Copywriting Challenge of the Week

Niche: Financial

Brand: RICH DAD (Robert Kiyosaki)

Ever since 1997, Robert Kiyosaki has been a household name, his best selling book “Rich Dad, Poor Dad” was written to educate the masses about how the world really works financially. One could say he was one of the “OGs” of Personal Finance and Wealth Creation before the year 2000.

Robert Kiyosaki advocates for his listeners and followers to have money work for them and not to exchange their time for money, as the rich and successful have and continuously do to this very day, getting wealthier everyday. In essence he provides REAL education as opposed to the “Government Institutions” called the schooling system which teaches pupils from a young age to OBEY and be a good tax-paying “worker drone”.

As a result of “financial turbulence” both in 2008 and 2022, more and more people are waking up to reality and as a result, Robert’s personal brand “Rich Dad” has really taken off.

By examining his web page “Richdad.com”, it is clear that Robert’s personal brand is a success story in itself. The following items below will show how his brand continues to succeed, even to this day.

Robert Kiyosaki, regularly makes appearances in the mainstream media, encouraging watchers to invest in real estate and precious metals as a buffer to protect households from financial crises and recessions. His brand is further solidified in that he successfully predicted the collapse of US banking giant Lehman Brothers in 2008, even going so far as to mention it in his landing page. To this day, he is making predictions of another impending financial crash post Covid. A prediction which a lot more people are seriously taking into consideration to prepare for the worst case scenario. One can easily observe that using the emotion and power of FEAR and amplifying it, makes the majority of readers happily give away their email address to then go into a landing page to sign up for his conferences and courses. The copywriter who constructed Robert’s web page uses the standard PAS approach, identifying the pain which is the fear of losing money and becoming poor (or poorer), amplifying it by “encouraging” the reader to take action and then delivering the solution, by giving away their email address. Aside from that, Robert, like any other finance guru, has now “jumped into the fray” to promote and encourage the gaining of “Financial Freedom” in an increasingly volatile world. The mention of this particular buzzword, is designed to catch the reader’s attention and pull them into the landing page going deeper and deeper until they reach various CTAs that are present. Robert cleverly encourages the reader to sign up to his newsletters in the first stage of his upselling campaign to sell various other high ticket items to the reader, in the form of Financial Mentoring, Coaching and the various conferences he personally hosts in venues across the US.

To increase sales, the Copywriter (most likely Kyle Milligan from the style of copy) has cleverly added Robert's appearances in various mainstream news outlets to underscore his reputation and "authority" in the realm of finance. He uses "catchy" attention grabbing fascinations for his landing page header such as "Elevate your financial well being", and the below landing page which I accessed:

The above landing page projects an air of fear and "fear of missing out". He in turn amplifies it with the words "YOUR PERSONAL WEALTH DEPENDS ON IT!", also to mention Robert's "authoritative pose", both influencing the reader to take action quickly. This particular landing page incorporates DIC, PAS and elements of HSO, narrating the story of Robert serving in the US Military before going into Personal Finance sets up the story of a Patriotic everyday US citizen "you can trust", out to protect his fellow citizens from an "enemy". The use of the colour RED and black also further amplifies the urgency of his message, to heed his warning and bait the reader to hit the CTA at the bottom of the screen. The temptation of "Free Value" above also adds to the effectiveness of this landing page as well as the use of how the reader would interpret the "high perceived value" of the FREE registration bonus. Further down the landing page there are key bullet points which hype up the intrigue, see below:

During this Members Only Event, You'll Learn:

