

Who am I talking to?

I'm talking to both men and women (aged 19+) who have design businesses (mainly Framer website builders)

Where are they now? What are they thinking? Where are they inside my funnel? Etc

They don't have much time, they even don't know that's a problem because they think they just working hard.

It's level 1 of marketing awareness.

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

By the end of my copy, I want to "open their eyes" to show that there is a time-saver toolkit (my client's product) and they are losing a lot of money on the table + they wasting time and they can do and earn more while working less leveraging AI, components etc.

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?

To persuade them to take the desired action, my copy must increase their desire to make more, work less and certainty about their goals. This could be done through reminding them about never satisfied clients, never-ending improvements, software issues and how my product cover all of it.

SL: Are you the “ The Lazy Designer”

PT: You haven't created anything worth showing to anyone because you're not actually doing anything.

You probably don't spend every waking minute staring at your screen, tweaking every pixel, and spending 10s of hours on research, do you?

That's what separates the high-paid designers from the scrubs.

The rich ones are more thorough with their research.

The poor ones are lazy.

Why?

Because they don't know how big of a role research plays in designing something.

Most modern designing courses are just glorified English Literature programs teaching you how to design in certain styles...

Follow certain templates that can convert warm ecom landing pages selling skincare products.

But REAL designing & business-building require a lot more than just 'designing'.

In fact, 'designing' is just the cherry on top.

The REAL hard work is done in the beginning - research.

That's the problem though.

When it comes to research...

Most of these gurus will tell you to read some Reddit forums (how do you even know what information is important to note down)...

Or guess what your client will like (do you even know if it's going to work?)...

Or they might give you some abstract BS like 'know your clients a day from the time they wake up to the time they sleep' (not helpful lol)...

That's the extent of research for the *lazy* modern-day designer.

The reason for this is simple.

The entire industry of design gurus & biz opp sellers are watering down information and trying to make it seem as easy as possible.

That's why they conveniently DON'T show you how to do research and usually gloss over it in a 10-minute loom video at the end of their course.

I'm here to change that.

If you want to:

- Learn how to stop taking 'shots in the dark' with your design, and have 100% clarity
- Find out why designing is just the 'tip of the iceberg'
- Find out how a simple game of billiards can physically prove that LUCK isn't a real thing - and what that means for your success in direct response
- See how some design projects cost more than \$250,000 for ONE piece of design
- And much more

Then you need to get my toolkit.

And I'm opening spots for just a few weeks.

Once the cut-off date passes...

You're going to miss it forever.

48 hours till launch...

- Dmitriy