PROBLEM SOLVING ASSIGNMENT

1. Problem
- Bad evaluation of my work for a client

2. Symptom
- I got a red cross twice in Advanced Copy Review - unfortunately I didn't even get any suggestions for improvement because I didn't have editing turned on - my fault

3. Factory line
- This is how my copy is put together
- Business summary
- Who am I writing for? who is my avatar?
- Avatar picture
- Where are they now
- Current painful state
- Their Dream state
- Values and Beliefs
- Roadblocks
- Solution
- Idea inside copy
- 1.FB AD
- 2.FB AD
- 3.FB AD
- 1.IG AD
- 1.OPT-IN
- Email sequence (3.Emails - 1. DIC, 2. HSO, 3. PAS)

4. Ask why until you find a root causes.
- Apparently, I did not understand enough how to correctly complete a document for a client.
- First, I created a document where complete Market research + avatar description and image + copy was written.
- I had a written rationale for each individual copy.
- I was missing the basic 4 questions that we should put together before any writing starts.
- I went back to Bootcamp and went through all the videos again.
- I found out that we create the 4 main questions based on market research + I found out that I am missing a lot of essential information and sources of information.
- I'm currently working on it at the moment and putting things together.

- **New insights came from writing this assignment - thank you!**

5. <u>My new Update Strategy to Solve the Problem</u>
- Daily Analysis of well-rated works in the chat - inspiration
- Remaking my previous work from the ground up
- Constantly refresh your knowledge from Bootcamp
- Resubmit the improved version to the Advanced copy review chat
- Be careful about sharing commenting access and avoid unnecessary misunderstandings