The Product: These 3 Emails are for my client's product which is a digital product which is a software that creates content by entering prompts to the software AI that describes the content you want and the Software AI creates the content you described and also you can manage posting your content on different platforms using this software.

The 100 pushups: **Note: Vimeo and rumble aren't available in my country so I uploaded it to a Google Drive link+ I Have a problem in my shoulders due to an old injury so I couldn't go down with my chest more than this, that's my shoulders limit so please understand this. - If it's true then be proud of yourself for pushing even when you have an injury. You could also do Squats.
The link:
https://drive.google.com/file/d/1qhpNlnG9QcLmXXxb6tTxpIlHbl8KzZUF/view?usp=drivesdk

1- Did you test your copy?
No, I didn't test it yet but I am preparing it for my client because he is gonna need it soon and I will give it to him as a free value.

2- The current state: They are creating content to grow their social media pages and monetize these pages but It takes them a lot of time to create and edit content every day and also they are making slow progress considering all the hard work they're doing and they're frustrated about that and they
thought a couple times about giving up and stop creating content.

3- Dream state: They want to find the easiest way to create content without having to work hard or waste a lot of hours on editing and they want to have multiple social media pages with a big audience and engagement on it due to the high quality of their content that their audience love it and they are making money online through the attention economy.

4- Roadblocks: Their biggest roadblocks towards achieving their dream state are having to create and edit content for hours in order to grow their social media pages and that's gonna waste their time and for them it's a lot of work to do and also the frustration of the slow progress of their social media pages because they can't create a lot of content easily because it takes a lot of time.

5- Solution/Mechanism: They want an easy way to create a lot of content without working hard or spending a lot of time on editing and here's where my product is used.

6- The value ladder: These 3 Emails I am gonna use to send Emails to the customers and also I am gonna use it in Social media posts so we are at the first stage of the value ladder here.

7- The value equation element: The value equation elements we are focusing on here are effort & sacrifice X Time delay, the product makes them achieve their desirable state without much effort and sacrifice in a short time period.

8- The dream outcome: The dream outcome we are focusing on here is Creating content FAST without spending time or effort.

9- Awareness and sophistication: Their level of awareness is HIGH because they realize that they have a big problem which is that in order to create content they are gonna spend a lot of time and work and they are looking for a solution for it. Their level of sophistication in the market is a bit high because they tried some ways to create content easily but it was BS, scams, very expensive or low quality softwares.

The 4 questions:

1- Who am I writing to?
Young content creators/entrepreneurs who are broke or average and want to live the life of their dreams and they have a lot of focus, determination, motivation, potential and they are willing to work hard and they are gonna achieve their dream life by creating content on social media and building an audience then they will monetize this audience's attention to make money online and achieve their dream state.

2- Where are they now?
They are creating content every day and spending a lot of hours creating and editing this content and they are working super hard to do this. They are frustrated with their slow progress considering the hard work they are doing. They want an easy way to create content, they tried some ways to create content easily but it was BS, scams, very expensive or low quality softwares.

3- Where do I want them to go?
I want them to click the link to discover my product and then from there they will see my long form copy (I will write it later and send it to you).

4- What are the steps that I have to get them to take in order to bring them to where I want them to be?
I want them to feel curious or amazed by the product, then I want them to have the urge to click the link to discover the product.

**I wrote everything I could to make it clear for you but if you want anything else here's the link of the avatar:
https://docs.google.com/document/d/147rV-O20hxrJ-KCxj8_2vLjZzDElURY0xmyAPqxGjRg/edit?usp=drivesdk

And here's the link of the market research:
https://docs.google.com/document/d/14IAyMXxBtIvSMfjQw_wZFvcRdl-d_nIzaJlWvBnoq70/edit?usp=drivesdk

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The 3 Emails for my client:

DIC Email:
Disrupt is highlighted in White Blue
Intrigue is highlighted in Blue
Click is highlighted in Green

Email

Subject Line: The secret to creating content in SECONDS

Have you ever wondered how all these social media pages are creating all of this attractive content every day?

And No it's not editing for 7 hours a day, working in big teams, or hiring 250 professional editors.

They simply took advantage of the new revolutionary AI technologies to create content in *seconds*.

I found out how exactly they are doing it and I am ready to expose that secret to you.

Click here if you want to get access to this revolutionary secret

PS: Make sure to keep this secret between us, you don't want to **lose** this advantage.

Email word count = 108

My analysis for the DIC email:

- I wrote the subject line at first "Making the best content with a few clicks" but i found it boring and not unique so i changed it to "Creating content in seconds" but i found that it doesn't trigger curiosity that much so i changed it finally to "The secret to creating content in seconds" because i feel that it triggers curiosity more this way, so do you think the subject line i chose is the best or there's better one in the previous subject lines? And also how can I make the subject line more attractive and trigger curiosity more?

- Before I write this sentence "They simply took advantage of the new revolutionary AI technologies to create content in seconds" it was "They use the help of the new AI technologies to make content in seconds" but i added "took advantage of" because it feels more emotional and not lazy like the old text and also i added the word "revolutionary" because it sounds much professional and effective and I deleted the word "make" and I replaced it with the word "create" because it's more related to content creation, so what do you think of this words that i replaced? Is it more effective as I thought or the old simple words are better?

