

11:59



Avatar American Standard Obedience 101 course

Target Market

Dog owners with unobedient dogs
Ex: Bark a lot, shit everywhere,
piss anywhere, bite people.

Avatar

Laura, 48, Fat and Lonely woman
who has trouble-some dogs.
Tired of her house smelling like
shit and having the dogs mess.
She works at a supermarket
Gets late to a messy and
funky smelling house.
Has to find the dog's shit
around the house.
Cleaning endless piss. anyone.
Been careful dogs don't hurt

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#1 Current State Situation

Pain - Dogs poop everywhere
Couch is ruined. Furniture scratched
Dogs don't listen to me. Messy. etc.
Overwhelming, Frustrating, Fed-up

#2 Dream State - Want

Spotless house with nice obedient
dogs. Nothing scratched. Dogs do
their needs outside, dogs no bark
Laura gets compliments for
her dogs obedience. No shit to
clean

#3 Link 101 course

This 101 course gives Laura a
exact step by step guide to getting
to her goal of obedient dogs.
Looking on YouTube is tedious and
often times, methods don't work
or require a lot of things.
Proven and predictable

Avatar First, Everything else is down there

Fascinations

Email is down in second page

Wild dog specialist shares his 5 simple steps to domesticate your dog

Get unsettled dog under control in as little as 5 days

Never clean a single spec of dog poop ever again

How you can “stage 5 train” your dog in under a week, using only my “positive luring” technique.

Unteach your dog the frustrating habits that ruin your home

Never come home to literal “dog shit” all over your home

Get compliments for your dog’s obedience from every guest to ever visit you

Save your furniture from your dog’s untrained paws with quick training exercise

Keep your floor free of dog feces in as little as 5 days.

How to teach any dog proper “Bathroom Etiquette”.

Plus never worry about picking up dog poop ever again.

Homeowners can easily step by step train their dogs from their living rooms.

NO EXPERIENCE NEEDED

Announcing! My iron-tested homeowner dog obedience course for literally ANYONE.

Stop your endless dog fight with unseen “luring technique”.

Email

Purpose - Get Laura to click into Obedience 101 sales page

Soul - Teach dogs to not poop all around house

Avatar First, Everything else is down there

EMAIL

GIVE ME FEEDBACK ON MY WIIFM PLS

j

“We’ve all been there”, sympathizing more with the reader.
Emphasizing is good, but try to recreate the situation

Review

1) What is the objective of this piece of copy?

To make Laura click into the obedience 101 course sales page.

2) What is the writer doing to accomplish this objective? Why does it work? How could they do it better?

Targeting dog poop disasters when Laura (avatar) gets home after work. Used NESB.

Introduce WIIFM (how it is useful) early on in the copy

GIVE ME FEEDBACK ON MY WIIFM USE PLS

3) What mistakes is the writer making that is keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?

Avatar First, Everything else is down there

I feel the lines could flow better, maybe I'm derailing from the one idea of the email a tiny bit.

I think I'm hitting the avatar's pain points but I need more force on the punches.

4) What would the reader feel as they read this piece of the copy?

First, their problem would be making an apartment. Then, I tell them I solved it teasing I know something they don't. Then I establish my credit and tell them how easy it is

5) What lessons from the Bootcamp do I see at play in the copy?

A lot, I don't really remember a lot from the boot camp specifically