

100 Pushups Video -Rumble-

<https://rumble.com/v4esc0u-trw-100-pushups-advanced-copy-review.html>

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

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

- Parents (Their Child Suffering from stuttering)

2 - Where are they now? What are they thinking / feeling? Where are they inside my funnel? etc

- (Awareness Level) - High - They know what the problem is in their child, but don't know the solution to solve it.
- (Sophistication Level) - High - Markets already know about speech therapy sessions. They know about digital sessions, in person sessions, group sessions, and Speech-language apps/videos. There is a lot of different Pediatric Speech Therapy services.
- Pains : Worried about their education and scared of them falling behind in school and parents being frustrated about their child's grades [Child is Scared or embarrassed of asking a question, being quiet during discussion, isolating themselves to not be made fun of, feeling different.
- Dream State: Having confidence and expressing themselves, seeing the child Blossom, getting good grades in school, impressing teachers about their learning abilities and speaking, being an A+ student, clear sentences, Chattering with other kids with no worries, looking for a glow up in their personalities.
- **Fear of the unknown future:** Parents naturally want the best for their children, and they might worry about what the future holds for their child with a speech or language disorder. They might be concerned about their *child's academic success, social interactions, and overall well-being.* (This could be found in **Market Research Template**)
- **Parent's Time - Busy**
- Funnel - Newsletter or Email

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

- Amplify Pain about Stuttering in the Email - Click on the CTA - Go to a blog post that shows tips about helping with stuttering (Build more trust) - Encourage them to purchase the service.

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 steps that I need to guide them through to take them from where they are now to where I want them to go?

- They must experience fear/threat about their current situation with their child, and feel a sense of relief and hope when I introduce them to the CTA.

For Second Copy - Steps on what the copy should have (From Beginning to End):

1. Mention that stuttering is holding back their child's academic success (We are talking about the future)
2. Mention the Pains and amplify it, making the parents feel some sort of fear and threat about their child's future.
3. Mention Studies and Research to make my claims reliable
4. Use 2 way option
5. CTA
6. Use the "This is what money is meant for" method. Mention that this is the best time to spend your money wisely. (At the end with P.S.)

Roadblock/Solution/Product

Roadblock: Their child is stuttering, which makes it difficult to understand and also they know that in the FUTURE it will lead to the child not having confidence in themselves, isolating themselves, and then not performing well academically in school. (They know that their child is stuttering, but don't realize yet that their child's stutter will negatively impact the child's future or academic future in school)

Solution: To be patient with the child (even if they repeatedly keep making the same mistakes), if the child is excited or scared or simply want to tell you something but their words keep stumbling on each other make sure to calm the child and help them repeat what they said slowly (Slower comes out more smoother). Spend at least 10 minutes of your day reading a book with your child. Most importantly let your child finish their sentence while helping them.

Product: Speech Therapy Service - The quickest and most effective way to help their child develop results in a short period of time and throughout time the child will adjust to a clearer speaking, which will lead to fixing the problem as early as possible,

1. PAS Email

Sample Copy Email

Subject: Throughout time your child's stutter will just fade away, right? WRONG! Why not treating the stutter right now will lead to school difficulties.

Over time, you'll see how much your child has changed...

They might isolate themselves from the world.

They might find it hard to speak up confidently around their teacher and classmates.

Your child might feel hesitant to speak up because they're worried about what their classmates think of their stutter. Plus, it can be challenging for others to understand what they're trying to say.

And Most Importantly...

They could start falling behind in school and end up bringing home a disappointing report card.

Is this something you want your child to go through?

Is it worth it?

Think about it and be honest with yourself,

Do you believe your child's classmates will truly understand your child?

Will your child end up with no one to play with, feeling left out and ignored?

Will your child feel confident enough to join in class discussions and ask their teacher for help when they're stuck on a problem?

Think about how frustrating and stressful it could be for both you and your child.

Imagine dealing with that day in and day out.

But, there is still time left to help your child live a wonderful childhood and help improve their academic performance.

Literally Frustration FREE!

If you DO NOT want your child's stutter to be the reason they are falling behind in school, then click the button below to learn more!

