

The prospect has a biz for helping parents (mothers) to make their babies sleep well and alone 12 hours a night. **MARKET RESEARCH BELOW THE COPY!**

In this outreach, I provide free value. I rewrote this page on their website:
<https://fullfeedings.com/online-program/>.

SL: One Idea For Your Sleep Programs

SL: Let's Connect. Got An Idea

SL: Opportunity For Your Baby Programs

SL: Sales Page

SL: Free Value For Your Baby Programs

Hello Ann,

I discovered an opportunity to raise the sales of your baby sleep programs, and **I rewrote the page that showcases your "Infant Online Program"**.

The rewritten version will improve the chances that the visitors to your website will get more curious about your offers and will bring you more sales.

For instance, [Taking Cara Babies](#) has 2300+ reviews in total from every program... or [Little Z's](#).

Both businesses use the power of their sales pages to fascinate their potential customers to buy the baby sleep programs. And we could do the same!

Take a look at the rewritten version (we can change anything you want to make it even better!):

**IS YOUR BABY KEEPING YOU UP ALL NIGHT?
IT'S HARD TO LOOK AFTER IT WHEN YOU CAN BARELY
FUNCTION WHILE BEING ANXIOUS AND SLEEP-DEPRIVED.**

Dear Sleepy Mother,

When was the last time you laid down on the bed and slept 8 hours straight? A long time ago, right?

It's like a nightly routine – you hear your baby cry, rush to the crib, get them back to sleep, and the moment you step out, the crying starts again.

That's not even the worst part. It's when you go to work sleep-deprived coupled with a feeling of an overwhelming sense of fatigue.

All you want is more sleep, and that basic human need is wreaking havoc on your personal life.

So, are you ready to...

Give Your Baby (And Yourself) Full Nights Sleep In A Week

If you are overwhelmed with how much time you spend making your baby fall asleep, then you are in the best place possible.

This single program will fundamentally transform your life and remove any worry you have about raising your infant.

YOU WILL Discover...

- **HOW TO get your baby to sleep 11–12 hours through the night on its own without waking up, in just a week**, so you can sleep at peace and be full of energy when you wake up (Don't be surprised if you drop some tears with joy the morning you see your baby sleeping).
- **HOW TO raise your baby as efficiently as possible** through practical information that you can use even on the *most stubborn infant* from **a collection of 80+ short videos & 80+ PDFs**.
- **HOW TO use the simple monthly guides** (from birth until 12 months old) that meet the exact needs of your baby. PLUS, you will get more advanced guides to teach you further about raising your baby.

And YOU WILL...

- **Join a private community exclusive for members of this program** where mothers share their stories, help each other, and become great friends!
- **Learn the secrets to raising your baby on the LIVE Q&A with me** where you can ask me anything and get a detailed answer. Also, you can use the email support and get a response in less than 24 hours!

- **And MORE...**

Changes will start happening very fast, in a matter of a few days.

Here's...

What The Mamas Who Slept Very Well Last Night Are Saying...

As a first time mom of twins, I was so overwhelmed.

I felt like the first two weeks after my girls were born, my husband and I were on this high for our new life and family. But by week three we were so exhausted and could barely function.

My husband returned to work and I desperately needed help. I remember reaching out to a few friends who recently became new Moms and expressing to them that I feel as women, we really don't talk about the hardships that go with the title Mom.

The lack of sleep being one of the biggest for me. I love my sleep and need my sleep, so welcoming my girls left me sleep deprived and anxious. When I joined The Full Feedings Method Program, I felt so much relief. I followed everything Ann posted and checked in daily to her "other ingredients" section. It was my bible. I swear I would study it. Soon enough, my girls were sleeping through the night. Ann, thank you so much for giving me back my sleep, my sanity and for making me feel like a better mom and wife. I cannot recommend your program enough. Thank you!!

LAUREN P, WINDSOR, ONTARIO

My oldest son was up at night every two to three hours for most of his first year and rarely napped longer than 20 minutes.

I knew I couldn't manage that again with my second, especially now having an active toddler. I am so grateful to have found Ann and her Full Feedings method this time around. My now 7 month old has slept for 12 hours a night for months and has predictable long naps. Her method is straightforward and adjusts each month with my son's changing sleep needs. My son is a happy, well-rested baby and I credit that to Ann. In his first few weeks, when we would hit a sleep struggle, I would email Ann who would come up with a customized plan and tweak as needed and it always led to a huge improvement in his sleep. I highly recommend Full Feedings to any new mom. Her program has been a gift to my whole family!

JILLIAN S, PHILADELPHIA, PA

If you've tried all different kinds of sleep training methods for your baby, this one is by far the best.

Ann has put together such a detailed guide that will help your baby make it through the night. I love that this focuses on keep baby fully fed and it's not just a method of when baby should be napping or sleeping. I started doing The Full Feedings Method right away when my baby was two months old. You have to commit to the program. Just like anything in life if you want a successful outcome you put the work in. That's what I had to do and not listen to what family was telling me because I was the one who needed sleep. Get that baby to feed consistently and you will be golden. My baby has been sleeping through the night since she was about five months (she's now nine months). My husband is thankful he gets to sleep as well. We didn't do anything like this for my first child and it was awful not being rested for a whole year. This guide is a lifesaver to all moms out there. Plus, Ann is incredibly knowledgeable when you have any questions or hiccups that baby may have. I absolutely love Ann and The Full Feedings Method.

