p. Inefficient content creation and publication
- q. Resource management; having to hire people
- r. Going through writer's block whenever they sit down to write
- s. Misspelling
- t. When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- u. Grammar errors
- v. Outdated info
- w. Factual errors

How does dealing with their problems make them feel about themselves? -
 What do other people in their world think about them as a result of these problems?

- x. They feel like they are unorganized
- y. They feel defeated and lost
- z. They feel like they have too much work to do
- aa. Overwhelmed
- bb. Self-doubting
- cc. They feel like they should be making money/getting attention but they aren't

dd. People look at them in a similar way they look at themselves.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- I had to hire 3 people just to repurpose my YouTube videos and publish my blogs!

What is keeping them from solving their problems now?

ee. Lack of time to do everything manually

ff. No way to create content seamlessly

gg. Almost impossible to publish blogs in multiple languages

hh. Writer's Block

ii. Bad budget to hire people

jj. AI doesn't create blogs the way they want

kk. Hard to fix Grammar errors, Outdated info, and Factual errors

ll. Hard to repurpose content across multiple platforms

mm. Inability to create blogs from almost any form of media

nn. Having to pay subscriptions for multiple little services

Where do I want them to go

- I want them to purchase any of our subscription plans (preferably a more expensive subscription) with the discount code we're giving for Christmas)
- I want them to try out our product, love it, and then refer it to their friends through our affiliate program
- I want them to create a review video/case study on our product

Perceived Cost

Low-mid. Since the competition is **completely free**, there's no financial cost, but there are **perceived costs in time and effort**.

- **Effort** → They think they'll have to create a ton of blogs to win.
- **Time** → They assume it will take hours to set up.
- **Mental Load** → Affiliate marketing sounds complicated, and they don't want to manually insert links.
- **Sacrifice** → If they put in effort and don't win, they might feel it was a waste of time.

How to Overcome:

- Emphasize that **it's 100% automated**—set it up once, and **it runs on autopilot** while they keep creating content as usual.
- Even if they **don't win**, they still **earn commissions**, so it's a win-win.

- They don't need **any prior affiliate marketing experience**—Blogify handles everything.

Certainty Threshold

Needs to be mid-high. Since there's **no financial cost**, they don't need as much certainty as they would for a purchase, but they still need to **believe they can actually make money**.

- **Biggest doubt:** "Will I actually make any money?"
- **No guarantees:** Since it's a contest, **we can't promise they'll win**, but we can show that **even small blogs make commissions** using Blogify.
- **Cost:** There's **no risk**, just **potential rewards**, but we have to prove that earning is possible.
- **Personality:** Blogify should feel **trustworthy, fun, and competitive**, rather than gimmicky or "too good to be true."

How to Overcome:

- Show **proof of past earnings** from real Blogify users.
- Display **live leaderboards** to build excitement and show transparency.
- Reframe it as **low effort, high potential reward**—even if they don't win, they still earn passive income.

Trust in the Company Selling

Needs to be mid-high.

They already use Blogify, but they might be skeptical about **whether affiliate tracking is accurate** or if Blogify is just doing this as a marketing stunt.

- **Biggest fear:** "Is Blogify actually tracking my clicks and commissions fairly?"
- **Cost:** No financial cost, but they need to trust that the system **isn't rigged** and that payouts are real.
- **Personality:** Blogify should feel **reliable, transparent, and trustworthy**, not like it's running a contest just for marketing.

How to Overcome:

- Show **real earnings dashboards** from past users.
- Highlight the **Affiliate Monetization Dashboard** where they can track every click and dollar earned.
- Clarify that **Blogify takes 0% of commissions**—all earnings go directly to them.

BIGGEST OBJECTIONS

Objection	What They're Thinking	How to Overcome It in the Copy
"I don't have time."	"I'm busy. I don't want to spend hours doing this."	"Takes seconds to enable, then works on autopilot."
"I don't have an audience."	"I won't make money because I don't get traffic."	"Even small blogs earn commissions. Blogify optimizes placement for max conversions."
"I don't know how affiliate marketing works."	"It sounds complicated."	"No manual work. Just turn it on and Blogify does the rest."
"What if I don't win?"	"I don't want to waste my time if I won't win a prize."	"You'll still earn commissions, so you win either way."
"Will Blogify actually track my earnings?"	"I don't trust the system."	"See your real-time clicks, conversions, and earnings in the Affiliate Dashboard."

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

How will I get their attention?