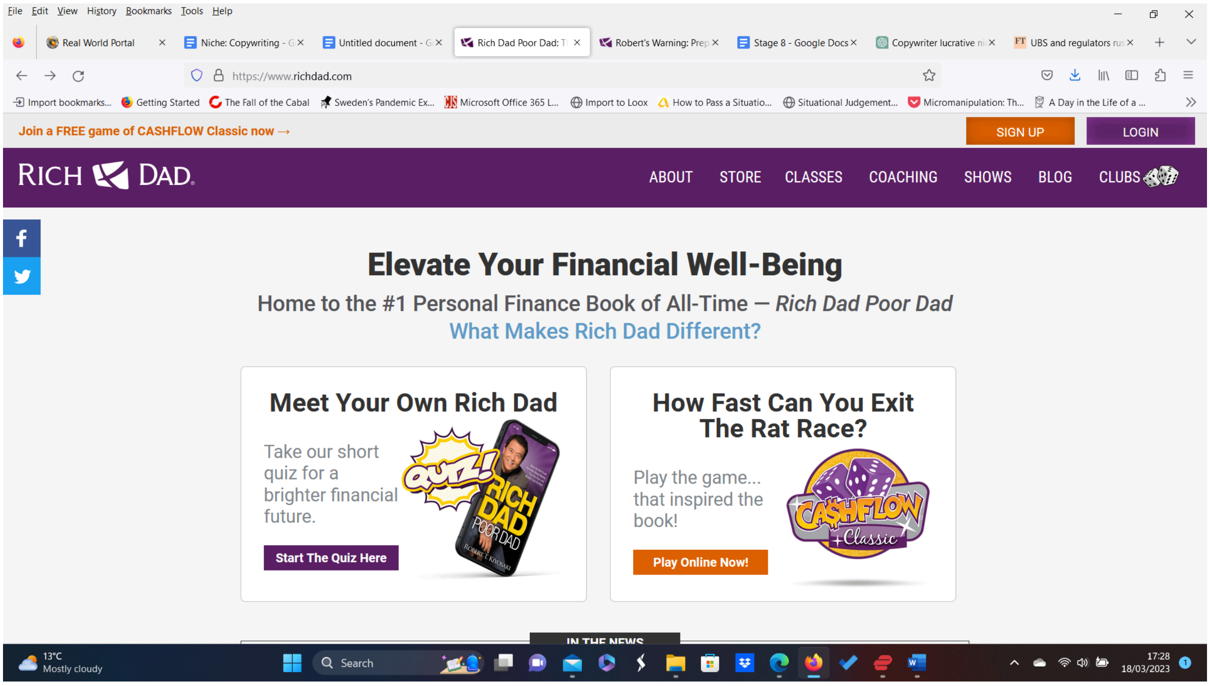
- **Why crashes are the best time to get rich**
- **The best type of assets to invest in Now**
- **PREDICTION: A crash is coming – but WHEN?**
- **What to do NOW – and what to do LATER**
- **What Amazon's move really means for you**

- **And Much More!**

All that is offered is “FREE”, but it would be of no surprise that towards the end of Robert’s talk, there will be “opportunities” for him to sell various “upsells” towards getting more valuable information, something very similar to Jim Rickards’ approach.

Target Market and Avatar

As shown below, Robert’s landing page appears to be tailored to 17 to 55 year olds of both genders.



The Copywriter has cleverly modelled Robert as a “father figure” for those between 17 to 25 years old, going further to place “quizzes" and the “Rat Race game”, a “fun way” of delivering his messages to the younger target audience.

No “clued up” person wants to trade their time for money these days and those who have “awakened” from the ages of 25 to 55 would be attracted by the above message of exiting the “rat race”, well before “State Retirement Age”. I would also add that the target audience would generally be the financially insecure, looking for a solution to increase their finances and secure their family’s future, especially in times of financial mayhem.

The main desires being tapped into include the desire to be financially free, to not work for money by exchanging of one’s time but having money work for you (the reader), financial security in an uncertain world, to be able to live life on one’s own terms anywhere in the world and without having to answer to a boss, and to realise one's true value in the world and not just a "capped" asset to an organisation.

The way attention is monetized in the landing page is through the "itching" points of the fascination which reads "Fighting for Financial Freedom to Grow and Protect Your Wealth". Anything to do with "finances" is always an itch with readers as most people are tied to the 9 to 5 job, at the mercy of someone higher up the "food chain". The copywriter has created the itch from the grim reality of the Reader's situation, added high levels of intrigue and amplified it by using the words "Fighting" and "Protect", strong sounding words designed to create an emotional response upon the reader, for him or her to then continue reading the page, increasing the "itch level" until they reach the CTA and "remedy the itch" by signing up to the conference.

Other elements of the Avatar other than the age range are those who are currently working the 9 to 5 job, wanting to break free of the system, or those who generally hate their job and want more autonomy and control over their lives, young 17 to 21 year olds on deciding whether "Further Education" is or is not right for them. Single mothers aged 40 to 55 could potentially fit into the Avatar, though they would most likely be the Minority. Below I will demonstrate the ideal Avatar I have picked from my analysis of Robert Kiyosaki's landing page.

