

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dating/Self-Improvement Coaching

Business Objective: Gain more people to join the PAID membership in the course. Goal 200 people

Funnel: Youtube -> End of video CTA -> Bio/video description-> Landing page -> FREE Course link -> Consume value -> **Email marketing (Now)** -> Consume value -> Buy Paid membership

WINNER'S WRITING PROCESS

1. Who am I talking to?

Single men in their late teens to adults. 17-28:

Location: Mainly in the US, anywhere since the funnel comes from social media.

Specific avatar: Jeralds, age 23, single, lives in East LA, Cali.

He's going in the right direction, he sees the door but doesn't keep track with the path.

He used to watch dating advice, workout, fitness or mentality content such as Hamza and others on youtube, pretending to be productive.

Now he's on the free course and enjoying the value he's getting.

But something's missing?

Sure, he's now a better man than before, but still not the CHAD he's dreamed of.

2. Where are they now?

- a. Finished working out, took a shower, and now went to his phone and ready to gain value.

Current levels

- i. Desire. 6/10 Above average. (It's the #1 thing they think about)
 - ii. Believe in Idea. 5/10
 - iii. Trust. 7/10. (Been watching my client's youtube & went through the course)
 - iv. Current state
- 2. Has started working out but skinny fat
 - 3. Pimples on face along with oily skin
 - 4. Has decent style: Jeans, graphic T shirt, sometimes polos
 - 5. He's on the self improvement journey but not moving fast enough
 - 6. Has no friends that are on the same journey on him, maybe only fitness friends

MARKET AWARENESS- Level 2, Problem Aware

Market sophistication- Level 5

Language research (Comments on random dating advice posts):

No place worse than the friends zone. Never again.

Yeah I've literally had many women tell me they lost interest when they found out I wasn't rich. Seems like money come first and then they want all that other stuff

But the sad reality and truth is women today believe that they are so high of value that they themselves don't bring anything to table most of the times . Making the people that they desire or seek actually not want to pursue them .

Nothing I've tried has ever worked, so I can't fail faster. I don't know what the right thing is to do.

Advice for single men do not involve yourself with westernized women. Simple. Work on yourself , build up your mind body and finances . Build your relationship with God , if you don't believe in God then find something to believe in . If you do that the type of woman you deserve will come your way and the ones you don't need will not fit your standards.

This happened a lot to me when I was single about 2 years ago. I'd meet a girl, chat a bit, suggest getting together sometime and easily get her number. Then I'd text her later that day and write, "Hi. It's so and so. Nice meeting you earlier today," onnly to get ghosted. WTF?

I got attached soo easily to the first girl I tried to chat up. It was the first time a girl seemed to like me alot and I blew it cuz I was too attached and honestly a bit desperate. I pushed her away

Yo man iam suffering this shit when i try to stop soon or later i see my self doing it i did everything i can but iam pussy (No-fap, rare)

Personally I've had more luck casually telling a girl she's so cute I might want to marry her than just asking on a date lol. I just don't get friendzoned anyway. I don't befriend girls. I flirt, and if they aren't receptive then I move on. I'm more of an edater these days though. Looking for a foreign bride. Probably eastern european. More traditional values. Well tbh I'm talking to one right now have been for about a month. Girls there are something else. They're more feminine and naturally submissive, put more effort into their appearance than a lot of girls in America. Ugly girls are really rare there. A lot more wife-worthy that haven't been very promiscuous too. But like the average girl their, their 5, is like an 8 in north America. Overweight ones are very rare. But you'll find some nice curves. Some of the biggest tits on the planet and decent booties too, while being slim everywhere else. Lots of tall girls with nice long legs too. (Need to find high-quality women, can only be achieved by being high-quality themselves, along with charisma)

Beautiful Girl wanted me to sit on the same armchair with her, and i just sat on a different armchair(at the time i thought i didnt smell good or some other excuse) a great example of acting like an npc? (low confidence)

not gonna lie the reasson im scared to even approach them is because im 4'11 🦴

I can talk/relate to almost anything she says but the problem is i cant get myself to ask for her number.

