

MISSION LANDING PAGE

Clarity questions

Who am I writing for? Who is my avatar?

Tom, 28 years old is tired of making copies that are not effective and not attention-grabbing he is tired of making stops emails that do not create any sales and don't grab any attention from their target audience

Where are they now? EMOTIONALLY AND MENTALLY?

- He is angry about his situation and desperate how make really good copies
- As a copywriter failure is the path to success but you can't stay in the same place Tom is staying in the same place

WHAT PROBLEMS ARE THEY DEALING WITH, CHALLENGES AND DESIRES

- His no.1 challenge now is to make really good quality copies for his clients
- His dream state would mean that he should make good quality copies and use all the pointers that should be used to make good copies

At the end of the copy, what do I want them to do?

- At the end of the copy I want them to click the link below and make them sign up for a free guide

What are the steps I need to get them through to get them to where I want them to go?

- I want them to go from I don't trust this guy to Okay the things he is saying make sense
- I would build curiosity then and make the headline of the landing page way more attention-grabbing from which it should look that okay this thing that he is selling is legit

What level of awareness do they have? And what level of sophistication?

- They know about the problem they are facing and find answers by themselves which will take too much time for them to find the solution
- As for the sophistication level, they at least know the basics of copywriting

THE VALUE LADDER

- Have grabbed their attention
- To the opt-in page
- Low ticket product (free subscription)
- Medium ticket product (purchased the whole Ebook of copywriting)
- High-ticket product (purchasing the whole course)

where am I at in the whole funnel? What is the mini objective I need to focus on now that's going to contribute to the giant objectives?

4 which will lead them to click the link to go to the sales funnel and purchase the product

What words are they currently using to describe their current emotions, desires, fears, pains, and beliefs?

- Frustrated
- Confused
- Angry
- Disappointed
- Sad

Fascinations

- How to make quality copies ASAP
- The secret to writing quality copies
- Why are your copies not effective?
- What makes your copies lack attention
- Are you sure that you can make 10\$k as a copywriter
- It just takes 30 to go from 0\$ to \$10k
- What if there was a way to make sales emails in just 30 to 40 minutes
- Can there be a way of solving this madness
- What if there was a magical way of making Sales email
- Step-by-step information is given to make a \$10k copy

Master the Art of Crafting Sales Emails in Just 30-40 Minutes: and triple your turnover rate

- **There is Step-by-step information** given to make a \$10k copy Do you wonder why your messages keep falling flat and getting lost in the noise? It's a common frustration, but there's a solution., where you'll uncover the secrets to commanding attention, igniting desire, and propelling your success to new heights.
- **Can there be a way of solving this madness?** Frustrated by the challenge of crafting captivating messages? It's disheartening when your copies fall short of capturing attention and driving action.
- **Why are your copies falling short?** Explore the intriguing mystery behind the unremarkable results. The secrets of crafting captivating messages that leave a lasting impact. Discover the keys to unlocking your writing potential—because there is a way of making this happen."

There is a mysterious method for crafting Sales emails that feels like magic. Curious? The secrets of copywriting, convert and conquer your sales targets. Ready to uncover the mystery? Click this link to get your free guide. And look for yourself

 [Sign up and get a free guide](#) 