Fascinations

- Use compelling subject lines that spark curiosity
- Frame the challenge as an exciting, must-join opportunity

Highlight Pains & Desires

- Show how they're missing out on passive income
- Emphasize how Blogify makes affiliate marketing effortless

Deadlines & Urgency

- Set a clear deadline for joining the competition
- Use countdown timers or reminders to create FOMO

Curiosity Hooks

- Tease the potential earnings without revealing everything upfront
- Make them wonder what top earners are doing differently

Competitiveness

- Position the challenge as a way to prove their skills
- Show that others are already competing to push engagement

Social Proof

- Showcase testimonials from users already making money
- Include real data or screenshots of past success stories

Scarcity

- Limit the timeframe to encourage immediate action
- Highlight that only participants within the period qualify for prizes

Simple, No-Risk Entry

- Make it clear that signing up is easy and risk-free
- Remove friction by guiding them step by step

How will I increase certain levels?

- **Pain/desire**
 - **Language of the 5 senses**
 - **Vivid specificity (real-life wording)**
 - Throw in **reminders of the commitments** that the readers made **when they started reading the copy**
 - **The Pain and Relief Cycle:** Highlight pains and reliefs a few times before the CTA
 - **Shorten the perceived time** it takes for the reader to reach their dream state from using your product/service
 - Use Urgency
 - Crank the pain threshold for the final time at the end of your copy

What objections or hesitations might they have, and how can I address them?

1. "I can't afford it"

- Reframe the Investment: Present the product as a value-driven investment rather than a cost. Explain how the results or returns outweigh the initial expense, focusing on the benefits they stand to gain.

2. Lack of Belief & Trust

- Social proof: Provide case studies or testimonials to validate your credibility. Real stories from other clients help build trust and showcase the effectiveness of your product.

3. Confusion or Uncertainty about the Product

- Use the handhold close
- FAQ and Educational Content: Provide an FAQ section or educational materials that answer common questions, helping clarify the product's value and usage.

4. Fear of the Unknown

- Step-by-Step Onboarding: Walk them through what to expect from start to finish, creating predictability and reducing anxiety around the unknown.

How can I make the process as easy as possible?

- Ask the user to Reply to this with, and we'll send the link to Blogify
- Use a handhold close to guide them in the DMs going through what they will do after clicking the link
- Give the promo code to paste in

Why should the reader stop and read this copy?

- There's a new opportunity to create thousands of viral, monetized blogs for content creators, website owners trying to blow up their SEO,
- This offer won't last long and the price will return back to its double once the Christmas code has expired

Why should they take action now instead of later?

- This offer won't last long and the price will return back to its 2X if the reader doesn't take action
- Now is the time to be ahead of the content creation and AI curve by creating so many blogs that competitors have no space to breathe

Why should they buy YOUR product over competitors or take any other solution?

- **Saves Time:** Automates everything from writing to SEO and formatting, letting you focus on growth.
- **Works With (Almost) Any Media:** Create blogs from videos, audio, PDFs, or text without switching tools.
- **Professional Results:** Features like automatic headers, customizable formatting, and real-time editing ensure polished blogs with minimal effort.
- **Global Reach:** Multilingual support helps you connect with readers in over 150 languages and expand into new markets.
- **Performance Tracking:** Built-in analytics show what works, so you can refine your strategy and grow faster.
- **Team-Friendly:** Collaboration tools make it easy for teams to create, edit, and publish together seamlessly.
- **Effortless Blogging:** Content summaries, image suggestions, and keyword recommendations simplify the process from start to finish.
- **Stand Out:** Blogify's unique combination of automation, customization, and analytics gives you an edge over competitors.

Lifetime Unlimited

Who am I talking to?

- **Audience:** Men and women, ages 18-50.
 - **Occupation:** Bloggers, entrepreneurs, affiliate marketers, influencers, copywriters, content creators, people using social media, and YouTubers repurposing content.
 - **Geography:** Predominantly the US and Indian subcontinent, with a global spread wherever there's reliable Wi-Fi.
-

Competitor Top Customers

Updated to align with the focus on efficiency and measurable impact.

- **BestPlaces:** Achieved an 800% increase in website traffic using automation.
 - **CloudBees:** Reduced content creation time by up to 10x.
 - **MERGE:** Digital agency saves 1–4 hours weekly per team member with streamlined tools.
 - **Amplitude:** Creates high-volume, affordable content.
 - **Pilot Company:** Retail team saves 3–5 hours per week, freeing resources for growth.
-

Where are they now?

