

VKNG Jewelry:

So the FV and the angle on how to outreach will be increasing the quality of their website copy.

Since they have 20k+ followers on their socials (separately) I decided that their main focus should go to monetizing the attention, and when it comes to the value ladder and funnels they are pretty much set.

So, the next objective was their copy, which turned out to be quite shit.

I optimized the whole rewritten copy for the 4 questions Prof. Andrew showed on the last "How to help a business" call.

1. How well does their copy utilize the main emotional drivers of the target market?
2. Have they accurately matched their audience's level of sophistication and awareness?
3. Is their copy confusing, boring, or ugly?
4. Are there any noticeable opportunities to use other copywriting tactics to increase the percentage of people who engage and purchase?

Here is their previous copy:

WELCOME TO V.K.N.G NORSE JEWELRY & ACCESSORIES

Congratulations, you're about to be in the top 3%.

Here, we go out to conquer the enlightened minds with the commitment to offer you the best experience.

Here you will find the elite of Viking jewelry for men and women, but also the elite of passionate customer service.

We are here to help you bring out your Viking, warrior and pagan soul and we take this very seriously.

We are committed to give you the greatest Viking and Norse-inspired jewelry for sale on the web such as viking bracelets, viking necklaces, or even rings. Like the "horde" that preceded you, you will leave satisfied and soon proud to display your values, head held high.

Here is the revised version (FV):

Welcome to V.K.N.G Norse Jewelry

Step into the enchanting world of VKNG Jewelry, where each piece is a gateway to a realm of passion and heritage.

Our creations aren't just accessories; they are a reflection of your innermost desires.

In the world of retail, where simplicity often prevails, we proudly offer an extraordinary experience.

Each piece is a labor of love, meticulously crafted with the highest-quality materials, ensuring not just durability but a connection to the past.

Detailed descriptions accompany every product, inviting you to explore the rich history and cultural significance woven into each piece.

But our journey goes beyond jewelry. We're on a quest to kindle the flames of fascination for Viking and Norse heritage.

Our educational content unravels the tapestry of history and traditions, allowing you to explore your passions more deeply.

Whether you're a seasoned scholar of history or just setting foot on this exciting journey, VKNG Jewelry is your trusted guide.

Join us in celebrating the richness of Viking and Norse heritage, and let our creations become an integral part of your unique story.

1. In the revised copy, I used the main drivers more effectively.

To be more precise:

A sense of Viking/Norse culture.

A desire to express their individuality.

A sense of empowerment.

A sense of community.

2. I matched the text to target market sophistication and awareness.

The sophistication and awareness of the target market are above the average since the people who buy are mostly 20-50 y/o.

Also, the products they are selling are mostly niche products, so customers are usually rather knowledgeable on the topic.

THE NEW DRAFT BELOW

Next draft:

Enter the captivating realm of VKNG Jewelry, where each piece is a gateway to a realm of passion and heritage.

Our creations transcend mere accessories, they embody the deepest desires of your soul.

In a retail landscape often marked by simplicity, we proudly offer an extra-ordinary experience.

Each piece is meticulously handcrafted using only the finest materials, ensuring not just longevity, but a profound connection to the past.

Every single product comes with detailed stories, inviting you to explore the history and cultural significance of every masterpiece.

But our odyssey extends beyond jewelry. We are on a mission to ignite the flames of fascination for Viking and Norse heritage.

Our educational content reveals the detailed aspects of history and tradition, helping you understand the Viking culture and meaning behind our jewelry.

Whether you're a seasoned historian or just beginning your voyage, VKNG Jewelry is your unwavering companion.

We invite you to celebrate the rich world of Viking and Norse legacy with us and let our creations become a cherished part of your unique story.

Outreach:

SL: What's it gonna be for you? Attention or Monetization?

Dear VKNG Jewelry,

Greetings! I won't keep you with a lengthy introduction. Let's dive right in.

From what I've seen you are doing great on the attention part, but what about the monetization side of it?

The best solution to this problem is infusing it with compelling narratives and succinct, impactful messaging.

Here's a glimpse of the enhanced content that will lead to captivating your audience and increasing the number of customers on your website.

(Photos attached in the email)

This concise transformation leverages your brand's unique identity, storytelling, and emotional connection while maximizing customer engagement. It's an effortless way to elevate your online presence.

Ready to explore the power of our enhancement? Let's connect at your earliest convenience.

Best Regards,
Igor.

P.S. This is just the tip of the iceberg called "Exploiting the monetization tricks", right now I have 3 other ideas that could skyrocket your results, and I'd be more than happy to provide you with them.

SL: Why?

Hello VKNG Jewelry,

Seeing how you didn't respond to my last message I assume that it hasn't brought enough value for you and your business.

I totally get it, no worries.

There is just one small question, why?

What was the reason behind rejecting the offer itself?

I'm honestly just looking for feedback, so if you had some time to answer the question I'd be grateful.

Best Regards,
Igor.

P.S. I won't be bothering you with messages after this one, just looking for feedback to grow!