

# Info

100 Commando pullups: <https://rumble.com/v4e4k73-100-commando-pullups-for-the-gs.html>

## **Who am I talking to?**

Artists who are not yet able to live comfortably doing what they love.

Aspiring artists who are unsure if they want to pursue art.

Both are unsure how to improve.

## **Where are they? Where are they emotionally/mentally? What problems are they facing? What are their dreams?**

They are either working jobs that they don't like or they are still in school. Unsure what to do after school. They feel lost. They feel like nobody understands them

They want to prove the people who told them not to pursue art with their art wrong.

They want to improve their art.

They desire to find a gig or a way they can earn some money with their art.

They want to make a living by doing art.

- "My biggest fear is stagnation."
- "Not be able to improve at all despite all my efforts"
- "I wish I had been bold enough to dream of an art career."
- "For the moment, just that I won't get to the point where I'm good enough to make art as a job. Looking back on old work I can see that I've improved a lot, but it still takes me a long while to finish a piece that would take professional/industry working artists an hour or two at most to complete and at a higher standard too.

I just don't have the confidence to start asking for money for my work when I feel like it is sub par to other artists."

## **What actions do I want them to take? What is the objective?**

Make them want to purchase the product.

## **How to get there?**

## **What are the things my target audience needs to experience/feel/believe to get from where they are now to taking the action I want them to take?**

The headline and the lead must be intriguing to them.

They must feel like they're about to get something valuable, a way to solve their roadblock of not being able to improve.

They must relate to his story and get into it.

They have to see some proof that this sketchbook really will motivate them, improve some of their skills, and make them a better artist. Some testimonials, and reviews.

They must feel like they are getting more than they pay for.

## Where are they in the funnel right now?

My client is an artist, he has 14.2K followers on Ig.

He isn't trying to create his page into a business - meaning, the main goal for them to go to the link and purchase...

But he wants to have this sort of as a side thing, so if someone wants to buy, they buy it.

He has his social media to get attention and then redirects it straight to the sales page. No lead magnet, no optins.

Ig bio -> Low ticket product (the sketchbook)

**Awareness level:** They're aware that they need to practice. Not that aware that they need to be patient.

**Sophistication level:** Not that sophisticated.

## Reader's roadblocks and the solution/mechanism that will solve those roadblocks

Roadblock: Not being able or failing to improve their art skills. Feeling unsure in themselves.

Solution: Daily practice and small improvements.

Product: They can get ideas from the sketchbook, get inspired to improve themselves, and have their art gallery from a professional artist.

## Context

I'm making a sales page for my client on Gumroad.

He is selling his sketchbook.

I don't think it's a good product, because it's hard to find quality selling points and benefits you get from it, but I brainstormed a lot and got some of them.

Not sure if they are too stretched though.

That's why I was thinking of making the price low, like around 10€ or less.

**Did I test my copy?** No

## Personal analysis

1. Comes off as too salesy.
  - a. Other products in this niche, also on gumroad specifically, are way less salesy. They're friendlier and shorter, more to the point. But those products are pretty straightforward, most of the time it's custom made brushes for some digital art program, Procreate.
  - b. In my opinion, this sketchbook isn't a good product - it doesn't have some concrete good selling points they'd be interested in. That's why I thought it needed to be a bit more salesy, have more intrigue and curiosity dripped.
2. Might need to put more visual elements and proof throughout the sales page.
  - a. Could use AI or stock images for the lowest point in his story.

Mark (avatar) in his 20s

- Aspiring artist
- Is insecure about his skills
- Fears that art isn't for him
- Wants to improve
- Doesn't know how, he thinks daily improvement won't help him
- He desires to be able to charge people for his art

## Lead

### Body Language Of Narcissistic And Psychopathic Abuser

**Sketchbook that transforms aspiring artists from hiding in SHAME and not being able to showcase their craft to being so CONFIDENT that they start taking commissions and making \$1000s by creating what they love.**

The blunt truth about **why your art isn't turning into cash**, whether you're:

- rocking traditional pencils and paper
- getting messy with paints on canvas
- or diving into the digital realm with Procreate or Adobe Illustrator

The answer is pretty simple.

Yes PARTIALLY it's due to your skill level, but only PARTIALLY.

Rather than skill, I'm talking about something that defines EVERY successful person on this planet.

Artists, Football Players, Musicians, Bodybuilders...

On their journey to success, they all sorted this thing out and embraced one key tedious process.