ERIKA S., SYRACUSE, NY

I can't recommend this program enough, do it for your baby for yourself and your family!

I remember vividly sitting at my kitchen table crying after months of no sleep, my oldest was two years old and my twins were just 5 months. I had no idea what to do, I felt helpless. When I finally started The Full Feedings Method I remember thinking "well it can't get any harder" so why not commit to this program and see what happens. After just a few days things were changing for my twins and I, our daily schedule started becoming more predictable and naps started getting better. My twins are 9 months now and they have both been sleeping through the night, we are all thriving and happy. My whole house is happier. Anytime there may be a sleep disruption or my baby's needs change I just go back to the monthly guides and adjust as needed. I only wish I had started this sooner.

HANNAH E., DENVER, CO

**RAISING BABIES IS JUST MORE FUN WHEN
YOU HAVE THE INGREDIENTS TO DO SO**

And when you know how to handle any situation regardless of how hard it might be.

The program is a simple way of life that can be safely implemented from birth, where the focus is on consistently meeting your baby's age-appropriate food and sleep needs fully.

When you know your baby's needs are fully met, you gain the confidence and peace of mind that you are a competent mother.

Are you ready to prove to yourself... that you are going to do the right thing... and make your baby's life easier, happier, and more fun in just a week... starting right now!?

INFANT ONLINE PROGRAM
+ 15-MINUTE CALL**

\$99.99 / Year

REGISTER NOW

INFANT ONLINE PROGRAM
+ EMAIL SUPPORT
+ 30-MINUTE CALL**

\$199.99 / Year

REGISTER NOW

**By selecting these Infant Programs ("Program"), you are enrolling in a membership offer provided by Full Feedings LLC, and you will be charged for your selected Program amount in USD and monthly thereafter, based on the Terms & Conditions ("Terms"), until you cancel. To avoid additional charges, cancel before your Program's monthly billing date. Actual benefits may vary based on the selected Program. Other fees and exclusions may apply.*

Email hellosleep@fullfeedings.com for more information or log in here.

Sincerely,
Ann Marks

Would you use this page as I rewrote it?

Sincerely,
Alexander

Market Research

1. **Who am I talking to?** - Moms who have newborn babies 0-12 months old.
2. **Where Are They Now?** - They are struggling with their sleep. Their newborn is constantly waking up and its sleep is chaotic. They can barely function because of their baby. They are sleep-deprived, anxious, low mood... They don't know what to do when the baby wakes up and don't know what it wants (to play or to eat).
3. **What is the Main Objective?** - To make the mother buy the product.
4. **What are the steps they need to experience to take action?** - First, they need to be some across my prospect's IG posts and get interested in them. Then click on her IG Page and from there on her website, and then click on the page where the programs are presented.
5. **What is my client selling?** - A program for helping mothers make their babies sleep on their own, and for raising babies in general (I describe what is in the product in the bullet points in the copy).

My best personal analysis of my copy's weaknesses:

- I believe I need to expand the copy, but I'm not sure what to add because I don't have enough experience in writing full pages.
- I believe I should put fewer testimonials.
- I could hit the dream state points better.
- I could use italics or underline on some words but I'm unsure which ones.
- The end of the copy is not good at all.

This free value copy is for the page where they present the product on their website.

<https://fullfeedings.com/online-program/> - This is the page I want to improve, take a look.

It will be included in an outreach.

Avatar: Anna, 25 years old. She has a newborn baby. Spends her days looking after her baby, and the nights are stressful. The baby cries a lot and wakes her up consistently.

Painful current state:

- Sleep Deprivation and anxiety, lack of sleep
- First-time mom
- Very low mood because of her baby's sleep problems. She spends many hours trying to settle the baby.
- Her baby is sleeping 2-3 hours and waking up throughout the night, crying and disturbing the whole family, especially her. The baby's sleep is "chaotic".
- She doesn't know how to make the baby fall asleep, she feels helpless. She doesn't have the knowledge for raising babies, and the things that she knows, she has learned from her family. Which isn't exactly right for raising babies without being sleep-deprived and anxious. For example, convincing the mom that the only option is to let the baby cry.

How does she complain about it to her friends?

- "It's amazing to have a baby, I feel alive. But at the same time, it's very exhausting. My sleep has been so little since the baby was born and I just want to sleep. Do you understand me? I thought it was going to be much different and not so confusing. At times I just want to go back in the past. I just want a full night's sleep. And I don't know how to solve this. How can I make my baby fall asleep easier? My baby just doesn't want to fall asleep. I don't know if it wants to eat or to play or whatever.... It is frustrating. And that happens every day, literally. When I lay him down in the crib, he instantly starts crying. And that makes me drop some tears. Because I know I will be rocking him many times that night and I won't get any sleep."

