

## ***Four Questions:***

### **Who Am I Talking To?**

Women. 18-45. Have severe CPTSD (childhood-PTSD), trauma, family trauma, struggling to have meaningful, genuine relationships due to a lack of fundamental skills required for healthy relationships (i.e. boundaries, handling triggers, communication, refusal skills, mature emotionality, etc.).

### **Where Are They Now?**

These women are in a turmoil. Repeatedly unable to make genuine connections with people and more specifically family members due to their lack of capabilities (as listed above).

These women can hear one comment from someone (stranger or not) and it could send them into an emotional tsunami. Their mental states are very fragile.

Each day they essentially start back at 0 (mentally, emotionally). There is no solidified foundation to rely on the next day. When they wake up they have to build momentum to *get through the day*. This is usually done via affirmations, some form of meditation, or possibly even re-reading instagram posts that struck a chord with them.

Some of them will rely on the idea of perfectionism in order to be loved, seen or accepted. And it leads to a series of outcomes (burnout, anxiety, stress, overwhelm, etc).

They want to be able to be normal, be seen, accepted for who they are, and no longer be bound by their past trauma. Form relationships which are meaningful, and in some instances rekindle family relationships.

Other times, they would like to be able to only *manage* the relationship. Rather than be sent into a shell shock state when around X person.

### **What Do I Want Them To Do?**

After they have gone through the copy, I want them to purchase the workbook.

Not only because it is the solution to their situation, but also because they see that dim light on the other side of the hill (metaphorically speaking about their dark, gloomy life) and believe this is their chance to escape their reality.

### **What Are The Steps They Need To Experience To Take Action?**

Given the sophistication level of the target market, they first need to understand that the workbook has a different spin to it. Rather than explicitly stating, hey this workbook is designed

for you, after completing you will get X, Y, and Z.

They likely have already invested in products similar to this.

So they need to experience a mechanism that will have them believe it is different from the array of products they have purchased.

Then, they need to be met where it all happened (Childhood), not directly but rather indirectly and discreetly.

This way they will feel as if it is them who connected the dots and found their ticket to that other side of the hill where the dim light is brimming.

Additionally, they need to be told why things aren't working, and the missing pieces to resolve the never-ending problem.

Words on a screen, and persuasion or only scratching the surface with this audience. There needs to be some visual/kinesthetic components to help strike a chord with the audience and help them FEEL understood.

### **Best Personal Analysis (copy's weakness/how to improve)**

First and foremost, the length. I believe what I said could be condensed in a manner that still packs the punch if not even more.

The conundrum I had is this audience, once reeled in and engaged, they will read endlessly.

So I believe if I went the route of shortening, I would need to emphasize important aspects, and possibly include micro-commitments/identity plays.

After all, these people DO NOT like who they are, and always want to be a different version of themselves, if this component was the mechanism and teased throughout or even in one section I believe it would improve the outcome.

Another weakness I believe in my copy, is my inability to succinctly translate my 'analogies' into concise, relatable ideas for the reader. For example, when I related the process to the scientific method, this was the unique selling point I was taking, to stand apart from the crowd.

However, I believe I could have translated this idea in a more relatable manner, so that the reader was nodding their head the entire way.

I do think it creates curiosity for the elements inside the workbook, sort of leaving an information gap, BUT it may seem to the reader "this isn't for me" and they dip.

I think another weakness was not having a 2-way close.

And I could have improved this by integrating micro-commitments throughout, and implementing an identity play.

Here Is My Copy (Re-write of her original)

## Emotionally Empowered

A workbook that *seamlessly* teaches you how to establish boundaries and master invalidation, triggers, and emotions.

Being a child is meant to be a wondrous and magical experience.

An entire world you shape based on this *powerful* notion called imagination, where the world glimmers with beauty, and everything around you is fascinating.

However, **not everyone** can fully experience the wonders of being a child due to their upbringing.

Given this disheartening truth, boundaries fail to develop, emotionality never matures, triggers heighten, and hearing invalidating comments feels like a personal attack.

That is EXACTLY why I created this workbook so that you can escape this nightmare that follows you closely, like a shadow, and mimics your every move.

Throughout this workbook, you will learn powerful components that lay the foundation to become a master of your life. From **understanding triggers to the intricacies of boundaries and exactly how and what to say to invalidating comments.**

This process is very detailed and natural- like science.

Science can seem complex and intimidating at first. But once you learn the step-by-step scientific method, you begin to observe the problem, experiment, reflect, and walk away with a better understanding of **what once was complex.**

Following a science-based structure allows you to take these complex, powerful, and necessary life-long skills and *easily* place them into your life without constant frustration, moments of panic, or even thoughts of uncertainty.

And don't worry- I won't be giving a boring lecture inside the workbook about the scientific process.

Instead, we'll observe the what, how-to, and why.

In no time, you will become the master of your life, guided by your intuition, no longer weighed down by the past that held you in the same place.

Once you lay the foundation of your life with these fundamental skills, you will discover how effortless and blissful life can be, and the past will seem like a bad dream.

This is her original (for context):

## **Emotionally Empowered**

A workbook to help you master boundaries, invalidation, triggers and emotions.  
What you'll get:

### **1. Identifying Triggers and Recognizing When You're Triggered**

Get to know your triggers.

Identify and Navigate Triggers.

Exercise: Track your Triggers.

### **2. Establishing Healthy Boundaries**

Understanding the 7 Types of Boundaries.

75 Scripts to Communicate Boundaries.

Exercise: Creating Boundaries.

### **3. Invalidation:**

Understanding invalidation

Scripts to respond to invalidating comments.

### **4. Reflective Journaling:**

More journal prompts for self-reflection and growth.