Inside skool community:

Israel, currently 17

I'm becoming my prime before my prime age

How the heck will I do that?

Get 30k a month(minimum goal)- Help as much businesses as possible with marketing

Get lean but strong body- Strength training, high protein, medium calories

Women- Literally just approach and talk to them lol
cya G's

Hey.

There are 4 things that you must use and remember for the rest of your life. This is the key for masculinity, happiness, productivity, success and it will give you help to understand life more.

1. Be a man of your words

2. No one is going to save you

3. Believe you can achieve anything

4. Be pissed of the things you don't have (lifestyle, car, woman, house...etc.)

Take care!

What's up everyone?

My name is Michael, I'm 21 and I'm from Ireland.

I love to go to the gym and workout. Currently doing a push, pull, legs split which spans 6 days out of the week. Currently leaning down, I wanna get shredded, veins everywhere. My biggest problem with women is my shyness, 'introvertedness', if that's even a word? 😊

I can't approach women to save my life especially if I feel like they're out of my league. At the same time I don't want to settle for a woman who's low quality when I know in my heart that I can do better.

That's it for now. I hope to connect with you guys and we can grow our confidence and mindset together!

Peace!! ✌️

Hey bros.

I'm a 18 years old Hungarian young man who is obsessed with working hard. I'm motivated, disciplined, ambitious and I love winning.

My goals in life are to become the greatest in my bloodline, start a family, be successful in all areas of my life and become someone in life.

My purpose is to help people improve their mental health so if you have any questions or simply want help feel free to reach out to me.

Take care!

Dream state:

Finally, get that woman he dreams off.

Building their tribe and seek that mating experience.

Mating and tribe

They want their dream high-quality loved one, or simply have the superpower to sleep with all the women they see, to have a good lifestyle, being free from the friendzone everytime.

Tribe- Build a group of high value friends in the same journey as them conquering the world. All good looking, good physique, and high quality.

Along with providing their family financially and emotionally.

What are they afraid of?

- Dying single and a virgin
- Not being able to provide for their loved ones: Security, financially, emotionally
- Being judged all the time walking in public
- Being judged based their relationship status

b) What makes them angry? Who are they angry at?

- Themselves for not doing anything in the past or working harder with their looks.

c) What are their biggest daily frustrations?

Seeing other men like him getting the dream women he wants.

Seeing guys taller, bigger, more attractive than him.

Seeing a happy couple including a high status man.

Seeing other men win on social media: Lifestyle

d) What are they ashamed of?

- Their self improvement journey not getting them what they want: Respect, women, status
- They're moving at a slow pace

e) How do they feel about their problems?

- Helpless – they don't see options for improvement
- Irritated- They spend their last waking hours in bed thinking of how guys are getting the girls they want and being attractive that even guys look up to him.

f) What do others around them think of them because of these problems?

- Loser
- Unattractive but can be improved
- Unconfident
- Weird

g) How would they describe their problems and frustrations to a friend over dinner?

- “I was talking to this one baddie, but she all of a sudden ghosted me, idk why, she mid anyway”
- “I don’t think that guy in the gym is natty”
- “I was gonna ask this girl for her number at the mall, but idk if im too ugly or she probably taken”
- “Weird question, but can you rate me 1-10? Don’t ask questions just rate me bro”

3. Desired State of Dreams

a) If they could wave a magic wand and instantly change their life, what would it look like and how would they feel?

- Get woman blowing up their phone like crazy in a snap of their finger
- Super high self-esteem and walk in the room feeling like a bad*ss
- Make other men and woman (that ghosted him) jealous
- Being respected by anyone he sees and talks to.
- Others taking inspiration from him, strong, confident, good looking
- Ability to approach any 10/10 without thinking twice
- Feel like the absolute main character in a video game

b) Who do they want to impress?

- Themselves
- Friends
- The woman that ghosted him as revenge
- Anyone in public

c) How would they feel about themselves if they lived in their dream state?