Desirable dream state:

- Full nights of sleep, not waking up while sleeping, and being disturbed by her baby.
- She loves the idea of having a baby but also wants more free time in the day without being frustrated by the crying.
- She wants to be able to handle any situation with her baby and learn everything linked with that.
- No more questions and worries about raising babies, and no more stress.

Testimonials on her website (this can help a lot):

"Thankfully I discovered the Full Feedings Online Program, which single-handedly saved my sanity. Ann was incredibly responsive and helped us navigate the sleep woes of our newborn daughter. Thanks to Ann's help, my baby girl was sleeping through the night in no time and easily transitioned to her big girl

crib in the nursery. As a full-time working mom, I can't imagine how I would have managed without Ann and her team. We can't recommend Full Feedings enough!"

"This was the first time I did any kind of early sleep training with your program. She sleeps like a champ – I get 13 hours a night since about 10 weeks old. No crying it out – I didn't even have to do much other than your monthly guide – she just one day started sleeping through the night! I had to let my other two cry it out because I had created a dependency on night feedings unknowingly. Thank you so much for your program – it is a much softer and gentler approach to easing your baby into a rhythm. And she's so happy!"

"I can honestly say that following Ann and The Full Feedings Method was and continues to be one of the best investments we've made as new parents. We have followed her plans since day one and as of 3.5 months, our son has been consistently sleeping 11 – 12 hours at night. I constantly have people commenting on what a happy baby we have and I accredit this to his great sleep habits. Ann is responsive, thoughtful, and insightful with her email advice, which she tailors specifically to our baby's needs. If you enjoy sleep and a happy baby, then I cannot recommend The Full Feedings Method enough. Thank you, Ann!"

"I felt like the first two weeks after my girls were born, my husband and I were on this high for our new life and family. But by week three we were so exhausted and could barely function. My husband returned to work and I desperately needed help. I remember reaching out to a few friends who recently became new Moms and expressing to them that I feel as women, we don't talk about the hardships that go with the title Mom. The lack of sleep is one of the biggest for me. I love my sleep and need my sleep, so welcoming my girls left me sleep-deprived and anxious. When I joined The Full Feedings Method Program, I felt so much relief. I followed everything Ann posted and checked in daily to her "other ingredients" section. It was my bible. I swear I would study it. Soon enough, my girls were sleeping through the night. Ann, thank you so much for giving me back my sleep, and my sanity and for making me feel like a better mom and wife. I cannot recommend your program enough. Thank you!!"

"My oldest son was up at night every two to three hours for most of his first year and rarely napped longer than 20 minutes."

I knew I couldn't manage that again with my second, especially now that I had an active toddler. I am so grateful to have found Ann and her Full feeding method this time. My now 7-month-old has slept for 12 hours a night for months and has predictable long naps. Her method is straightforward and adjusts each month to my son's changing sleep needs. My son is a happy, well-rested baby and I credit that to Ann. In his first few weeks, when we would hit a sleep struggle, I would email Ann who would come up with a customized plan and tweak as needed and it always led to a huge improvement in his sleep. I highly recommend Full Feedings to any new mom. Her program has been a gift to my whole family!"

"Not just the plan and routine but the help from Ann and online email support has been invaluable. As first-time moms, we have so many questions and worries. Every question was answered so quickly and with such care and detail!! I can not recommend this program enough! Best money I have ever spent – my daughter is thriving because of these routines and my mama stress is no more!"

"After a week of implementing, my 11-week baby boy started sleeping 12 hours consistently. The age-appropriate guides make you feel in control again and the access to Ann to troubleshoot is priceless. I cannot recommend this program enough!"

"Her monthly guides were really helpful in creating a daily schedule and improving my daughter's naps and nighttime sleep. She is such a pleasant baby now that she is not overtired! Unlike other books or online infant sleep programs, Ann's program offers easy clear steps through short videos and guides, because who has the time to read 100 pages??? This program and the great advice she provides through her Instagram account have been a game changer for us. I love her gentle approach to getting babies to sleep better and would recommend this program to any parent longing for sleep. Thank you, Ann, you're a legend!"

"I remember vividly sitting at my kitchen table crying after months of no sleep, my oldest was two years old and my twins were just 5 months. I had no idea what to do, I felt helpless. When I finally started The Full Feedings Method I remember thinking "Well it can't get any harder" so why not commit to this program and see what happens? After just a few days things were changing for my twins and me, our daily schedule started becoming more predictable and naps started getting better. My twins are 9 months now and they have both been sleeping through the night, we are all thriving and happy. My whole house is happier. Anytime there may be a sleep disruption or my baby's needs change I just go back to the monthly guides and adjust as needed. I only wish I had started this sooner."

"We went from 7 months of sleepless nights, everyone in the house being niggly and teary, and frustration with family and friends trying to convince us that letting our boy "cry it out" was the only option. We are now all sleeping (no tears required!) but I did cry with joy the first morning I woke up and realized it was morning!!! He is so happy to go to bed now - I no longer have to sit and spend hours trying to settle him, we have a cuddle and kiss goodnight, say sleepy time, and close the door. And me and his Daddy have our evenings together again!"