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How often does this happen to you:

You're hit with a spark of inspiration to create something crazy, something beautiful that makes people go **WOW** - probably your **BEST PIECE YET..**

You open up your sketchbook, or the digital program you use, or take a blank canvas.

You start creating and at some random point, you just start to kind of zone out.

“Should this line go here?”

“Should this part be in a higher contrast?”

You start feeling like you **can't pour your thoughts and vision onto the canvas.**

And **you lose an extra HOUR** of your time on some random issue.

**The worst thing is**, after you're done, you're not even 100% satisfied with it.

Deep down you know it could've been better and **you stress yourself out.**

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The real reason for *this*,

AND for the fails you keep on facing on your journey is because:

**You're not confident** enough in your skills.

Now, **the most obvious solution** to that is to improve!

You tried:

- following tutorials online, but they
- sharing your experiences on forums like Reddit,
- and buying some courses,

But all that for short-term or minimal results.

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But there's ***another laughably obvious solution*** to your problem that is **RIGHT UNDER YOUR NOSE...**

One that is literally going to take you from struggling to create what you want,

To creating whatever you want and feeling the utmost pride in it.

Eventually you're gonna realize you reached a point where you can now actually live by creating art.

And it's all because you decided to pay attention to this page for 120 seconds.

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Those who used this “*secret*” solution ended up becoming the greatest artists in history - legends like Leonardo da Vinci, Vincent van Gogh, and Pablo Picasso.

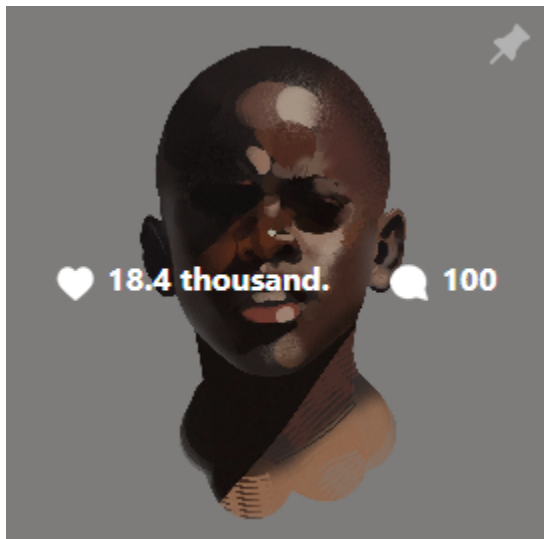
Not only did famous artists use this process, but musicians like Mozart, basketball players like Micheal Jordan, and chemists like Marie Curie also did...

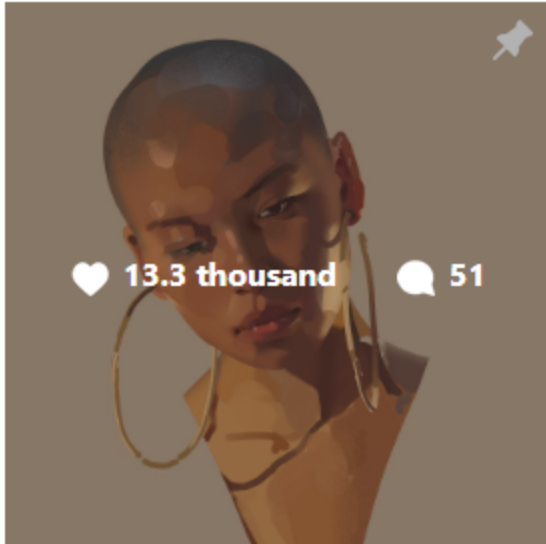
In fact, **almost EVERY super successful person** you admire has probably used this exact process.

Once again, this is blatantly obvious and once you find out what it is, you’re probably gonna be like:

“Wow, seriously?”

**Here's how it changed my life from a lost aspiring artist to a professional artist living by creating what I love and having an audience that actually likes my craft...**





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## Body

**Then 2020 comes. The pandemic hits like a right hook from Mike Tyson. Feeling such teeth-breaking pain it felt like I fainted and woke up feeling like a lone ship drifting across the ocean, empty.**

**"Will I ever succeed as an artist?" Is this even for me? Is this the end? Will I be forced to switch careers?"**

I'm Alex and I've been drawing for as long as I remember, but I never took it seriously.

Even after getting a degree from an art university where I studied academic and architectural drawing,

**I wasn't thinking about myself as an artist, or, worse, a painter.**

I tried a bunch of different stuff to get better as you'll see in a second.

