

4* questions...

1 - Who am I writing to? Who is my avatar?

I'm writing to 19-40-year-olds who are suffering from not having their dream brand logo. Some of them have tried multiple times to create their own and decided to hire a professional to create a logo for them. Others are going to hire a professional straight up.

2 - Where are they now? What are they thinking and feeling? Where are they inside my funnel? Etc

They are currently in my newsletter. Have been nurturing my relationship with them. Have been giving free value to them. They are curious about making their dream logo.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want to convince the readers that my client is the best solution for creating their dream logo problem. I want them to feel that by working with my client they would never have to worry about the quality of the service. And potentially hiring my client.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

They need to feel, yeah he is the best and he is the best fit. I want to work with him. He is the one

Reader's roadblock/solution:

- The reader's roadblock is that they want an exceptional logo design that is lasting and trustworthy
- The reader's solution is to find a professional who is doing and create their dream logo

My Analysis:

This is my first time creating a sales page. But I have written some emails to get testimonials so I have some experience.

But I think I still suck at writing.

For me, the title is a bit off. I tried to make it more engaging. Also the two questions after "Look around you!" don't have a flow. But those two questions are good. Other than that it's okay for me.

I know there's always room for improvement. Please share your thoughts on my copy.

My Copy:

Secure the finest logo design for your Business Identity!

Having a unique and compelling business logo is crucial to compete and retain among other businesses...

Without a unique business logo, you risk standing in the shadows of every single one of your competitors.

Losing customers left and right until you're fighting for what's left in the market.

This is why having a unique logo is crucial.

But finding the perfect visual design for your business identity can drive you insane - Choosing color themes, fonts, Sketching ideas, and Designing it.

Creating a strong visual impression is the most effective way of capturing the attention and building trust with the customers in your vicinity.

...And potentially attracting clients away from your competitors, and start choosing your products or services rather than theirs...

Have you ever tried to create a logo and found yourself standing by your computer and staring at a blank screen?

...Introducing DAVID AIREY

(Testimonial dump)

Finally, say goodbye to your frustration of attempting to create your brand logo, and welcome to work with an expert.

Want an exceptional brand logo? Want a professional to set you up with a color theme? Want to have an array of different logos to choose what you like?

Ask no more...

Me, David Airey, is always there for anyone, anywhere to help you build your dream brand logo which other competitors can never pull off.

Yes, I want my dream logo! (CTA - 1(Button that will take them to book a call))

I'm the best. I'm Not just TALKING...

...I'm SHOWING!

(Testimonial dump)

Create your dream logo! (CTA - 2 (Button that will take them to book a call))