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## **My product:**

- a. The product my client is selling is how to learn how to trade and make your trading algorithm.
- b. It's not a hot topic and many don't know the value of it. I found this out because when you go to YouTube, X, Instagram even Reddit there was very little talk about making your own algorithm for trading. Using already existing ones is talked about a lot, however, not creating your own. That is why we need to show people why it is worth doing it.

## **Winners writers process for Algos/trading X account**

**Objective:** Get more followers without using ads

### **1. Who are you talking to?**

i. Men and women, however, mostly all men

- a. Men past twenties

ii. psychographics

- a. They are tech-savvy individuals interested in finance, investing, and using technology to tread differently.
- b. They know what trading is and some have tried it before, however, they want to get better at it or at least good at it.
- c. Have a normal job and want to earn side income or grow their savings/retirement funds.
- d. There are two different people we are targeting:  
one: The family man who has a normal job. He wants to earn money on the side or grow his savings/retirement fund  
two: The man who does not have a family. He has a normal job and wants to earn side money or grow his savings/retirement.

iii. what makes them tick

- a. Funny memes that they can relate to. I will take them from other creators who have used them and shown good results. This will only help to build a stronger connection to the audience.
- b. good content that explains in a good way how to trade or what is happening in the markets.
- c. cool explanations of what is happening in the market and how to take advantage of them.
- d. interesting sentences about trading what to not and what to do (teach them about something they did not know).

## **2. Where are they now?**

- i. Level 3 - solution aware
- ii. Candle positions
  - a. right now they this might be at a 4/10, on is the value I am getting worth it?
  - b. Right now they are at a 6/10, do I believe the idea will work?
  - c. right now they are at a 4/10, do I trust this person?
- iii. stage 3-4 of market sophistication - market tires of claims
- iv. current state and dream state
  - a. want to increase their income/savings/retierment without losing money
  - b. Provide more money for themself and their families, (traveling, jurly, dett and so on)
  - c. Have better social status at home and with friends.
  - d. Quit their jobs or more free time because of it. (something we dont provide)
- v. They are now doom-scrolling on X or trying to find some good information about trading and just consuming content.
- vi. Fears
  - a. losing money and time. Most people are afraid of the market, they see it as an unforgiving and hard place where the best of the best win. They don't want to lose money on doing something they know they will lose at. That is why if they are going to try they need to know that they have a good and solid plan on how to concoure it.
  - b. scam and losing money and time hang together. If they buy the product not only do they lose money to the scammer, but, as well to the market. And they lose time trying. That is something every trader out there fears (making the wrong move). They are not at the best financial state and want to use their money well, that is why they want to invest it. They want to get richer, earn enough to retire, and have a stable economy and they can not do that by joloing it. Many use their saving and retirement money to trade because they want to get richer and want the money to compound itself over time. that is why they can not afford to lose or meet failure because of a scam.

## **3. What do I want them to do (action steps)?**

- i. I want them to stop their doom-scrolling or see that we have something of value
- ii. I want them to read or watch through and continue into the profile
- iii. I want them to look at the pictures, bio, and maybe Pined if I am going to have one
- iv. I want them to follow me

v. Take a look at the link (optional)

#### **4. what do I have to make them think/feel/smell to make them take that action?**

- i. Stop the doom-scrolling or read the message
  - a. Make the tweet interesting by using eye-catching things, (threats, resources, mating, or tribe)
  - b. use things like Style, (Different, movement, shiny, extreme size, and so on).
  - c. Using pictures, structuring videos right, and so on is extremely smart
- ii. read or watch through and continue into the profile
  - a. Good value (valuable content)
  - b. interesting value (threats, resources, mating, or tribe)
  - c. structure
  - d. easy to read
- iii. Look at the profile, and bio and read Pined if I have
  - a. good pictures that fit each other
  - b. bio needs to build up trust amidatly and usually tells “fast” what you are all about.
  - c. most traders don’t have a pinned message, however, if a post performs very well then I will pin it.
- iv. Follow
  - a. Here it’s most up to everything I have done to this point
- v. take a look at the link
  - a. I don’t understand why I took this with me. Here it is well all about if they are interested.

#### **5. Action steps and how it will look**

- i. Plan
  - Monday: his live show + short text with value + short video 30sek - 2 min
  - Tuesday: his live show + engage with followers + short text with value
  - Wednesday: his live show + bigger text with value + engage with the trading community
  - Thursday: his live show + short video 30 sek - 2 min + meme
  - Friday: his live show + short text with value + thread
  - Saturday: Short video 30 sek - 2 min + best trades of the week and a testimonial if wanted that lead to the product + engage with followers
  - Sunday: text that leads them to the product + engage with the trading community

- + If there is anything interesting that happens in the week that could do something with the markets that would be an extra post



We are going to find out which days are the best to do live shows by doing it for a whole week, this will tell us which days are the best days to do it on. However, this is something I am going to have in the back of my mind and we will most probably not do anything with it.

iii. The pictures, bio, and possibly pinned


a. he has good pictures

b. The bio should look something like this according to top players


example one:

 Verified xyz-Figure Trader  xyz years becoming a master at trading

example two:

7+ years trading experience  algo factory is a free trading telegram with daley live calls. we have helped XYZ people achieve their dreams and more. click below to join me and my community.

example three (my favorite):

7+ years trading experience and a degree in Economics  Learn how to get better returns on your trades, be more efficient and cut your losses down. Make your own unique trading algorithm work for you 24/7 so that you don't have to.

The first step to achieving this is by clicking the link below

or

All of this is and more is in the link below

or



Do all of this and more by clicking the link below


Example four (this one)

7+ years trading experience | Learn how to get better returns on your trades, be more efficient, make an algorithm, and reduce losses.

All in the link below 

Example five:

7+ years trading experience  | Learn how to get better returns on your trades, be more efficient, make an algorithm, and reduce losses 

All of this in here 

or

7+ years trading experience | Learn how to get better returns on your trades, be more efficient, make an algorithm, and reduce losses.

All of this in here 📌

c. pinned if I want to

If a post does it really well we could think about pinning it, however, usually among the top traders on x does not have any pinned messages.

## 6. important changes we have to make overall

We need to start engaging and following more traders, big and small

We need to make the post more engaging and interesting

We need to target mainly people who are most new to trading and want to become good. These people have tried to make money on trading, however, have not been that successful or want to scale things up.

start with a plan and some new types of posts

## 7. A draft of how a week could look like with the posts

Example of what to do with live:

1)

Live call every trading day 08:30 AM EST!

Sep 23 2024 Live Trading / Public Live Lab Ask Questions! Bitcoin, Forex, Stocks.

Link here: "Link"

2)

Live call every trading day 08:30 AM EST!

Sep 23 2024 Live Trading / Public Live Lab Market analyzes, Bitcoin, Forex, Stocks. Engage and Ask Questions!

Link here: "link"

3)

Sep 24 2024 Live Trading / Public Live Lab ASK QUESTIONS! Bitcoin, Forex, Stocks

Live call every trading day 08:30 AM EST!

What would attract my target market and What name picture and so on sould i use?

1. what tweeter name would work good with me?
  - a. Fatherly Finance
2. @?
  - a. @Fatherly\_Finance\_Pro
3. profile pick
  - a. on iphone
4. head picture
5. Bio
6. the link
  - a. iphone