But NOTHING I've tried has ever made such a breakthrough as **this process that every successful person used**.

I use it today and I'm still only climbing greater heights up this mountain of success.

**I went from being completely lost after university to slowly building an audience and taking on bigger and bigger projects.**

Recently I became an Executive Producer at [Bloom Animation Studio](#) and I'm soon starting to create my own video game.

After reading this you'll find out **how you too can achieve similar results** in a month or two and completely change your direction in life in just a few months.

10 years after finishing school I kept practicing my skills in fonts, typography, and textures.

I've even participated in every possible gig, from music bands to yacht clubs.

**Yet, even with all that, I couldn't shake the nagging sense of doubt that lingered in the back of my mind.**

**"Was I good enough, talented enough?"**

**"Would my art ever amount to anything more than a fleeting distraction in a world consumed by chaos?"**

**It was all piling up and I was reaching a breaking point, my lowest point ever.**

Just before the pandemic hit, I was in Amsterdam when I found a James Jean sketchbook.

It was amazing, I was left mouth wide open, and the style and the skill were mind-blowing.

It was so mind-blowing that it was complicated

so instead of inspiring it worsened my state.

**"Why can't I draw like that?"**

**"How can I put my thoughts onto the paper better?"**

And if it couldn't be any worse, the pandemic just hit.

As the pandemic swept through our lives like an unexpected storm, the world around me plunged into chaos.

The streets once filled with bustling crowds now stood eerily silent, the air heavy with uncertainty.

Jobs vanished, plans dissolved, and the future seemed bleak.

I was left alone with years of doodles, sketches, and designs in my arsenal.

My state got worse and the reality seemed **darker than ever**.

I entered a state of psychological turbulence

**"Is this the end of my dream of becoming a famous artist?"**

**"Will I be forced to switch careers?"**

**I couldn't see the light at the end of the tunnel.**

Days turned into weeks and weeks turned into months.

One day I got a call from my mother and she spoke some kind words to me that sparked and ignited my fire and desire to change,

**"I'm so proud of you, please don't quit."**

I thought,

**"She's right,**

**"I'm sick of this S%#&"**

And decided that I was putting an end to this low-life state of mine.

**I realized that I never actually actually committed myself to art, but then I knew I had to.**

I was determined to drastically improve my skills and make my dream of becoming a real professional artist.

I attempted

- copying tutorials
- following trends
- investing in expensive supplies
- attending workshops
- and seeking validation on social media

But despite my efforts, **I found myself stuck in a cycle of frustration and self-doubt.**

Sure, I've seen some results, but I wasn't satisfied enough. It wasn't anywhere near the level I was going for.

One day I found some pictures I had taken from that sketchbook I saw in Amsterdam, the one that unmotivated me how good it was

**Even though when I first saw it, I was shocked and uninspired, this time around it was different.**

It felt like it was within my reach, and I felt a surge of motivation and energy in me.

And so I started doing daily practice.

There were days I felt like not doing it, and some days it was hard to keep going, I even missed a day or two, but I did not quit.

**Eventually, I started feeling the improvements, and the thoughts I had in my mind were going onto the paper so fluidly that I felt like I was dreaming.**

I could now place 3-D objects around with ease,  
creating touching human facial expressions felt natural to me,  
and conveying a certain emotion didn't seem all that hard anymore.

My confidence slowly started to come back to me and with it, my state started getting better and better.

I could not believe it. **Soon I gained so much confidence in my skills** that I started an Instagram around my art and grew rapidly and people really did like it.

Not only them but now I too finally like my art and consider myself an artist

**As I continued to fill up my sketchbook, my audience grew and soon I landed bigger projects with bigger clients.**

I worked as a *Visual Dev* for some [which ones] game developers, started creating *my own video game*, worked on *countless art projects*, and even became an *Executive Producer at Bloom Animation Studio*.



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I follow ▾

Message



Number of posts: 555

Followers: 14.2 thousand.

I follow 935

Alex Vulin

Artist

Vizdev, Belgrade, Serbia

[russiancase.gumroad.com/I/BLONAPA](https://russiancase.gumroad.com/I/BLONAPA) and 1

This is only the beginning of my story, but this is how BLONAPA helped me reach this point in my journey.

