

You're ability to break down copy, like most things in life, depends on the quality of questions that you ask yourself

- 1) What is the objective of this piece of copy?
- 2) What is the writer doing to accomplish this objective? Why does it work? How could they do it better?
- 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?
- 4) What would the reader feel as they read this piece of the copy?
- 5) What lessons from the Bootcamp do I see at play in the copy?

When you comment on a piece of student submitted work, answer all 5 of these questions. It's easy to be a critic, it's harder, and more valuable to you and your fellow student, to make constructive suggestions.

The objective of this landing page is to get the reader to sign up and get a free bottle.

To achieve this the writer has used fascinations in the title followed by three fascination bullets.

The writer used a secret fascination for the title

Finally in bold and green works as green is a colour theme

It sounds clunky

I would say - The secret that FINALLY keeps you focused and opens the door to your wildest dreams

The writer has used a number fascination

Use of underlining works really well here

Immediately exceed expectations sounds a bit clunky

I would say - Could say 3 simple steps that will DESTROY creative blocks and leave you SHOCKED!

A how two fascination

Underlining and 5 seconds time only works well here

With the help of a single use sounds strange

I would say - How to turn your ideas into ACTIONS using our simple product, only taking 5 seconds out of your day

And a easiest solution fascination.

Easiest solution sounds nice

To the main problem - could be better

I would say - The easiest solution, solving your BIGGEST pitfall keeping you broke

The writer has a sign up with email button.

It's not 100% clear what I am signing up for - a free bottle yes but then what? Do i then pay? Or is it a newsletter.

I would say - To improve me more clear of the process after the free bottle

The mistakes the writes makes are the language is clunky and unclear.

To improve the writer could shorten the writing and make every word count.

The reader would feel a little confused as they read as the first fascination talks about 3 steps but the page is about one product.

I can see fascinations from the boot camp as well as status at the bottom. A bit of pain 'inability to stay focused' and a dream state.

Overall I like the layout and the colour scheme. I just think the fascinations need to be improved to be more concise.