- **Sophistication Level:** Stage 3-4. Familiar with AI content tools but wary of exaggerated claims. They've experienced Blogify before but haven't unlocked its full potential with a higher-tier plan.
- **Product Awareness:** Level 4—Product Aware. They know Blogify works but may be skeptical about whether a lifetime plan adds enough value.

Current Levels of Desire: Mid.

They recognize the need to scale efficiently but aren't convinced that upgrading to Blogify's top-tier plan is worth the price.

Current Levels of Certainty: Mid.

The promise of simplified, scalable content creation intrigues them, but they doubt whether it's a true game-changer or just another AI tool.

Current Levels of Trust: Mid.

- They trust the product's credibility to some degree due to testimonials and prior exposure.
 - However, spammy promotional emails have caused skepticism and wariness about Blogify's intentions.
-

Painful Current State

Fears:

- Falling behind in content output while competitors dominate Google rankings.
- Having to rely on clunky, disconnected tools that eat up hours of productivity.

Frustrations:

- Juggling multiple subscriptions for tools that don't integrate well.
- Spending hours manually formatting and optimizing blogs with no noticeable improvement in traffic or income.
- Struggling to keep up with growing content demands without burning out.

Embarrassment:

- Spending money on tools that promise results but fail to deliver.
 - Inconsistent output, grammar mistakes, and outdated information that tarnish their professional image.
-

What are they angry about?

- **Anger directed at competitors:** Others seem to grow their presence faster and easier.
 - **Anger directed at tools:** Frustration with tools that promise efficiency but create more work, such as poor integrations or confusing workflows.
-

Where do I want them to go?

- Upgrade to Blogify's **LifeTime Unlimited Plan** to eliminate inefficiencies and empower scalable, SEO-optimized content creation for their business.
- Use the plan to create measurable growth in traffic, income, and saved time.

Perceived Cost

- **Cost Perception:** High—but reframing the investment in terms of ROI (e.g., traffic growth, time saved, income potential) mitigates the objection.

Certainty Threshold

- Higher due to the one-time investment.
- Build confidence with clear use cases, testimonials, and measurable outcomes.

Trust in the Company Selling

- Emphasize user success stories and credibility (e.g., trusted by agencies like BestPlaces and CloudBees).
- Position Blogify as a proactive, feedback-driven tool that continually improves to meet user needs.

Biggest Objections

1. **“I can’t afford it.”**
 - Show how the ROI outweighs the cost, focusing on the growth in revenue, saved time, and efficiency.
2. **“I’m not sure it’s worth the investment.”**
 - Provide examples of how Blogify delivers measurable success (e.g., Tittes Martin reducing time by 80%).
3. **“I’m unsure how this plan will help me specifically.”**
 - Demonstrate clear use cases, highlight step-by-step benefits, and offer personalized DM support to answer any lingering questions.

How will I get their attention?

- Leverage **fascinations** that hook them emotionally (e.g., "What if your blogs could rank faster than ever without lifting a finger?").

- Use storytelling from users who've successfully scaled their content and crushed competition.
-

Why should they act now?

- Scarcity: The offer is limited to the first 100 users at the discounted rate.
 - Urgency: Emphasize how waiting will leave them lagging behind competitors who adopt scalable, AI-driven blogging tools.
-

Why should they buy Blogify over competitors?

- **All-in-One Platform:** Blogify integrates multiple tools—transcription, SEO, and translation—seamlessly.
- **Bulk Efficiency:** Designed for businesses/agencies that need to scale fast with less effort.
- **Proven ROI:** Success stories like BestPlaces (800% traffic increase) demonstrate its effectiveness.

COPY:

*SL: Why Your Content Strategy Is About to Get Left Behind...

Times are changing fast, {{ contact.FIRSTNAME }}.

Love it or hate it, content creation is evolving—and it's scaling 2X faster than we imagined for teams and agencies.

Businesses like *BestPlaces* saw an **800% increase in traffic** by automating their content creation processes.

Agencies are cutting content production times by **up to 90%**, leaving them more room to focus on scaling and strategy.

And you can either stick with tools that cap your blog output at a fraction of what you need, holding back your growth while competitors flood the market,

Or...

You can take control with Blogify's LifeTime Unlimited—the easiest plan to crush content bottlenecks, streamline production, and scale effortlessly.

Think about it:

- No more “out of credits” notifications stopping your team mid-project.
- No more handline multiple tools for SEO, formatting, and translations.
- No more spending \$1000+ to see less than 1000 viewers.

