

Prospect: Trading Mentor

Pains: I've seen that, in the financial field, they lack marketing content etc..., Plus I have seen a post of his, and it's not really a great thing to make the reader click.

FV: to help them overcome this, I think about rewriting an IG caption to make them go to his trading academy.

SL: Important note about your Day Trading Academy

Hi Lee,

Despite all the Day Trading content on my Instagram feed, yours caught my attention and made me pause my scrolling, especially the post about Raj making 600 dollars.

I really appreciate your way of capturing your audience's attention in this post.

As I went through your page I discovered that you have a Day Trading Academy that started recently, I noticed that your post is:

✔ Providing value to your audience

✗ Converting the most of your audience

How can I claim this?

Because you might not connect with the reader's pains.

To show you how this works I've put together an Instagram caption that you can try out in order to push your audience to go to your sales page.

If you like my work, I have more ideas on how to implement this method to make your audience purchase access to your successful Day Trading Academy.

All the best,  
Victor

Lessons learned: More human connection, be fun, not boring.

In the compliment stick with one.

Providing value, talk about the client, at the end of the day humans only care about themselves.