

Prospecting Like a Predator

Before you do any type of emotional writing you need to lay down and logical tracks:

You need to be crystal clear in your brain on the actual situation your reader is currently in.

You need to be crystal clear on their specific roadblocks right now.

Copy and paste to make a bulleted list of 3-4 pains stemming from that exact roadblock from my research (symptoms/self-limitations/lack of status points)

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You need to be crystal clear on the solution and the way it solves the roadblock.

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You need to be crystal clear on how the product or the action you want them to take leads to that solution.

Copy and paste to make a bulleted list of 3-4 desires stemming from that exact dreamstate from my research (symptoms/self-limitations/lack of status points)

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Free Value

The 4 questions you MUST answer before writing a single word:

1 - Who am I writing to? Who is my avatar?

Avatar

Background and Mini Life History:

Jack, once a passionate sportsman involved in running, basketball, and weightlifting, faced a major setback two years ago with a knee injury during basketball. This injury led to ongoing knee and back issues. Since then his pain symptoms have largely resolved but he never quite got back into his active lifestyle and has lost a lot of confidence in training and sports. His career in IT demands long hours sitting, exacerbating his physical discomfort.

Day-in-the-Life:

Jack's days start with physical stiffness and discomfort. His job requires prolonged sitting, which limits his physical activity and aggravates his stiffness (minor pain). Longing to be active again, his mental justifications and "condition" restricts his sports involvement and playing with his children.

Values:

Health, family, and an active lifestyle are central to Jack's values. He believes in perseverance and self-reliance.

Outside Forces:

The healthcare system and fitness industry greatly influence him. Social media often leaves him feeling inadequate or hopeful, as he compares his situation to others.

Beliefs About Themselves and Problems:

Jack attributes his failure to commit to exercise and positively change his physical condition to become healthier and happier to his "tough luck" with injuries, the lack of motivation he feels and the belief that he can't commit to exercise for a prolonged period of time.

Blame for Problems and Frustrations:

He blames his healthcare providers for ineffective solutions and occasionally himself for not finding better treatments or for the initial injury. He also knows deep down that if he really wanted to change he would.

Previous Solutions and Failures:

Jack has attempted various treatments like physical therapy, chiropractic care, and home exercises, which he feels failed due to a lack of personalization and understanding of his unique condition. He has tried going gym before but struggled to stay consistent,

Evaluating Solutions:

He assesses new solutions based on testimonials, source credibility, and logical reasoning behind the treatment. Cautious yet open, he seeks personalized, comprehensive plans.

Respected Figures/Brands:

He respects healthcare professionals like Dr. Wesley Wang and brands offering holistic, self-empowering messages and approaches to treatment, such as MoveU. These entities provide knowledge, clear communication, and evidence-based solutions.

Valued Character Traits:

Jack admires determination, honesty, and empathy, both in himself and others. He appreciates when individuals genuinely understand his situation and offer specific advice.

Despised Character Traits:

He dislikes arrogance and dismissiveness in healthcare professionals and is frustrated by generic or superficial solutions. He doesn't like people (like Andrew Tate) that overtly show them how they are failing, being lazy or self-deluding themselves.

Market Trends Awareness:

Jack keeps up with online healthcare trends, telemedicine, and holistic injury recovery methods. He remains cautiously optimistic about these trends due to past disappointments.

2 - Where are they now? What are they thinking? What are they feeling? What are their dreams? Where are they inside my funnel? What's their level of sophistication, how problem and solution aware are they? What's their level of sophistication (don't say high, name products they are aware of)

They are currently on the first email of the welcome sequence after opting in for a free discount for a 28-day fitness challenge.

They have just made a small commitment (that seems big to them) to changing their physical condition so they can be more proud and confident in themselves.

But, since they haven't made a purchase for the program yet they aren't 100% committed to doing the challenge, even though they have shown initial desire by making a "big first step". They might still be on the fence about truly going for it. It has become easy for their mind to aikido themselves out of doing the tough things they know they need to do.

He is extremely sophisticated and has tried going to the gym before but stopped soon after. He has tried other 'challenges' or at least seen many advertisements for these types of challenges so has been desensitised to a degree.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to firstly open the first email, secondly I want them to feel compelled to open the next email.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the logical steps that I need to guide them through to take them from where they are now to where I want them to go?(What things do they need to see, taste, feel, hear and believe to get there?

You need to be crystal clear on their specific roadblocks right now.

The belief that they are not able to overcome the mental hurdle of fully committing to exercise for a long period of time and make meaningful change.

You need to be crystal clear on the solution and the way it solves the roadblock.

The solution (Dan the trainer) pretty much holds them by the hand by guiding them through the 28 days. He does this by giving them support and guidance, helping them turn up every day, keeping them "motivated" and making sure they do the correct exercise

You need to be crystal clear on how the product or the action you want them to take leads to that solution.

Opening the next email will mean admitting to themselves that they're serious about making the change and committing to becoming healthier, stronger and more confident.

Model & Line-by-line Breakdown:

If you've ever actually researched human behaviour at a high level, you'd understand the importance of the environment.

When you are surrounded by the ruthless, you become more ruthless.

The sad, sad.

The average, average.

Every trait and thought of the things you read, the people you are around, it all naturally rubs off on you, it's gravity.

It's a well-studied fact.

What you do with this fact, is the difference between the stupid and the intelligent.

Stupid people do not abuse this universal law.

They don't use it to their advantage.

They don't ruthlessly cut out the shit influences of their life.

They don't relentlessly search to add positive ones.

They actively resist a gravitational pull toward loserdom their entire life...

When it takes a FRACTION of that effort to change the direction gravity pulls them.

You're subscribed to my mailing list,

You most likely follow me on Twitter,

You have set a good influence within your life.

Apply the lessons and watch yourself be pulled towards success naturally.

- Tate

Writing:

SL: Congrat for making the brave choice.

Congratulations for making the brave choice and starting the new year out with a bang by signing up for my '28-Day Fitness Challenge.' 🎉

When the challenge begins you can expect to get your special discount, so keep your eyes peeled for that!

Now, back to the topic of brave choices,

If you've ever studied human behavior at a high level, you'd realize the significant impact of your environment on your ability to make brave decisions.

Every single person you surround yourself with seeps into you like vinegar seeps into a cucumber.

When surrounded by people who don't fully commit to goals, you become someone who won't commit to theirs.

Surrounded by 2 quitters? You become the third.

The negative?...You get the point.

Maybe you won't feel the effects of their company for days, weeks, or even months.

But eventually, the bitter pickle of negative thinking, beliefs, or (in) actions will form.

But, you signed up for my 28-Day Fitness Challenge.

You set a huge positive influence in your life when you joined a massive group of people who also decided to commit to their New Year's resolutions.

You've joined the fight, but the question is...

When I send you the email to let you know the challenge has started, are you going to show up for the battle with your team?

-Dr. Dan