- Proud of themselves for taking action
- Feel like their dream is completed
- Full of energy
- Calm
- Safe
- Superhero

d) What do they desire most deep down?

- There's one main reason: Gaining attraction for women, deep down.
- Gaining respect from men and family members
- Killing their old self and becoming a new person

e) How would they describe their dreams and desires to a friend over dinner?

- "Me and you would be a great team in this self improvement journey"
- Do you ever want to move to Dubai and get a corvette or a huracan?
- Let's be the biggest and strongest guys in the gym. A lot of women gonna be into us.
- We gotta rizz women up fr

4. Values and Beliefs

a) What do they currently believe about themselves and their problems?

They know they're on the right path. They know exactly one day they they're gonna be the CHADs they dreamed of.

They know they're not their best version but will for sure get there.

c) Have they tried to solve the problem before and failed? Why do they think they failed?

They tried and still working on their looks. They know they're on the right direction, but a bit lost.

They think they failed to become high value because of genetics, or didn't work harder in looksmaxxing like putting 17 different garbage skincare products.

They tried working out but can't seem to build muscle.

Even listened to dating advice on youtube but too scared to even look at a girl.

They took some action in the free course.

Now have their guard up seeing membership.

3. What do I want them to do?

1. See email or browse through the SKOOL community
2. Consume value
3. Click PS which leads to the membership
4. Read description and get engaged
5. Buy membership

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

They need to feel like there is a specific roadmap already laid out for them and all they have to do is follow it.

They need to already feel like a whole man and identity by coming across something new in their life. Like a checkpoint.

Finally get the ladder in order to reach their dream state.

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

- **How will I get their attention?** Start with a really engaging hook that is basically a lifesaver donut pulling them towards the boat that will take them to an island that has everything they ever wanted.

Saying free is over and not enough infoZ

Make the reader go “Yes bro please save me already”

- **How will I increase specific levels?**

Explain their pain points and how they mental masturbate by consuming content but never taking action.

Explain brotherhood and how you need to be in a tribe in order to thrive.

- **How will I bring down perceived costs and thresholds?**

Tease them into taking action, and explaining how actually taking action will take them to their dream self.

But other parts just bunch of random stuff ignorable by viewers.

TRIBAL MARKETING

- What tribes are your customers already part of?

Their family, possibly friends unless they're trying to play the lone wolf

Our FREE course, youtube comments

- What are their values?

They value themselves, trying to workout to defend their family or their future loved one

- How do they want to build their status in that tribe?

Be as strong as possible, attract good high-quality women, b possibly be the BEST in their tribe.

- How can you SHOW them how your product aligns with their tribal affiliation and tribe-specific desires?

They're most likely the best in their tribe, or at least trying to be.

But they need a group of people better than them.

CHADs that they can grow with.

They won't stay stuck where they are being an NPC.

- Why should they join YOUR tribe?

Inside they have everything they ever desired: High testosterone, courses with women, fitness course either losing fat or being aesthetic, Looksmaxxing, make them look better than anyone in public.

- What are you doing that is interesting, remarkable, and important?

Growing the SKOOL community, the community is getting better and better along with people inside in. Their inner circle is getting bigger and more stories are told to help the avatar.

- How can you position the leader and group as strong?

The leader has been through the different many NPCS, soon to be CHADs don't want to go through.

But now men can achieve the leader's dream outcome FASTER.

- What kind of "test phase" can you provide for them? How can you improve the experience?

Explaining how they need to invest at some point. Pay the price in order to be a CHAD

- PS-What specific steps can you take to increase your earned status in the tribes you're a part of?

Combine everything that has happened and learned. Hero's journey and provide for those below you.

Research headline from friend:

Looking for an "Insider" Shortcut Guide to Creating Sensational Ads that will Supercharge Your Business, Your Wealth, and Your Life (even if you flunked English)? What can we learn from that headline?

What can we learn from this? (Used AI for better insight, then train it to better copy like this)

1. **"Looking for an 'Insider' Shortcut Guide":**

This directly targets to the reader's **desire for a shortcut**. Basically giving a better advantage over others.