With LifeTime Unlimited, you get:

- **Unlimited Blog Creation** – No caps, no limits. Create as many blogs as your heart (and business) desires.
- **AI-Driven Precision** – Convert huge videos, audio, and files into SEO-perfect blogs that sound like you, not a bot.
- **Effortless Global Expansion** – Instantly translate blogs into 150+ languages and connect with audiences worldwide.
- **Passive Income Formula** – Earn _____ (and profits).
- **Seamless Team Collaboration** – Invite your team to streamline content creation and hit every deadline with ease.
- **Set-It-and-Forget-It SEO** – Custom keywords, hashtags, and meta-tags made to boost your blog rankings automatically
- **24/7 Support** – Get expert help whenever you need it, ensuring your content creation never misses a beat.

But let’s be honest: Most tools out there promise the moon and deliver crumbs, with:

- Strict usage caps that stop you when you need it most.
- Little to no SEO optimization, leaving your blogs buried on page 6 of Google, driving no clicks
- Hidden fees that turn “affordable” into overpriced.

Our LifeTime Unlimited is different.

It’s built for creators, teams, and businesses who are ready to invest to scale without the nonsense.

So, {{ contact.FIRSTNAME }}, this Black Friday:

For a one-time investment of \$499, you can redeem Blogify Lifetime Unlimited with no subscriptions, and no recurring fees.

Keep in mind, this isn’t for everyone...

If you’re okay with sticking to limits, not investing in content success, and wasting time and money on tools that barely work together, feel free to ignore this.

But if you're ready to:

- Scale your content output effortlessly
- Dominate Google rankings with a few clicks
- Invest in your success to take your content to the next level
- Future-proof your content strategy for years to come...

Then don't wait.

This LifeTime deal resets to its \$4000 after the first 100 people grab this chance

Why wait for your competitors to figure this out first?

[Claim Your LifeTime Unlimited Plan Now]

Let's make scaling your content the easiest part of your day.

-Team Blogify

P.S. Act fast—the first 100 people to join this event will be the leaders in AI blogging.

Lifetime enterprise

Who am I talking to?

Men and women

From ages 18-50

Occupation:

- a. Bloggers
- b. Entrepreneurs
- c. Affiliate marketers
- d. Influencers
- e. Copywriters
- f. Content creators
- g. People using social media
- h. Youtubers looking to repurpose content

Mostly in the US, and Indian subcontinent, but also spread out across all countries with wifi access

Competitor top customers:

- Cushman & Wakefield - Real estate, saves 10,000+ hours annually on content.
- WalkMe - SaaS, saved 3,000+ hours in content creation.
- BestPlaces - E-commerce, saw an 800% increase in website traffic.
- CloudBees - Tech, reduced content creation time by 6-10x.
- Goosehead Insurance - Insurance, publishes 5 articles/week, increased content output.
- Bloomreach - E-commerce/SEO, increased blog traffic by 40%.
- commercetools - Retail, creates campaigns 93% faster.
- MERGE - Digital agency, saves 1-4 hours per week per team member.
- Amplitude - Tech, produces high-volume content affordably.
- Pilot Company - Retail, saves 3-5 hours weekly per team member.

Where are they now?

- **Stage 3-4 sophistication.** The audience is familiar with AI content tools, wary of exaggerated claims, and looks for specific mechanisms or added value.
- **Level 4 - product aware** - They're in the email list, so they've already signed up and are using Blogify
- **After using the rule of thumb** (The levels are usually lower and the thresholds are usually higher than you think they are)
 - **Current Levels of Desire: Low-Mid**
 - The audience shows some interest but is not motivated to buy the lifetime enterprise plan
 - **Current Levels of Certainty in Your Idea: Low-Mid**
 - Idea of using AI is intriguing, but users may have doubts about its effectiveness or fit for their needs.

- Logically people can be slightly skeptical about what we promise and the price tag
- The product is tightly geared toward business/agencies who need BULK SEO-optimized, monetizable blogs made FAST
- **Current Levels of Trust in Your Company: Low**
 - Some familiarity with the brand, but not the good kind.
 - Some social proof from when they bought the product, they can see testimonials from our website
 - Trusted by mid-large companies
 - Some primal leadership indicators like brand theme, colors, and professionalism, but the spammy emails foils that.

Painful Current State

What are they afraid of?

- i. Repurposing a mass amount of content
- j. Having to create a lot of blogs
- k. Writer's block
- l. Lack of creativity
- m. Falling behind other writers
- n. Lack of confidence in their writing

What are they angry about? Who are they angry at?