[Click Here]

2. PAS EMAIL

SL: Did you know that stuttering could RUIN your child's academic performance?

As you're reading this, chances are your child is falling behind in school right now.

How can stuttering ruin my child's entire academic success? You might be wondering.

Well, to keep this short...

Your child might start avoiding social situations and feel anxious about talking to other kids.

In class discussions, your child might feel embarrassed, leading them to stay quiet and miss out on valuable participation points and learning opportunities.

When your child faces a problem, they might feel nervous and shy away from asking the teacher for help.

And of course,

Your child's grades will go downhill and still be stuck on the same problem, while their classmates are advancing and learning something new.

If your child keeps stuttering, they might develop a habit of staying quiet to avoid teasing.

Don't just take my word for it,

In a research from [Exceed Speech](#), "Stuttering has been found to have significant negative effects on a person's confidence and self-esteem. From an academic

perspective, this can result in a child not having the confidence to ask teachers questions during class to clarify misunderstood instructions or concepts.”

So,

Are you prepared to do whatever it takes to help your child become an A+ student?

Or

Are you willing to risk your child developing the bad habits we discussed?

Click the button below to learn more about overcoming stuttering!

[Click Here]

We'll be reaching out to you soon!

2. PAS Email - Rework

SL: Did you know that stuttering could RUIN your child's academic performance...

... But we have the key to solving that problem for good!

We would love to show you!

Just keep reading to find out.

By now, you may have realized the MASSIVE importance of effective communication in your child's academic and life-long journey.

Without the proper communication skills, they will experience anxiety when interacting with their peers at school.

They will experience embarrassment when speaking in front of their classmates.

They will feel nervous about asking questions when facing a problem.

Once your child develops these bad habits, don't be surprised when their grades suffer...

...While their classmates are learning and advancing.

Now be honest with yourself,

Would you like to see your child develop the confidence to speak up with NO fear of embarrassment?

Would you like to witness a transformation in their personality, like watching a flower *bloom*?

Would you like to see them make new friends and never feel lonely again?

Would you like to see your child advance academically, impressing their teachers with their clear speaking abilities?

If you truly want the key to solving your child's stuttering problem for good, then click the button below to find out how!

[\[Click Here\]](#)

Personal Analysis:

Both of my copies are about how stuttering could bring down a child's academic future.

1st copy: I feel like I am slowly improving my copy by adding some common pains I wrote down before starting my copy. This time, I did not go too crazy on the underlining, Bold Font, and Italic. I used a good amount (Not doing too much or too little). But I feel like I made the sentences a little long. I tried my best to shorten the sentences and use AI to help, but I can't seem to lower it. Even if I ask AI to shorten the sentences, the sentence makes little to no sense. When I read the whole copy, I am able to understand it, but I wonder if someone else who reads this will be able to understand this copy. Is the copy smooth to read for someone else? Overall, I feel like this is a decent copy, but I truly hope this is an excellent copy.

2nd copy: I feel like I also did good with my second copy. I tried something new, like underlining the emotions (showing the parent's pain points about their child). I used evidence to back up my claim (Build More Trust). I also used the 2 way method (To encourage them to click the link). But I am running into some problems. The first problem is the same as my first copy, I am trying to shorten the words as much as possible. The source I gave is a little too long but I don't know if I should leave it or remove some words. Another problem is, should I keep explaining after I give out the source? I tried not to so that my copy does not become longer. I am also wondering if I should add more italic, bold fonts, and underlines. Overall, I feel like this is a good copy to amplify their pain and help them get a hint of hope once they see the CTA.

Both Copy: After I finished my copy, I was looking through social media about Copywriting experts. I noticed that the post mentions a step on creating a good email copy. The step mentions "Handle their Objections" I think it means to alleviate the parent's doubts and encourage them to consider seeking help for their child. For

example, "We've helped countless children gain confidence and fluency in their speech". I think this is an objection but I could be wrong. I also try to keep a friendly tone, because many parents are sensitive about their child and these type of topics.

My copy has NOT been tested.

Other Email Subject: The quickest way to remove your child's annoying stutter and witness them blossom like a flower.

"The Fastest Path to Helping Your Child Overcome Stuttering and Flourish"