They want to feel like they have access to better/faster knowledge.

Dreamstates Called Out:

- **Creating Sensational Ads:** Ads that bring multiple times more revenue to their pockets.
- **Supercharge Your Business, Your Wealth, and Your Life:** Basically making it a full win, business, and life, with riches. Leading to the idea of financial freedom, working freely.
- **Amplifies Dreamstate:** The words "sensational," "supercharge," and "wealth" all evoke powerful imagery of success.

Now I know to help amplify the reader's desires by painting a vivid picture of what their life could be like if they follow the guide.

Amplifying Dreamstates with Imagery and Value (Weakest)

- **Amplifying with Imagery:**
The use of terms like "**sensational**" and "**supercharge**" creates a clear, **vivid image** in the reader's mind.

"Sensational" says something that stands out, is eye-catching, and impressive, while **"supercharge"** implies taking something to the next level, creating a **sense of speed and impact**.

This tells the reader that they can achieve **big, flashy success** quickly.

- **Value Equation:**

The headline essentially tells the reader that the **value they'll gain** (supercharging business, wealth, and life) far outweighs the **effort required**. The **mention of a shortcut** and the **phrase "even if you flunked English"** speaks to readers who might lack confidence in their writing skills but still want to achieve massive success. It removes any doubts or fears about needing to be perfect to get results, making it feel **attainable**.

Structuring the Headline

Concise but Impactful:

The headline **packs a lot of information** into a relatively short sentence, but every part of it works together to **hit multiple desires**:

- **"Looking for an 'Insider' Shortcut Guide"**: Captures interest by making the reader feel like they're about to get something valuable.

- **"To Creating Sensational Ads"**: Quickly tells the reader **what** the guide delivers bringing results that stand out.
- **"That Will Supercharge Your Business, Your Wealth, and Your Life"**: Here, it hits on **multiple levels of success**. It's not just about business—it's about overall life improvement, which makes it more **aspirational**.
- **"Even if You Flunked English"**: This makes actual native English speakers think they have a bigger advantage than they think and will 100% know it will work. While bad english speakers will be more comfortable

How can we apply this to my Headline copy:

Directly Calling Out the Reader's Pain or Dreamstate:

Focus on how they're **stuck in self-improvement, want respect, women, and confidence**, but are **not getting results**. Let's create an a sense of **"insider knowledge"** or a **shortcut** that promises the results they crave since it's a course.

Amplifying the Dreamstate with Imagery and Value:

Use words that evoke **powerful imagery**, human touch, make them visualize how they'll look with a **muscular physique**, how **women will notice them**, and how they'll command **respect**. Promise that the **value** they'll gain from joining your tribe will

supercharge their progress and life. Make it **feel achievable**, even if they've failed before.

Concise, Impactful Structure:

Keep the headline **tight** and make sure every word **counts**. Hit the **dream outcomes** (respect, women, confidence) quickly.

Increase specific levels? Spike their pain and dream points mentioned above. Also adding that's been told and how it's BS

How will I bring down their perceived costs? Directly mention the difficulty of the game and mention their competitor for urgency.

Connected landing page: <https://birthofchad.carrd.co/> (Just get a glimpse on what this is all about and how did they get here)

Coach's tone (Youtube):

A lot of these youtubers completely overcomplicate dating and just understanding female nature in general And this shit is not a coincidence.

Most of the time they're either selling you something or they keep you watching their videos to boost their numbers

So allow me to be the first youtuber whos actually honest with you theres pretty much only four way to attract a female.

And i'm gonna explain al 4 ways in less than 10 minutes

Because my purpose and the purpose of this channel is for you to not have to watch videos like this for the rest of your life

Because attracted women becomes easy, it becomes second nature I feel like a fucking teacher and my favorite student just got left back.

Like bro I fuck with you but you need to graduate

Okay fuck this intro let me get into it.

Now the first route i wanna talk about is the friend zone

Something that youre probably familiar with

But let me actually explain how the friend zone works and how you can fuck you way out of it

Now most guys NPCs like myself back in the day

We would think that just being a nice guy and just being a shoulder for her to cry on will eventually give us pussy.

