

Push-ups:

<https://rumble.com/v57prul-100-push-ups-aikido.html>

Context:


My client is a small holistic healer who offers past life and inter life regressions and dream coaching. This copy is a script for a new reel (which we'll also post on tiktok) about some dream signs

The four questions (+objective):

Objective:

1. To create a video that nurtures my clients personal brand and makes people more interested in working with her.

Who am I talking to?

1.  Market Research: Past life Regression
2. Spiritual people
3. People who want to improve their life
4. Current state
 - a. They are struggling to progress in an area of their life
 - b. They believe that the thing that is holding them back is internal
 - c. They feel enslaved to their bad thoughts
 - d. Impostor syndrome
 - e. They have low self-worth
 - f. They feel that there is more to life but they can't unlock it
 - g. Wants more in general and more fulfillment
 - h. Repeats the same mistakes over and over again
 - i. They have an idea of what they should do to improve their situation but can't
5. Dream state
 - a. They are excelling and moving forward faster than ever
 - b. They broke the chains of their bad thoughts/habits
 - c. They aligned themselves and their subconscious with their conscious goals
 - d. They value themselves. "I've realized my worth"
 - e. Feeling worthy of feeling happy, loved and anything good
 - f. Fulfilled

Where are they right now?

1. Scrolling on instagram/tiktok
2. They are a bit numb emotionally
3. But in the back of their mind they feel bad

Where do I want them to go?

1. To engage with the video or the profile
2. Remember Haley

What do I need to do, what are the steps in between?

1. Grab attention
2. Make them curious
3. Show that we understand their situation
4. Give the sauce
5. CTA

Roadblock and Solution

Roadblock: They are facing the most universal issue of trying to live a fulfilling life, tapping into their full potential, becoming the person they are meant to be. It's obviously not an easy feat but they believe that whatever the actual tangible problem they are facing now, like addiction, procrastination, battling trauma, low self-worth, irrational phobias and fears, or even financial struggles or PTSD the answer is in their subconscious mind. The root cause of their problems are their deep-seated limiting beliefs and negative thought patterns.

Solution: Reframing their mind (these deep-seated beliefs in the subconscious) so they do the things that they are meant to do effortlessly.

Personal analysis/weaknesses/my solutions:

-Because it's for an IG reel I am mostly concerned about the effectiveness of the hook. Because of this I analyzed other videos also talking about dream signs and wrote 20+ different hooks, but now I can decide between 3 hooks.

-I wasn't sure of the flow of the body so for better segmentation I added "Number one:... Number two:..." etc.

Have I tested the copy yet?

No

How product plays into the value equation:

The script does not specifically discuss any service, but the relevant service offered by my client is dream coaching. This service helps individuals in interpreting the messages from their subconscious and higher self conveyed through dreams.

Regarding the value equation, dream coaching offers a big outcome as it provides personalized guidance and solutions for individuals' major life challenges directly from within. There is virtually no time delay in receiving this assistance, as my client can offer immediate help.

The perceived likelihood of success may seem uncertain initially because many clients turn to holistic healing after experiencing dissatisfaction with traditional Western medicine. However, dream coaching enhances this metric by offering customized insights based on each individual's soul, higher self, and subconscious, thereby providing a tailored approach.

In terms of effort and sacrifice, holistic healing typically demands less from the individual compared to conventional methods. This efficiency makes it an appealing option for those who have exhausted other avenues of healing, often representing a revitalizing change with minimal sacrifice.

Awareness, sophistication, funnel:

Market awareness: mostly 3, a little 2

Sophistication: 4

Funnel: Because this is a sm post they are not even in a funnel but rather trying to get them in. There is no funnel yet. Basically, this is my first project with this client, but the way that people can book with her is either they message her or click the calendly link in her bio.

The script:

Hook:

Your higherself is screaming at you through these 5 dream signs so you can finally change.

Your higher self is screaming at you to stop repeating your mistakes through these 5 dream signs.

You should never ignore these 5 dream signs if you want to restore harmony in your life.

Body:

Number one: Recurring dreams

Recurring dreams are a clear sign your higher self is trying to get your attention. They often highlight unresolved issues or emotions. Keeping a dream journal helps you spot patterns and understand the message.

Number two: falling or being chased

Falling or being chased signifies your mind processing anxiety or fear. Use these dreams as a cue to check in with yourself and address the underlying stress.

Number three: dreams with deceased loved ones

Dreams about loved ones who have passed are a lot of the time visits from the other side, offering guidance, love, and reassurance.

Number four: New abilities

Flying or discovering new abilities signifies your potential and the limitless possibilities ahead. They encourage you to embrace your true self, spread your wings and tap into your full potential.

Number five: Extremely vivid dreams

Vivid dreams that stick with you could be glimpses into past lives or important messages from your spirit guides. These intense dreams shouldn't be dismissed.

CTA:

Have you had any powerful or recurring dreams lately? Share them in the comments below so we can uncover the wisdom your higher self is offering together.