

100 Push-ups (First 10 didn't count so I added another 10 more push-ups at the end)
<https://vimeo.com/923776572>

4. The copy has not been tested, it is only a sample copy for me to apply my skills

Marriage Therapy Radio

<https://www.gottman.com/product/the-art-and-science-of-love-virtual-event/>

Market Research [[Marriage] counseling/ Therapy]

Niche

Who exactly are we talking to?

Quick summary: Behaviors, grudges, apologies, communication, sexual intimacy, trust, investing in your marriage, sexual trauma, resolving conflict, self-growth, fights to communication, better parents, "auto-pilot", individuality

What kind of people are we talking to?

- Women
- Approximate Age range 26-47
- Couples
- People with low to medium income level
- Across the world (Zoom Webinar)

Painful Current State

- They are afraid of their marriage not working out/ Divorce. Arguments are breaking them apart
- They fear their marriage falling apart because of their spouse or themselves. They could be afraid of their toxic relationship

- This could be because of their childhood trauma
- They are frustrated that their spouse isn't doing their job in their relationship/ Their spouse isn't doing their job to keep the relationship healthy
- Emotionally lazy and arrogant spouse
- They are frustrated with their miscommunication, behaviors, grudges, apologies, communication, sexual intimacy, trust, investing in their marriage, sexual trauma, resolving conflict, self-growth, fights for communication, better parents, "auto-pilot", individuality
- They are embarrassed about their relationship, sexual issues, addiction, or past trauma
- Other people (people outside their relationship) would think that they are horrible couples/ They have a toxic relationship

Desirable Dream State

- They want their marriage to be "fixed"/ To have a healthy relationship with their spouse, no toxic relationship, transparent, the way they look at their marriage. No more anxiety or depression.
- To have a loving family
- They want a healthy relationship for their family, for their children
- They could live comfortably with their children, without making their children worry about their divorce
- They desire to have a happy marriage, sexual needs, finances, and children

Values and Beliefs

- [They believe that their marriage is going to end]
- They believe that it is their spouse's fault that their marriage isn't working

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitor's customers and testimonials
3. Talking with anyone you know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

AVATAR

31 - Vanessa

3 years into her marriage together with her spouse

She finds her marriage is falling apart because she thinks it's her spouse's fault for their failing marriage. They find themselves constantly in arguments (Communication)

She wants to nourish their marriage for their family and children

Roadblocks

Their spouse is emotionally lazy. Their marriage is falling apart because nobody is nourishing their marriage.

Their communication is what is destroying their marriage.

Solutions

The couples should attend a workshop, podcast, or therapy, or buy a book to learn more about their (toxic) relationship. In this case, they are learning to learn more about their relationship through a webinar. They are currently listening to a podcast that leads them here OR they found out about this webinar through an ad.

Personal analysis

The landing page I'm doing for a potential client has a "landing page" but the copy acts more like a main page. It contains leads to other sites e.g. their book, audiobook, workshop, and online store.

So I'm proposing to change their site to include all those and have a landing page directed to one of those things. E.g. a landing page for their workshop
However, I have to learn more about their situation in a call.

My roadblock and solution

I realize that I can use Maslows Hierarchy of Needs (Love belonging and Esteem). But I'm not so sure how to implement it into the paragraphs. I've tried adding in love and belonging but I believe that more could be added and I'm not sure how should I add esteem into the copy, I hope you can find areas that can be improved

Webinar Opt-in Funnel

6. What are they thinking: Vanessa is looking for couple therapy/ an online course to fix her marriage with her spouse. She wants to improve her communication to help improve her relationship. She is doing this to help her children

7. Where are they in the funnel: Opt-in page for a webinar. She was listening to their podcast and decided to take a look at their webinar event. She saw an ad about a webinar and now she is on an opt-in page.

8. Where are they emotionally: She is afraid that her marriage is not going to work out. Her spouse isn't interested in her (hypothesis). She is worried that her not fixing her marriage is going to hurt her children.

Copy | Opt In Webinar |

Get your marriage together at our Masterclass with the “Einstein of Love” before it’s too late!

Proudly created by the “Einstein of Love” aka Psychology Today

This is a two-day virtual workshop on what works in a relationship/marriage.

In this workshop, you’ll see how millions of couples worldwide have benefited from the Gottman Method

You and your partner will learn how to foster respect, affection, and closeness in your relationship. Ensuring your partner will understand your affection.

You will build and share a deeper connection with each other.

You’ll learn how to keep conflict discussions calm, how to break through conflicted gridlock, and how to strengthen and maintain the gains in your relationship.

Building up a strong foundation for your relationship makes you worry less about your relationship. It allows you to focus on other things in life like catching up with your health or trying out hobbies that you’ve always wanted to try.

[I need help in the paragraphs above. I realize that I can use Maslows Hierarchy of Needs (Love belonging and Esteem). But I’m not so sure how to implement it into the paragraphs above. I’ve tried my best I hope you can find areas that can be improved]

In addition, you will learn:

- How to build friendship in your relationship and express feelings of respect and affection.
- How to manage conflict and communicate effectively.

- Recognize the Four Horsemen of the Apocalypse and what to do if they are attacking your marriage
- Identify your relationship's specific strengths and how to build on them together
- About the effects of physiological flooding and how it may affect conflict resolution
- How to use the Fondness and Admiration System to renew, respect, and care for one another
- Create an Emotional Bank Account that you can draw upon in times of stress
- Develop your problem-solving skills, including the six skills for effective conflict resolutions

Invest in your Marriage while you still can before it's too late.

Nobody would want to knowingly miss out on an opportunity to foster a lifelong relationship with your loved ones ♥

Presenters:

[Zach Brittle](#) and [Laura Heck, MFT, MA](#) are both Licensed Mental Health Counselors (LMHC) and Certified Gottman Therapists (CGT) specializing in couples therapy with extensive experience presenting the Gottman Method.

The choice is up to you whether to allow your relationship to fall apart, or to take action and save your marriage while there is time!

[Book a slot now while it's still available!](#)