- This sentence "Click here if you want to get access to this revolutionary secret" was like this at first "Click here if you want to get access to this secret" but I wrote the word "revolutionary" before secret because I fell that this word is so effective in triggering the emotions of the reader so I used it a couple times, so Is it worth it?

- Also I used Grammaly.com to check the grammar and I corrected some words.

- I added the PS section after a lot of thinking, I think that it triggers a lot of curiosity to click the link, so do you think this is a smart move or I shouldn't add this PS, and how to make it better because I couldn't find any ideas to make it better I just corrected 2 words and couldn't come up with any ideas for it so If you have any recommendations about it I would appreciate it.

- I used in the second sentence the expression "250 professional editors" because I think that it leaves a strong feeling in the mind of the reader, so I want your thoughts on this. Is using this way of writing bad?

PAS Email:
Pain/Desire is highlighted in White Blue
Amplify is highlighted in Blue
Solution is highlighted in Green
Scarcity is highlighted in Orange

Email

Subject Line: How to create content in SECONDS

Are you tired from editing for long hours every day to create content?

What if you could create content without wasting hours of your time every single day?

Imagine sitting on your disk, clicking a few clicks, and BANG, your content is ready,

Just **rapid fast** like that.

Without all the editing long hours **wasted**.

Imagine the growth of your social media pages being rapid fast and easy like that.

Click here to begin your rapid fast social media growth journey before the last 24 tickets are gone forever

Email word count = 89 Go till 100 or 120. Make the dream state more powerful by including the money aspect of social media. Brand deals, Sponsorships, Collabs, Status.

My analysis for the PAS email:

- I made the subject line at first "This grows your social media rapid fast" but I saw that it doesn't trigger the main desire here which is the desire for creating content fast so I changed it to "How to create content in seconds" so, is this subject line better or am I wrong? How to make the subject line present the desire more?

- The sentence I used to present the pain of the target at first was "Are you frustrated because it takes you hours to create content?" But I changed it to this "Do you want to create content without wasting all these hours?" Because I feel that this combines between the pain and the desire not only the pain like the previous sentence so I feel that it's stronger, Your thoughts on this? Is the combination better or only one thing to focus on in this situation?

- To create a movie inside of the reader's mind I created this "Imagine" story in which he Imagines that his desire is fulfilled, so what is your opinion about this movie? Does it move the emotions of the reader or not? What's your recommendations on it to make it better?

- Also right before the CTA I dropped that sentence "Imagine the growth of your social media pages being rapid fast and easy like that" to trigger his desire to conquer this pain of editing for hours so when I drop the CTA he takes action, So was that necessary or not? I feel like it's a good move to make him take action.

- I used the expression "Rapid fast" several times instead of just "fast" to make it clear for the reader that it's a fast process as he desires so I used " Rapid" because It is stronger than just "Fast", I think that this expression added a lot of meaning to the copy, Do you agree or do you have other opinions about this?

- At the end of the copy I found it suitable to use Scarcity without urgency because I found that I can add another thing to trigger the reader to take action but when I tried to add both urgency and scarcity I felt that it's too much in one copy so I decided to only use one thing and I found that scarcity is better in this situation, so was that the right decision or I could use both and It won't be too much or I shouldn't even use them at all?

- I also used grammaly.com to correct some words.

HSO Email:
Hook is highlighted in White Blue
Story is highlighted in Blue
Offer is highlighted in Green

Email

Subject Line: I was about to leave it all forever...

Sometimes God blesses you with a solution at the last second.

I had finally started seeing progress on my social media pages and I was very close to starting to make money online.

After months of editing for long hours every day dedicated to creating the best content I could create.

But then I realized that to keep making this progress all my time will be spent on editing for long hours every day.

My time on the long shot will be **wasted**.

Also, I couldn't keep editing all these hours every day,

It's a lot of work to do.

And I was so frustrated that I stopped creating content.

I almost gave up on my dream.

But suddenly I found a tool that made me create content in literally **_seconds_**.

It felt like a superpower.

And I started creating content and making progress again without having to waste my precious time or work super hard.

Thanks to God for blessing me with this tool.

Discover the exact tool I used to create content in seconds

Email word count = 184

My analysis for the HSO email:

- I used in the 9th sentence the verb realized instead of the verb noticed because I felt that realized is more firm than noticed so, what is your opinion about it? Did I make the right decision?

- In the sentence "I almost gave up on my dream" I wrote "I almost gave up" instead of "I was about to give up" because I think that it shows more frustration so, what is your feedback about that?

- I used "suddenly" because nothing else came across my mind so I want your recommendations about something better to use instead of suddenly, any other expression because I feel that it's not a strong word.

- I used grammarly.com to correct my grammar and I fixed a few things.

- I was making the pain of the story that I am telling here is wasting my time but I added a few words to show that I had another pain which was working super hard because I felt that the pain of wasting time isn't strong enough alone so, was that a smart move?

- What are your recommendations to make the hook better? I tried to think of a more dramatic part of the story but If I wrote what Came across my mind I wouldn't have something dramatic left to start with in the story itself.

- I passed the recommended word limit that Prof Andrew said which was 150 words but that's because I needed to write a whole story. Is this very bad or is it normal if it's the HSO framework?