But sympathy pussy is not a real thing

No girl is eventually gonna give you a chance or let you fuck just because youre a good friend. But despite the popular belief, you can fuck your way out of the friend zone, but its pretty slimy and can take fucking years sometimes even decades for it to happen.

I remember when one of my closest female friends broke up with her bf after she caught him cheating on her.. Yes... so she was fucking down bad she called me drunk, she was fucking going through it...

Original:

JOIN \$5/month

🔥 Join CHAD MASTERY and take control of your dating life! 🔥

What's inside:

- 💍 Finding a Trad Wife Course: \$199
- 🧑 Looksmaxxing Course: \$249
- 🧠 NoFap Program: \$299
- 🌈 The Pursuit of Happiness: \$149
- 🔥 Catch a Body Course: \$179
- 🦸 Awkward to Alpha: \$299
- 🏋️ Simple Weight Loss Program: \$249
- 💪 Bulk to Bodybuild: \$199
- 🌱 Natural Testosterone Boost Program: \$199
- 🧘 Monk Mode: The Only Way to Succeed: \$249
- 📞 Group Coaching Calls: \$99
- 📅 Daily Dating Advice Call w/ Marquise (Normally Sells for \$500/mo)
- 📁 Bonus: Dating Profile Audits (\$47 Value)
- 📁 Bonus: Personalized Looksmaxxing Protocol (\$47 Value)
- 🤝 Bonus: Access to a community of like-minded individuals!

Total Value: \$2,764 — Now only \$4.99!

DRAFT:

Sub-headline: Now That You've Got Your Feet Wet In The Pool Of Being A CHAD...

Headline: 🔥 Ditch n Break Free From The Overwhelming NPC Self-Improvement Advice That "SOMEWHAT" Delivers


Sub-headline: Go all in and command respect from men, *attract* women and make your friends gossip in admiration. It's time to step into your CHAD energy and take full control of your dating life. 🔥


You've already seen how most self-improvement advice out there is either "meh" or leaves you feeling lost.


It's time to ditch the half-assed NPC advice and take control of your life for real... Here's how:

💍 **Finding a Trad Wife**— You overheard the same outdated advice from YouTube: Replying later, not earlier. "Work on yourself, just be yourself bro." But this is where you tap into their


attraction instincts that make a 10/10 high-value woman chase you like you're their prize. (Value \$199)


 **"Out Of The Blue" Majestic Looksmaxxing** – You're already decent-looking, but why not be effortlessly magnetic and command attention within a month OR less? Women's eyes will be glued to you, while men silently size you up, knowing they ain't stand a chance... (Value \$249)


 **"The Complete End" To Fapping** – You've heard it all, "boost focus." But this turns you into someone others look up to, where you conquer your mind and body, becoming unshakable, while others are trapped in distraction. (Value \$299)


 **Your Pursuit of Happiness** – F*ck therapy. Achieve happiness by dominating your issues, not journaling them. Take control of your life to the point where people around you ask, "Bro, how did you do that?"


(Value \$149)


 **UNSTOPPABLE Fat Loss Path**– Melt POUNDS of fat ASAP without starving yourself or trying bullsh*t diets. Soon, you'll be the aesthetic-muscular CHAD that stops people in their tracks, like you've stepped off a magazine cover. (Value \$249)


 **Ultimate Bulk-to-Beast Formula**– You'll go from stressing out trying to build muscle, to walking into the gym with unbeatable shoulders and chiseled arms. You'll know you've made it when the gym turns into your stage. (Value \$199)


 **Ancestor Testosterone Boost**– Naturally boost your testosterone to crush it at the gym, take charge at work, and leave women satisfied with your bedroom cardio. (Value \$199)

 **Monk-Mode Clarified** – Now this ain't just about discipline. Be so unbreakable that you eliminate distractions and stay focused so that your results speak louder than any word out of your mouth. (Value \$249)