- o. Slow content creation process
- p. The hassle of creating blogs
- q. Not having an all-in-one platform for blogging
- r. Working really hard but not earning any money/attention
- s. Other platforms don't create well-written blogs from transcription

What are their top daily frustrations?

- Not being able to create blogs that are SEO-optimized
- Lack of analytics when it comes to blogging
- Writing blogs but not profiting
- Writer's block
- Lack of creativity
- Lack of time to create lots of blog posts
- Other platforms don't create well-written blogs from transcription
- Inability to turn ANY media into a blog post
- Overdue drafts
- When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)

- Not having a proper life outside of work
- Having to format
- Not making enough progress
- Having to research for hours on end

What are they embarrassed about?

- t. Having to do everything manually
- u. Inefficient content creation and publication
- v. Resource management; having to hire people
- w. Going through writer's block whenever they sit down to write
- x. Misspelling
- y. When trying to use AI, the content doesn't turn out right (unnatural, lack of tone)
- z. Grammar errors
- aa. Outdated info
- bb. Factual errors

How does dealing with their problems make them feel about themselves? -
What do other people in their world think about them as a result of these problems?

- cc. They feel like they are unorganized
- dd. They feel defeated and lost
- ee. They feel like they have too much work to do
- ff. Overwhelmed
- gg. Self-doubting
- hh. They feel like they should be making money/getting attention but they aren't
- ii. People look at them in a similar way they look at themselves.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- I had to hire 3 people just to repurpose my YouTube videos and publish my blogs!

What is keeping them from solving their problems now?

- jj. Lack of time to do everything manually
- kk. No way to create content seamlessly
- ll. Almost impossible to publish blogs in multiple languages
- mm. Writer's Block
- nn. Bad budget to hire people
- oo. AI doesn't create blogs the way they want
- pp. Hard to fix Grammar errors, Outdated info, and Factual errors
- qq. Hard to repurpose content across multiple platforms

- rr. Inability to create blogs from almost any form of media
- ss. Having to pay subscriptions for multiple little services

Where do I want them to go?

- I want them to purchase our discounted Life time Agency plan
- Perceived cost
 - Mid-high, even after getting a large discount, people can be reluctant to spend \$300
 - It will take near 0 effort to create lots of viral blogs in just a few minutes.
 - There will be a small sacrifice since there won't be any human generated content, but that will be minimized due to the copilot blogging feature
- CERTAINTY THRESHOLD
 - Pretty high \$\$\$ cost for most normal people, but that money objection is a lie that people use when they don't want something enough
 - There is a full money back guarantee if the product doesn't satisfy (I'll ask client to display the guarantee in the pricing section/new sales page)
- TRUST IN THE COMPANY SELLING
 - Pretty high \$\$\$ cost for most normal people, but that money objection is a lie that people use when they don't want something enough
 - Personality-wise, people would need some high trust in the product
- BIGGEST OBJECTIONS
 - I can't afford it
 - Lack of belief in you or the product
 - Confusion. They're unsure about some element of the product or solution and they don't buy
 - They're afraid of the unknown. They're afraid of a bunch of things that can come up

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

How will I get their attention?

- **Fascinations**
- **Highlight pains and desires (OPPORTUNITIES AND THREATS)**
- **Deadlines**

How will I increase certain levels?

- **Pain/desire**
 - **Language of the 5 senses**
 - **Vivid specificity (real-life wording)**
 - **Highlight their current state, dream state, and how this new, higher tier plan of the product they're already using is the best at implementing an AI content creator + limited time discount**

What objections or hesitations might they have, and how can I address them?

1. "I can't afford it"

- **Reframe the Investment:** Present the product as a value-driven investment rather than a cost. Explain how the results or returns outweigh the initial expense, focusing on the benefits they stand to gain.
- **This is what money is for:** Why save money if you won't use it anyways?

2. Lack of Belief in the Product

- **Build Authority with Testimonials:** Provide case studies or testimonials to validate your credibility. Real stories from other clients help build trust and showcase the effectiveness of your product.
- **Transparency and Clarity:** Share detailed information about your process and the product's features. Transparency can mitigate skepticism and improve their confidence in your offering.

3. Confusion or Uncertainty about the Product

- **Use the handhold close**
- **FAQ and Educational Content:** Provide an FAQ section or educational materials that answer common questions, helping clarify the product's value and usage + the demo of the product

4. Fear of the Unknown

- **Risk Mitigation with Guarantees:** Offering a money-back guarantee or a trial period can alleviate the fear of committing to something new. This shows confidence in your product and gives customers peace of mind.
- **Step-by-Step Onboarding:** Walk them through what to expect from start to finish, creating predictability and reducing anxiety around the unknown.