**I know the uncertainty post-university. That's why I'm sharing this - to encourage aspiring artists.**

**It all begins with a sketchbook and commitment.**

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## Close

By now, you've realized that **daily practice is the answer.**

If you can find yourself in my story,

**Don't Wait For The Breaking Point Like I Did.**

You still have time. You still haven't reached that breaking point.

Start **NOW**.

**Here's how BLONAPA will help you.**

BLONAPA will essentially be what the kind words of my mother were to me, a wake-up call, someone to remind you that you are going to make it happen:

**You are going to become a professional artist.**

Having it in will serve as a constant reminder that you're committed to this important journey of improvement. The act of getting it **will infuse you with a desire to enhance your skills and make the most out of this valuable tool.**

Use it to get inspiration for what to draw each day. By trying to recreate a piece, **you'll improve your mind-hand coordination.**

Each day you commit, you get better.

**BONUS ways you're gonna get to use it:**

- **Inspect the technique used by a professional artist.** Get as nerdy at it as you want! Find the best parts of the [art style] and apply them to your craft!

- **Immerse yourself in a professional artist's creation process.** Read what thoughts were flying through his head as he improved each day!
- **Get unlimited inspiration.** You know those desperate times when you end up just drooling at the blank canvas, waiting for some inspiration to strike. Yeah, no more!
- **Prove to others that you're serious about becoming an artist.** When you get into a group of experienced artists, you'll FINALLY be able to brag a little about your rare art collection. Show them you have a taste.
- **Have fun.** Scroll through your private 111-pages-212-sketches-long art exhibition and dissect the art pieces at whichever pace you like.
- **Use this as guidance.** Whether you're unsure of how to *Place Objects In The 3-Dimensional World*, *Create Touching Human Facial Expressions*, or *Convey A Certain Emotion*, just open your book of guidance.



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**Here's what some other artists are saying.**

“Ce que j'adore avec les sketchbooks et particulièrement avec celui ci, c'est la possibilité de comprendre un peu mieux l'artiste qui se cache derrière. Les réseaux sociaux sont envahis de de peintures dites "Instagram perfect", qui se veulent être "sans défaut". Avec un sketchbook rien n'est parfait et c'est ce que j'aime ! Les recherches, les expérimentations, les émotions et la connaissance de soi qui évolue grâce a tout ca.”

Translated:

“What I love about sketchbooks and particularly with this one, is the possibility of understanding a little better the artist behind them. Social networks are invaded by so-called “Instagram perfect” paintings, which aim to be to be "flawless". With a sketchbook nothing is perfect and that's what I love ! The research, the experiments, the emotions and the self-knowledge that evolves thanks to all that.”

-Lea Pinto, Professional Artist

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## You now have 2 options in front of you.

**Option 1: Ignore this and try doing it by yourself.**

**Continue to lie to yourself** that one day you're gonna start taking this seriously and how you're gonna start practicing tomorrow or the day after.

Eventually, **you're gonna reach a point of no return**, when there will be no more time left to practice. You'll stay at the same skill level, not confident in your art, unable to sell or show it to anyone...

**You're gonna be forced to switch careers**, forced to go work a job that you aren't passionate about.

"I wish I was bold enough to pursue my art career. I wish I started earlier."

But then it's going to be too late.

**By ignoring this, you're risking reaching a breaking point with no return.** Maybe your's is gonna be even worse than mine.

Don't wait to start practicing daily. In a year, you'll be glad you started now.

**Option 2: Get the sketchbook, and start your journey.**

Start now, commit to daily practice, and witness the transformation.

**In just a few months, your skills will have evolved 3x, your confidence will soar, and your art will make those around you awe.**

Picture yourself showcasing your creations to your family and randoms online, and this time actually feeling like it's good and worth the praises.

Imagine steadily gaining recognition, and then **turning your passion into a profession**. Eventually **partnering up with some big brands** like *Sony Pictures*, *Netflix*, and *Marvel* and **making tens of thousands by creating what you love**.

Embrace the fulfilling journey of self-improvement, and let your art tell a story of dedication and progress.

"I'm grateful that I took that step to invest in myself, my future career, and my skills."

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## **Final warning**

**The dream life that you deserve will slip through your fingers if you don't take action ASAP.**

The choice is now yours.

I'd warmly suggest you make up your mind fast because **I don't plan on keeping BLONAPA at the steal price of €10 forever.**

**Because it is such a valuable piece that I created**, I'll increase its price to €35 soon.

This way, I'm also rewarding fast action takers, which sometimes in life is crucial.

This is your **LAST CHANCE** to get it at €10.