Avatar is Brian Cooper white male aged 28, is married and has a 3 year old son. Brian looks like he's in his mid 30s owing to stress. Currently working a 9 to 5 job as a Data Administrator and "Number Cruncher". He hates commuting back and forth from home to work, always caught in traffic which takes out an extra 3 hours of his time everyday in commuting, on top of the 8 hours he works. He hates his boss and middle managers owing to continuously looking over his shoulder despite being on the job long enough to know his role at work, his colleagues aren't very supportive of him, too much workplace gossip which Brian hates and the occasional "back-stabbing" occurring just for the betrayer to be recognised by management and given a promotion, overall a very toxic environment for Brian. He wants to leave his job but the problem is, he has bills to pay and a family to support, which further adds to his pain. When he comes home, he's tired and disillusioned with his life, he wants to be left to himself, his wife feels alienated and his son feels sad and a little lost. Brian wonders "how this could have happened to him" given that he followed his Parents and Teachers "good advice" which got him to his present miserable state. He yearns to break free from his predicament as it is negatively affecting his Family Life outside of work and his overall well being. In addition, he knows an economic crash is "around the corner" and wants to better financially protect his family and himself from what may come. At the same time, he wants to explore options of becoming his "own boss", spend more time with his family and be free of the toxic environment at work. He vaguely knew that going through the standard education system was going to be a bad idea but acquiesced to his Parents and Teachers "good advice" in going into further education which he now knows was a very bad choice. He wishes he had taken control of his life and acted sooner and followed his own heart.

Brian's cousin who is a successful entrepreneur recommended he find out about Robert Kiyosaki. Brian does a Google search and comes across "Richdad.com". The first thing that strikes him is the Fascination heading which clearly relates to his predicament and pain, his attention then focuses on Robert's "Rat Race" game which influences him to find out more. After all, he does desire to be financially free and this game strikes a chord with his current situation.

Brian then enters another link further in the web page which reveals an upcoming event hosted by Robert Kiyosaki himself in Scottsdale, Arizona. The web page is a classic DIC format, some eye-catching colour to grab Brian's attention. Below, the top fascination reads the follow:

While the Federal Reserve and the Government Destroy the Dollar...

You can learn EXACTLY How to grow your wealth and protect it from our Socialist and Communist government

This shocks Brian, after all, he thought (like everyone else who went to school) that Communism had died with the Soviet Union at the end of 1991?! The bold claim made by Kiyosaki further intrigues Brian into "digging deep". Brian's thought now is "has my country really been taken over by Communists ("the bad guys"), like in Red Dawn????"

Reading on, Brian is further drawn into Kiyosaki's intrigue…..

"What are these 5 investments this guru claims to be involved in that keeps him safe from the US government's plan to destroy money?"

"Learn what the Fed is up to"

Brian sees words like **"Agenda"** and **"Fake News"** which further intrigues and agitates him into wanting to take action to protect his own family from this "Communist Takeover". Just last week he saw Red Dawn but didn't think Communists would land and take over his country's government???? And after seeing Kiyosaki lay down his case, he feels compelled to continue reading the landing page as there may be "life saving", "vital" information necessary to help him to protect his family and secure his family's freedom from impending tyranny.

The Copywriter keeps up the intrigue and mystery by not disclosing who the other 6 speakers are……Only stating they are fellow Capitalists and Entrepreneurs ("the good guys"), here to "save the day". Bold claims of **"They Make Money".** Reading more, claims appear which implant "doses of doubt" into Brian's brain. Claims such as **"Don't think your 401k will set you up for life…."** His Parents and Teachers never told him this…..He always thought he and his family would be secure with the 401k????

Brian now feels he needs to become "part of this guru's family" if he and his family are to be protected from "what is to come". He feels more compelled to want to sign up.

Brian looks further down and encounters **“Scarcity”** in the offer…..

The price for a 3 day event hosted by Robert Kiyosaki himself (and the 6 unnamed Speakers) is $1,497 (Limited to 100 people ONLY), below this reads:

*****Limited number of rooms available at 40% discount*****

Classic FOMO strategy is at play here.

Another point to note is the pricing of the event. The last 2 digits 97 always appear in many other landing pages as a way of influencing the reader to believe the item of being a higher perceived value but for a “low price”.

Back to our Avatar, Brian also notices on the last day, he may even get the chance to speak to the host Kiyosaki himself and ask more questions from the guru. After all, it is Kiyosaki’s 76th Birthday Party (as stated in the itinerary on the landing page).