 **Live Superhero Call Sessions** – Surround yourself with brothers on your same path. Together, we'll push each other to new heights. Leave every session fired up, ready to dominate. (Value \$99)

 **Awkward to Alpha** – No more "faking it". You'll go from being the NPC no one notices... to owning every room you enter. Watch as women glance your way and men step aside, knowing you've got something they don't. (Priceless)

 **Daily Dating Advice Call** –Daily, personalized advice from me to turn your dating game around and land dates with women you thought were out of your league. (Value: Priceless)

 **Bonus: Access to the Full Community** – This is your INNER circle—a brotherhood of CHADs all pushing each other to win. We celebrate every victory and learn from every loss, together. This is where the REAL you belong.

Still thinking about it? Let me be real with you brother:

You can either be blindfolded, keep doing what you're doing, letting life control you—staying stuck in the same NPC cycle and wondering why you're feeling like you're not enough.

OR you could finally take the wheel and control your life with a CLEAR direction to becoming a CHAD by investing in yourself.

Ask yourself this: What's more valuable? Spilling \$5 or more, on a trash meal like a Big Mac from McDonald's just for you to regret eating that garbage?

Or investing in yourself to switch up to being the CHAD you think about every day, 24/7?

Think of it this way brother: I got my @ss kicked, learning all these lessons the hard way,

Through 10 YEARS of getting my heart stabbed, brain hit by bricks with life decisions, and continuous confusion of what's BS and what's not.

But not you my brother...yes you're gonna go through pain, but easier,

With an ACTUAL roadmap to evolve you from a beginner to becoming a high-value CHAD.

It's a road trip, you're taking control of your car, and the 10 guides combined is the GPS.

Instead of blindly spending years recklessly driving to who knows where, and hoping to figure it all out,

You'll have every twist and turn mapped out for you.

So You Have Two Choices:

① **Run away** – Figure everything out on your own blindfolded, missing out on the lifestyle and evolution CHADs face.

OR

② **Invest in Yourself** – Invest 5 bucks towards yourself, being able to walk into any room and feeling like you're on top of the world.

You're in the best shape of your life, women are eye-ing towards you, and you're respected in every circle, any environment.

All because you took that first step to invest in yourself and make your future self look down on you proud, for less than a sugary coffee destroying your face and body from Starbucks.

Don't settle.

If every gym in the world were free, would people still show up?
Sure.

But within 4 days, they'll fall back to watching Netflix and munching on Oreos or other BS with their greasy fingers like a sloppy NPC.

Because when you don't invest in yourself, you don't value it.

If this were free you wouldn't take it seriously.

But by investing 5 bucks, you'll make every second count.

You'll finally start seeing the results that have seemed out of reach for so long.

But as much as I want to help as many men as possible,

Not everyone will be willing to change, only the most **AMBITIOUS**.

I work with quality rather than quantity.

It's about making sure you put in the work to finally see the results.

This is your moment.

You didn't come here saying "Oops! Came here by accident"...

You and I are both here for a reason brother.

Deep down, you know there's something better waiting for you.

So sure, you could throw your 5 bucks on something meaningless that doesn't upgrade you like the average NPC out there, especially if you're not dedicated.

BUT if you truly want to get past the old YouTube advice and fix your way with women,

BUILD that outstanding physique along with a handsome CHAD face (To the point where you don't have to read others' minds, if they find you attractive.)

OVERALL building yourself a huge empire throughout the years "correctly",

All while you're achieving everything above within weeks or months,

INSTEAD of 10 years and costing less than a cup of coffee...

Then brother, I welcome you to the CHAD Mastery. 🤝

It's a win-win for me and you.

PS: 🚨 **Price jumps to \$9.97 after 6 days!** 🚨

If you're still seeing the 5 bucks, then you're just in time. Take good advantage now and become a Top-Tier CHAD.

Welcome to CHAD Mastery.

But before you join, there's ONE rule: You have to apply everything you learn. If you're willing to take action, you'll be unstoppable.

See you inside, brother. Let's get it. 🦊