How can I make the process as easy as possible?

- Use a handhold close to guide them through what they will do after clicking the link and using the code

Why should the reader stop and read this copy?

- There's a new opportunity to create thousands of viral, monetized blogs for agencies, businesses, and website owners trying to blow up their SEO fast with bulk content creation & repurposing
- This offer won't last long and the price will return back to its \$40/m if the reader doesn't take action

Why should they take action now instead of later?

- This offer won't last long and the price will return back to its \$99/m if the reader doesn't take action
- Now is the time to be ahead of the content creation and AI curve by creating so many blogs that competitors have no space to breathe

Why should they buy YOUR product over competitors or take any other solution?

- Unique All-in-One Features: Blogify's ability to turn multiple media types into blog posts and connect seamlessly with platforms like WordPress makes it stand out.
- Purpose-Built for Bloggers and Marketers: Emphasize Blogify's focus on content creators, affiliate marketers, and digital marketers who need fast, high-quality output.
- Consistent Improvement: Position Blogify as a community-driven tool that listens to user feedback and continuously improves, unlike other tools that may become stagnant.

Email 1:

Subject Line: WARNING: Don't Upgrade Your Blogify Plan Until You Read This...

Preview Text: The single step you need to triple your content ROI before 2025

Hey [First Name],

Let's get straight to it.

You already know Blogify works—you've been using it to turn videos, files, and audio into blogs faster than ever.

But what if I told you that your current plan is holding you back from hitting those bigger money & virality targets?

It' the truth about content creation tools no one talks about...

Most tools limit your potential.

They either cap your usage, leave you juggling with formatting issues, or force you to pay for add-ons that barely work.

But Blogify's Lifetime Enterprise Plan breaks the mold.

Here's what you'll unlock:

- The sneaky system to auto-generate 200 reader magnetizing, SEO-optimized blogs/ month
- Your global content secret: Translate your blogs into over 150 languages and connect with audiences worldwide.
- Unlimited creativity, zero interruptions: Upload massive files or long-form videos, and let Blogify handle the rest.
- Collaboration reimaged: Invite your team and churn out more content in record time.

You'll save hours and stay ahead of your competition for just \$299.99 using this code:
[code]

Now, we don't want to rush you into any big decisions, so a quick disclaimer beforehand, if you're someone who:

- Isn't ready to scale your content output to 1-3k readers/m
- Doesn't care about ranking on the 1st page on Google
- Prefers handling 5-6 tools that don't quite work together—this isn't for you.

This is for creators, entrepreneurs, and teams who want results NOW and aren't afraid to invest in their growth.

If you've been searching for a way to scale your content output, dominate Google rankings, and maximize your ROI, this is it.

But here's the kicker:

This discounted lifetime deal won't last, and the price will go back to it's \$1k/m by the end of this week.

Once it's gone, you'll be stuck paying recurring fees for lesser tools—or worse, wasting hours trying to do it all manually.

Imagine this...

It's 2025.

Your blogs are ranking higher than ever.

Your business is pulling in 4-5 figures in organic traffic while competitors scramble to catch up.

And you've built a streamlined content system without needing to lift a finger...

...all from **one** lifetime investment.

Now what will the future say if you miss this?

[Claim Your Lifetime Enterprise Plan Now] with this discount code: [code]

Email 2: Warning, offer ends soon

Email 3: Last change

Lifetime Business

The goal of this email is to drive urgency and encourage the recipient to purchase Blogify's LifeTime Business Plan at a heavily discounted price of \$149 (originally 599.99/Year) during the Black Friday promotion before the price increases.

Features:

- Personalized Tone (AI will adapt your writing style and follow that style) (For Enterprise)
- Facebook Integration
- Aweber Integration
- SEO Trends Analysis & Improvements
- Social Media Content Generation
- Shopify Plugin
- Wix Integration
- Agency Feature
- Blogify Publication - A complete blogging platform
- Affiliate Expansion - Affiliate network for bloggers

Resources:

- Tutorial: [How to Use Blogify.ai Version 4.3](#)
- First Blog Post: [Read Our Blog](#)
- YouTube Connect Pro Demo: [Watch the Demo](#)
- Writing Snippet Demo : [Watch the Demo](#)
- YouTube Channel Full of resources and Tutorials - [YouTube Channel](#)